



AJM GROUP

Report – Engage & Involve

Local Communities

Why Involve Local Communities?

“Local communities” refers to those population groups situated within the company’s ecosystem, including residents within the AJM Group’s areas of operation, local businesses and organizations. Engaging and involving local communities means hiring local talent and supporting local organizations whenever possible.

Involving local communities benefits both community residents, in terms of training, employment opportunities and development or infrastructure; as well as the company by removing the need to hire workers from outside. This local approach is further supported by the new CSR ruling, which encourages companies to support and develop the areas in which they are operational.

How Does the AJM Group Involve Local Communities?

We work closely with our local communities to manage the social, economic and environmental impacts of our business activities, address any concerns about our operations, and enhance the benefits that we are able to bring.

We do this by creating new jobs, encouraging local businesses to be a part of our supply chain, providing useful skills training for people and supporting CSR and philanthropic activities within the community.



Principles Behind Engaging Local Communities

- We aim to be a good neighbor wherever we work and contribute to the well-being of our neighboring communities
- We aim to engage openly with communities in order to identify how and where we can bring sustainable benefits
- We aim to avoid or reduce any adverse impacts to the community to the best of our ability and to manage impacts that may be unavoidable

Creating Shared Value through CSR

Section 135 of the 2013 Indian Companies Act defined a new regulatory framework for CSR - making it compulsory to a large number of firms. This political mandate has caused CSR activities to evolve from a philanthropic action to a strategic asset for a sustainable business future.

For the AJM Group, who engages closely with local communities that live around their areas of operation, engaging and supporting local communities is a key strategic and philanthropic priority. Community support and development enables us to strengthen our reputation and engagement around our factories.

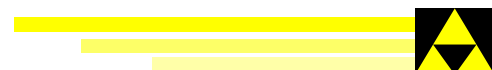
Company Initiatives

Support and Training for Women

As part of our CSR activities, the AJM Group supported the education of 2 women, providing them with a 3-month computer training. Completing their educational degrees will allow both women to launch successful careers and to care for their families, and having IT skills will make them competitive candidates in the marketplace.

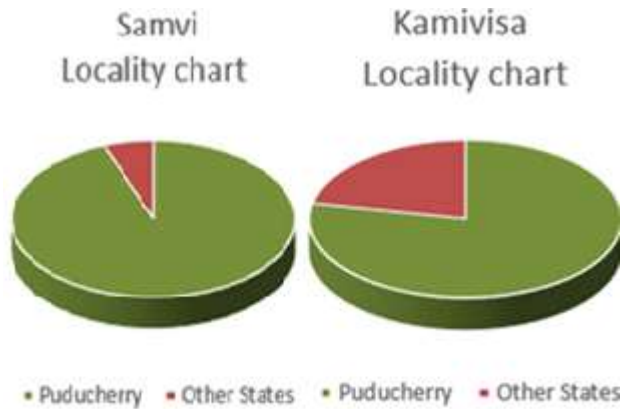
Hire Locally

As part of our strategic CSR we prioritize the local hiring of talent wherever possible and most of our staff is hired from within the State or area of operations.



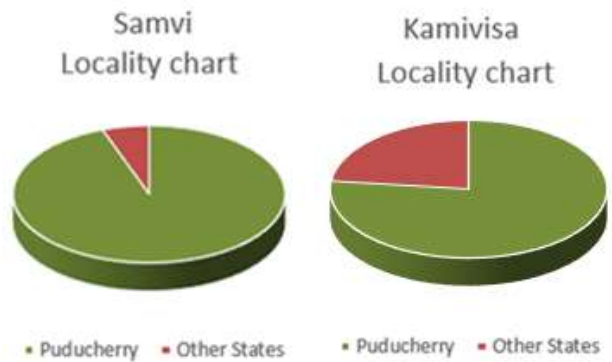
Local Hires 2018-2019

Samvi employs 93% employees from within Puducherry, while at Kamivisa, 78% of employees are located in Puducherry.



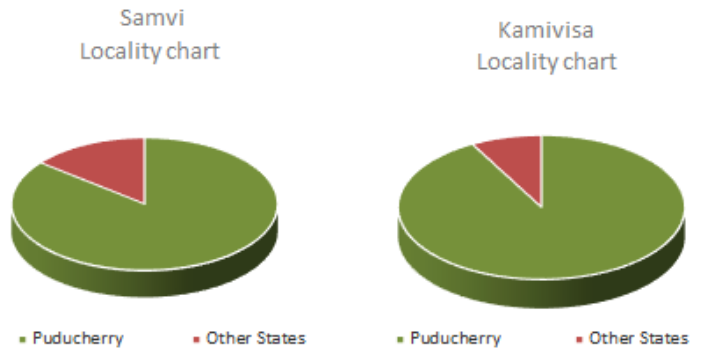
Local Hires 2019-2020

Samvi employs 86% employees from within Puducherry, while at Kamivisa, 77% of employees are located in Puducherry.



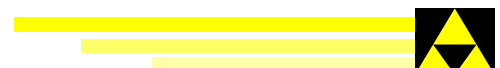
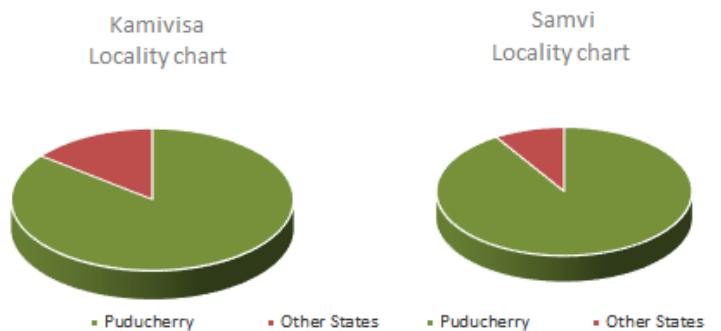
Local Hires 2020-2021

Samvi employs 86% employees from within Puducherry, while at Kamivisa, 92% of employees are located in Puducherry.



Local Hires 2021-2022

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Corporate Pledge

We shall engage and involve the local community whenever possible.

Employee Adherence

Apart from CSR activities that the AJM Group conducts, employees are required to engage local communities wherever possible and promote the employment of local resources where relevant.

Creating shared value in the community is a key priority for the AJM Group and employees and management is required to ensure they act in accordance with these priorities.

How Can You Ensure Local Communities are Engaged?

If you are responsible for hiring or recruiting team members, contractors or any other workers or oversee the procurement of supplies and raw materials, here are some helpful notes to keep in mind when employing or dealing in any business transactions.

- Is there someone local I can hire who will be able to complete this job to a high degree of satisfaction?
- Is there a locally available contractor or supplier I can work with instead?
- Have my colleagues or managers put out notices or informed people in the community of this opportunity?
- Does this work adversely affect the community in any way? How can I mitigate this issue or ensure that the community is enthusiastic about this development?
- Does this affect the landscape or environment of the community around? Do I need permission from the community before starting work? Have approvals been given?



Key Takeaways

Engaging with communities in our area of operations can be a strategic as well as philanthropic initiative.

The AJM Group is committed to being a good neighbor and engaging with local communities wherever possible.

Employees and Management with hiring and procurement responsibilities must seek ways must prioritize local employment.

