



# AJM GROUP

## *Report – Local Community*

## *Development*

### **What is Local Community Development?**

“Local communities” refers to population groups situated within the company’s ecosystem, including residents within the AJM Group’s areas of operation, local businesses and organizations. With a view toward creating an enriched and healthy society and ensuring its sustainable growth, we fulfill our role as a good corporate citizen and actively undertake social contribution activities in every region where we do business.

Our community development programs promote sustainable economic growth, education and the health and welfare of people in our surrounding areas.

### **Principles Behind Local Community Development**

- 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.



# Corporate Pledge

*We shall support the development of the local community through our business.*

## Operating Framework

The AJM Group follows the framework outlined by the **International Finance Corporation (IFC)** in their report on, 'Sustaining Communities through Improved Business Practices.' These are as follows:

### 1. Engage in Effective Community Consultation

Effective community consultation is key to proper community development. We will consult with stakeholders through relevant phases of operations to identify needs, define our community development responsibilities and manage expectations among community members.

### 2. Build Trust

Building trust between the company, community members and other stakeholders is essential to a successful program. We promise to operate with good faith and transparency to build and maintain trust.

### 3. Clearly Define Roles and Responsibilities

We will clearly define our commitments to community development to avoid mistrust and manage expectations.

### 4. Develop Capacity

In accordance with our CSR and Engaging Communities policy, we will recruit, train and hire locally wherever possible. Priority will be given to hiring people from the community.

### 5. Set Measurable Goals

Setting goals and measuring progress allows a company and its stakeholders to monitor the program's successes and shortcomings. We commit to being transparent with the community in all our reporting.

### 6. Plan for Sustainability

Projects should be designed so their impact continues long after the company's involvement. We aim to undertake projects that focus on developing community skills and improving incomes.



## 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, disconnected from the firm's activity, to a strategic asset for a sustainable business future.

For the AJM Group, who engages closely with local communities that live around our 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 and we are committed to being a trusted partner in the community.

## Community Development CSR Activities

The AJM Group supports our communities through the following outreach programs and initiatives:

### **Bachhe Padhao (2018-2021)**

In April 2018, the AJM Group launched an educational initiative called Bacche Padhao for the children of employees studying in the 9<sup>th</sup> to 12<sup>th</sup> standard. This social scheme helps children stay in school and eases the financial burden on parents by providing a rebate on fees during their crucial studying years. The program was implemented organization-wide with no restrictions on the number of children that can benefit from this scheme. Providing education for children also ensures better prospects and can improve community incomes in the long-term. This is also connected to our commitment to support children and prevent the incidence of child labor. We continued this effort.

### **Teach for India (2017-2020)**

The AJM Group has been donating every year to Teach for India since 2017. We aim to support children in our community with quality education and supporting teachers is key to ensuring an improvement in learning outcomes.

### **Association for Non-traditional Employment for Women ANEW (2018-2020)**



The AJM Group sponsored a 3-month computer course training for 2 underprivileged women in Anna Nagar, Chennai in 2019.

#### **ASSIST (2018-2021)**

The AJM Group has sponsored the residential education and living expenses of 5 economically disadvantaged children for 1 year as part of our community support and preventative action against child labor.

#### **Catalysts for Social Action (2019-2020)**

The AJM Group has sponsored the supplemental nutrition for 20 children in surrounding rural areas for one month in December 2019 and 10 children for one month in September 2020.

#### **Sanskriti Samvardhan Mandal - Sports Program for Youth (2019-2020)**

Sagroli Sunrise is a professionally designed sports project for a few handpicked young athletes. We supported 2 athletes for the year 2019-20. They are given rigorous training by professionals on a daily basis; and aim to participate in sports at the national and international level.

#### **Tropical Research & Development Centre (TRDC) Rainwater Harvesting (2019-2020)**

We supported water conservation, restoration, and regeneration of water bodies through the installation of 50 rainwater pits in the villages of the Uttara Kannada District in February 2020.

#### **Akshaya Patra COVID-19 Feeding Program (2020-2021)**

We donated to a COVID-19 relief feeding program headed by *Akshaya Patra* - an NGO headquartered in Bengaluru, India, that aims to primarily provide fresh, nutritious meals to disadvantaged school children. Our contributions provided meals for 40 people during the pandemic.

#### **Support COVID-19 Hit Families (2020-2021)**

Via the GiveIndia platform we donated towards their program to disburse cash to families negatively impacted by the pandemic.

#### **Nutrition for Mother and Child (2020-2021)**

Via the Foundation for Mother & Child (FMCH) - an organization that focuses on nutrition for fringe communities - the AJM Group contributed towards the general fund.



### **Supporting a Special Needs Child (2020-2021)**

The AJM Group is currently sponsoring Kuldip, aged 10, from December 2020 to November 2021. Our sponsorship pays for his education.

### **Providing Mobility to a Poor Disabled Person (2020-2021)**

The AJM Group donated a tricycle via the Uma Educational and Technical Society to Singatapu Lova Babu, 36. Singatapu is from Pitapuram in Andhra Pradesh is a physically challenged person with Post-Polio Residual Paralysis (PPRP).

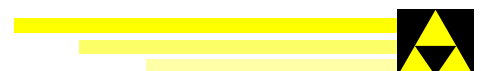
### **Birthday Celebrations of Marginalized Youth (2021-2022)**

The AJM Group has enabled the celebrations of intellectually challenged underprivileged youth in these dire times. We believe it to be important to spread some cheer when the general climate is so foreboding

### **Sanitary Napkins for Rural Women (2021-2022)**

The AJM Group has sponsored sanitary napkins for rural women by partnering with an NGO that attempts to break the stigma and taboo surrounding both periods and sanitary napkins.

For a detailed report on the AJM Group's initiatives in local community development please refer to the annual **AJM Group CSR Initiatives Report**.



## 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.

### Key Takeaways

The AJM Group supports community development through its CSR programs.

We use IFC frameworks to guide our thinking on engaging the communities around us.

Employees are required to engage local resources wherever possible and promote local employment.

We aim to be a good neighbor wherever we work and contribute to the well-being of our communities.

