



AJM GROUP

CSR Initiatives

2020 - 2021

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Introduction

At the AJM Group, we continue to focus on Corporate Social Responsibility (CSR) – despite the challenges of the past year brought on by the COVID-19 pandemic.

Our communities are at the center of everything we do as a business; they power our successes, encourage us to continuously innovate, and rely on us to provide solutions to their issues. We are grateful for their trust and will continue to support their needs in the future.

Our CSR strategy emerges from the needs of communities. This year, it is focused on six key areas:

1. COVID-19
2. Children
3. Nutrition
4. Education
5. Disabilities
6. Environment

Our company chose these to meet the basic requirements of several vulnerable groups in our populace. Partnering with vetted NGOs has allowed us to respond to demands in a way that makes a direct impact on the quality of life of communities that need the most support.



COVID-19

The AJM Group contributed towards the Mission #IndiaAgainstCoronaVirus in three ways.

Introduction of a new Covid App to monitor health and safety

During the COVID-19 pandemic that continues to ravage the world, many companies took innovative steps to stay safe. Some employed drones to deliver essential goods and spray disinfectant in industrial zones. Others developed their own versions of contactless sanitizers. At the AJM Group, we took this opportunity to up the ante on record-keeping for the safety of all our employees.

Faced with the challenge of monitoring additional parameters like temperature and other factors, we decided to add to our growing suite of bespoke applications. In May 2020, soon after companies were allowed to partially open, we rapidly developed and deployed a Covid App within a week. This has allowed us to track employee data and ensure safety throughout the pandemic.

The app features the following benefits

1. The app removes the need for paper records and reduces the need for contact between persons - making it safer for employees while benefiting the environment
2. It accurately tracks key safety and sanitization metrics such as time in/out, temperature (tracked through a thermal gun), handwashing activity and others
3. It can furnish relevant data to regulatory bodies to demonstrate record-keeping compliance
4. The UI is designed for those with low literacy levels or those who cannot read. It employs icons and colors as visual cues to make navigation easy
5. It can be quickly deployed across geographies and has been adopted across all our factories within two weeks of the launch

We explored adding a thermal camera to automatically capture temperature but sourcing a price-sensitive and clinically accurate camera proved challenging during these times. We concluded that the stand-alone Covid App was the best mix of both technology and functionality and would still greatly benefit employees and keep them safe.

Here is a video of the COVID app we created: https://youtu.be/_3u3PKwgP_4

Relief Feeding Program

We have donated to a COVID-19 relief feeding program headed by Akshaya Patra – an NGO headquartered in Bengaluru, India, that aims to provide fresh, nutritious meals to



disadvantaged school children. Our contributions provided meals for 40 people during the pandemic.

Supporting Families hit by COVID-19

We donated to Give India's program to disburse cash to families negatively impacted by the pandemic. Here is an excerpt from a letter we received from Priyanka Prakash, Head, Online Giving on Sunday, April 5, 2020:

Thanks to your generosity, we have been able to give a little over ₹40 lakh to 850 poor families as cash in hand to help them through the Corona crisis - money that we have collected through donations to our Mission: Support Covid Hit Families.

The first disbursement was made after we received an SOS call from civil servants in the Bihar government about 241 stranded migrant labourers stuck in Mumbai's slums after the lockdown was announced. Carpenters, mechanics, factory workers - all desperate to get home to their wives and children in Bihar and with no money to get by.

Then on Thursday, we disbursed 112 payments directly into beneficiaries' banks, from requests that had come in from individuals who knew of daily wagers in trouble. The rest was transferred to 14 nonprofit partners who had sent us lists of poor families where the main breadwinner was without employment. Those in Tier-1 cities have received ₹7,000 and in Tier-2 cities, ₹5,000.

As you can imagine the process is not easy. But with our long history and relationships with trusted nonprofit partners who work in all corners of the country, we were able to quickly reach those most in need. As more requests come in every day - directly and from NGOs on the ground - we have put a strict due diligence process in place with volunteer telecallers making 80 calls a day to verify the authenticity of the beneficiary.

We are grateful to have the opportunity to help those in need.



Children and Nutrition

This year, due to the pandemic, we decided to focus our efforts on children *and* nutrition at the same time. The first organization provides supplementary nutrition for five orphans for one month, while the second focuses on the nutrition of both mother and child.

Supplemental Nutrition

This year, we decided to continue our support of Catalysts for Social Action (CSA) by contributing to their cause. CSA works with grassroots organizations to provide nutritional support for malnourished children. Shree Ganesh Shikshan Prasarak Shishu Greh is one such adoption agency where orphans are admitted. CSA supports them by providing milk and other supplements as required. The agency is currently looking for homes for each child, so as to give them a good life. They are also being provided with other forms of nutrition, including fruits and eggs as an evening snack. The AJM Group sponsored the following 10 children from Madhya Pradesh during the month of September 2020:

| | Name | Age |
|----|--------------------|-----|
| 1 | Attish Raidas | 11 |
| 2 | Ballu Yadav | 13 |
| 3 | Balveer Yadav | 11 |
| 4 | Deepak Shrivastava | 17 |
| 5 | Shiva Maratha | 16 |
| 6 | Krishna Sudama | 19 |
| 7 | Raj Singh | 15 |
| 8 | Raja Dahiya | 16 |
| 9 | Raja Satnami | 12 |
| 10 | Raju Tiwari | 18 |



Mother and Child

Foundation for Mother & Child (FMCH) is an organization that focuses on nutrition for fringe communities in Maharashtra. FMCH operates directly as well as in partnerships with other NGOs and the government. All resources are invested towards an innovative community-based nutrition specific intervention. FMCH aims at empowering every mother and her family belonging to a vulnerable community to make the right food choice by providing accurate actionable knowledge and other associated intensive services.

FMCH has programs operational in Phule Nagar (Powai) and Jari Mari (Kurla) in the Mumbai area as well as the Thane-Bhiwandi-Nizampur area. Till date, FMCH has aided nearly 500,000 women and children in Maharashtra alone. Over 80% of children who graduate from FMCH's *First 1000 Days Program* have a status of "healthy" as per WHO guidelines.

The donations by the AJM Group were used towards the general fund to design long-term programs.



Education

According to a leading NGO, GiveIndia, 1 in 11 children go to work when they should be in school. In addition, close to 53 percent of girls aged five to nine are illiterate, and more than 50 percent of girls fail to enroll in school. When it is difficult to afford necessities such as food, shelter, and clothing, schooling becomes a luxury that the poor are forced to go without. Without an education, the cycle of poverty continues.

Educating a child helps limit the child labor market, and gives children better livelihood opportunities later on in life. Improved literacy levels and education can have a far-reaching impact. This includes better maternal health, improved family literacy and more opportunities at work.

Our goal is to lessen the number of children out of school and improve their long-term prospects. To meet that objective, we partner with several NGOs.

In 2020-21, the AJM Group sponsored the residential education and living expenses of one child for a year through the NGO ASSIST. ASSIST works with underprivileged children whose families cannot afford to send them to school. While they confirmed that a child was sponsored, ASSIST was unable to provide further details on our sponsorship for the year, possibly due to stretched resources during COVID-19.



Disabilities

This year, we focused some of our resources on supporting people with disabilities. We partnered with two organizations: The first focuses on children with special needs and the second provides people with disabilities a means of mobility.

Supporting a Special Needs Child

Deepalaya is a special needs school that has supported more than 291,071 children. Out of over 11,158 graduates of the school, 21 went to the US to pursue higher education. After their education was complete, they all returned to the school to help.

Vocational training was imparted to 12,131 students and further 10,988 people were taught skills that would enable them to earn their own living. The school has also helped students establish micro-enterprises. This in turn has supported 4,390 disabled persons and helped rescue and rehabilitate 1,400 runaways. The AJM Group aims to give children with disabilities living on the fringes of society, an opportunity to improve their lives and livelihoods.

Kuldip

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



Giving the Gift of Mobility to a Person with Disabilities

The AJM Group donated a tricycle via the Uma Educational and Technical Society to Singatapu Lova Babu.

Singatapu, 36, is from Pitapuram in Andhra Pradesh. At the age of 7, he was detected with Post-Polio Residual Paralysis (PPRP), which impacted the functioning of his right hand as well as his left leg. Despite the disability, Singatapu was very eager to be educated and continued his studies until Standard 8. In 1995, a medical camp was organized by Kakinada TTD Kalyana Mandapam where a group of American doctors operated on him. This enabled him to walk with a limp.

In 2011, he was given a free tricycle by the Uma Educational and Technical Society at a distribution camp. With the help of the tricycle, he was able to secure a job with a private company. Since he wanted to be independent, he resigned and began selling fruit. His tricycle became unusable after years of use, so he applied to get a new one – which he received a few months ago.



Environment

Protecting the environment is crucial to our commitment to build communities and help others. We partnered with the Tropical Research & Development Centre, (TRDC), in our objective to protect the environment and preserve it for future generations.

The TRDC works on issues relating to environmental degradation, children's education, and water conservation to improve the livelihoods of rural communities in the Uttara Kannada, Mysore, and Haveri districts of Karnataka. Our donations have been put towards water conservation, restoration, and regeneration of water bodies through the installation of 10 rainwater pits in the Betta Lands in the Bhairumbe village of the Bhairumbe Panchayat, Sirsi Taluk in the Uttar Kannada District¹. Several hundred hectares of land have been covered in these water pits as part of the efforts by TRDC. The installations will make an important contribution to resolving water shortages in the villages, as well as gradually rejuvenating streams by making them perennial. Open and bore wells will see water levels rise; water available to homes, livestock, and agriculture will be increased, and floods will be reduced by collection, further reducing the force of flood water.

TRDC provides ongoing support to maintain these installations and supervise their use, to ensure communities benefit fully and can sustain these pits for years to come.



¹ Survey 142

