

**CORPORATE SOCIAL RESPONSIBILITY  
POLICY**

**OF**

**ADI MOHINI MOHAN KANJILAL  
MARKETING PRIVATE LIMITED**

Registered office: 79/2, Mahatma Gandhi Road,  
Kolkata-700009

CIN: U51909WB2010PTC145152

## **CSR Vision Statement & Objectives**

The core theme of the Company's CSR policy is giving back to the society from which it draws its resources by extending helping hand to the needy and the underprivileged. Therefore, the Policy will function as a built-in, self regulating mechanism whereby the business will monitor and ensure its active compliance with the spirit of law, ethical standards and international norms.

The main objective of the Policy is to establish the basic principles and the general framework of action for the management to undertake and fulfill its corporate social responsibility.

### **CSR Committee**

#### **Composition:**

The Corporate Social Responsibility Committee shall consist of minimum 3 Directors.

#### **Meetings:**

The Committee shall hold meeting as and when required, to discuss various issues on implementation of the CSR Policy of the Company. The members would thrive to hold atleast one meetings in a financial year.

#### **QUORUM:**

The quorum for a meeting of the Committee on CSR shall be one-third of its total strength (any fraction contained in that one-third being rounded off as one), or two members, whichever is higher.

### **Responsibilities of the CSR Committee of the Board:**

- Formulate and update our CSR Policy, which shall indicate the activities to be undertaken by the company as specified in Schedule VII of the Companies Act, 2013 to the Board
- Suggest areas of intervention to the Board.
- Approve projects that are in line with the CSR policy.
- To monitor the Corporate Social Responsibility Policy of the company from time to time.
- Recommend the amount of expenditure to be incurred on the activities as per CSR Policy.

### **List of Activities/Projects**

The Company shall undertake any of the following Activities/Projects or such other activities/ projects as may be notified by the Ministry of Corporate Affairs

from time to time as a part of the Corporate Social Responsibility (“CSR”):

\*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 vocation skills especially among children, women, elderly and the differently able 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 centers 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, Paralympic 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.

\* Contribution or funds provided to technology incubators located within academic institution which are approved by the Central Government;

\* Rural development projects;

\* Any other activities in relation of the above and all other activities which forms part of CSR as per Schedule VII of the Act, 2013 (the "Act") as amended from time to time. (Collectively hereinafter referred to as "CSR Activities")

### **Quantum of Amount to be spent on CSR Activities**

I. For achieving its CSR objectives through implementation of meaningful & sustainable CSR programs, the Company will allocate 2% of its average net profits made during the 3 immediately preceding financial years as its Annual CSR Budget.

II. The Annual CSR Budget shall be spent on activities laid down in this Policy.

III. Any surplus arising and/or additional revenue generated out of CSR Activities undertaken by the Company shall not form part of the business profit of the Company and same shall be spent for undertaking any CSR Activities only.

### **IMPLEMENTATION –**

The company may decide to undertake its CSR activities directly or through a Registered Trust or a registered society or a company established by the company under section 8 of the Act.

#### **Monitoring and Feedback**

a. To ensure effective implementation of the CSR programmes undertaken a monitoring mechanism will be put in place by AND The progress of CSR programmes under implementation will be reported The report on progress on the CSR programme undertaken by the Company will be put forward to the CSR Committee with full details of cost incurred and results achieved on a regular basis.

CSR initiatives of the Company will be reported in the Annual Report of the Company & the Board's Report in compliance with Section 135 and rules made thereunder.

### **ROLES AND RESPONSIBILITIES OF THE BOARD**

The Board of Directors of the Company will be responsible for

(a) Approval of the CSR policy of the Company disclosing the content of this policy in its report and place the policy on the Company website

(b) Ensuing that the Company spends in every financial year at least 2% of the average net profits of the company made during the three immediately preceding financial years in pursuant of the policy

Ensuing that it specifies the reasons in its report for not spending the earmarked amount in case company fails in spending such amount

### **Conclusion**

In case of any doubt with regard to any provision of the policy and also in respect of matters not covered herein, a reference to be made to CSR Committee. In all such matters, the interpretation & decision of the Committee shall be final. Any or all provisions of the CSR Policy would be subject to revision/amendment in accordance with the guidelines on the subject as may be issued from Government, from time to time. The CSR Committee reserves the right to modify, add, or amend the policy