



**Shemaroo Entertainment Limited**

# **Corporate Social Responsibility**

## **1. THE PHILOSOPHY:**

At **Shemaroo Entertainment Limited (SEL)**, Corporate Social Responsibility is all about being socially responsible, to carry out ethical business practices and also developing a business model that not only creates economic value but also contributes to a healthy ecosystem and strong communities.

As an integral part of our commitment to Good Corporate Citizenship, we at SEL believe in actively assisting in the improvement of the quality of life of the people in the communities, giving preference to local areas around our business operations. We believe that to succeed, an organization must maintain highest standards of corporate behavior towards its employees, consumers and societies in which it operates. It is the Company's intent to make a positive contribution to the society.

## **2. APPLICABILITY:**

The CSR policy has been formulated in consonance with section 135 of Companies Act 2013 ('the **Act**') and the Companies (Corporate Social Responsibility) Rules, 2014 ('the **Rules**') as notified by the Ministry of Corporate Affairs. The Policy shall apply to all CSR projects/programmes undertaken/ to be undertaken by the Company as per Schedule VII of the Companies Act, 2013.

## **3. CORPORATE SOCIAL RESPONSIBILITY COMMITTEE:**

Our Board of Directors, our Management and all of our employees subscribe to the philosophy of compassionate care. We believe and act on a philosophy of charity and consideration, characterized by a willingness to build a society that works for everyone. This is the cornerstone of our CSR policy.

The Corporate Social Responsibility Committee comprises of the following Directors:

Name	Category	Designation
Mr. Atul Maru	Executive Director	Chairman
Mr. Hiren Gada	Executive Director	Member
Mr. VasANJI Mamania	Independent Director	Member

## **RESPONSIBILITIES:**

- Formulate and update our CSR Policy, which will be approved by the Board of SEL.
- Suggest areas of intervention to the Board of SEL.
- Approve projects that are in line with the CSR policy.
- Recommend the CSR expenditure to the Board of SEL who will approve it.

### ***3. POLICY STATEMENT:***

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The CSR Policy focuses on addressing critical social, environmental and economic needs of the underprivileged sections of the society. We adopt an approach that integrates the solutions to these problems into the strategies of the company to benefit the communities at large and create social and environmental impact.

### ***4. SCOPE OF ACTIVITIES:***

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- ❖ Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water;
- ❖ Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;
- ❖ Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
- ❖ Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water;
- ❖ Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;
- ❖ Measures for the benefit of armed forces veterans, war widows and their dependents;
- ❖ Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports;
- ❖ Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
- ❖ Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;
- ❖ Rural development projects.

## **5. BUDGET:**

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- a) The Board of SEL to ensure that minimum of 2% of average net profit of the last 3 years is spent on CSR initiatives undertaken by SEL.
- b) In case at least 2% of average net profit of the last 3 years is not spent in a financial year, reasons for the same to be specified in the CSR report
- c) Any surplus generated out of the CSR activities not to be added to the normal business profits of SEL.

## **6. FOCUS AREAS OF ENGAGEMENT:**

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The Company has been engaged in Corporate Social Responsibility (CSR) activities for decades even before CSR had become mandatory responsibility of the corporate. The Company has contributed towards improving the living standards of economically weaker section of the society. The Company has been striving to achieve a fine balance between economic and social imperatives, while also paying attention to the needs and expectations of our internal as well as external stakeholders. The Company's Corporate Social Responsibility is not limited to Philanthropy, but encompasses holistic community development. The Company is also striving to fulfil its social responsibilities through donations in trusts and helping them in accomplishment of their social activities along with taking initiatives for the societies/schools which are formed for differently abled persons.

### **FOCUS AREAS:**

<b>RURAL TRANSFORMATION</b>	<b>Creating sustainable livelihood solutions</b>
<b>HEALTHCARE</b>	<b>Affordable solutions for healthcare</b>
<b>ENVIRONMENT</b>	<b>Environmental sustainability and ecological balance</b>
<b>EDUCATION</b>	<b>Access to quality education and skill enhancement</b>
<b>CULTURE</b>	<b>Protection and promotion of heritage</b>

## *6.1 RURAL TRANSFORMATION*

1. Setting up of schools for upliftment of rural areas.
2. To carry out activity of irrigating lands.
3. Developing infrastructure.
4. Improving water conservation and rain-water harvesting.

## *6.2 HEALTHCARE*

1. Promoting preventive healthcare, sanitation & hygienic practices & making available safe drinking water.
2. Working for the visually impaired
3. Providing Eye Care and Cataract operation facilities.

## *6.3 ENVIRONMENT*

1. To carry on Tree Plantation drives,
2. Improvement and beautification of footpaths near office premises.

## *6.4 EDUCATION*

1. Skill development and vocational training
2. Contribution or funds provided for promotion of sports with special focus on differently abled student.
3. Promoting education especially among children, women and differently abled including non-formal education programmes.

## *6.5 CULTURE*

1. Contribution towards cultural programme of Kutchi Community, so that it enables to uplift the welfare value.
2. To arrange “Lok Mela and Lok Sanskruti function”
3. Supporting Kutchi Youth Forum for social activity.
4. Contribution in various Trusts carrying out social activities.

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