



# Corporate Social Responsibility Policy

27.01.2017

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## Introduction

MA Knowledge Services Research (India) Pvt. Ltd. (hereinafter referred to as 'MAKSR') is a global research, consulting and outsourcing firm having presence in India, UK, US, China, Sri Lanka, Costa Rica, Hong Kong, Singapore and Mauritius.

Since its inception MAKSR has been supporting social development projects implemented by various non-profit organizations in different parts of India. MAKSR has a long-standing track record of conducting independent analysis of non-profit organizations and research projects for the voluntary sector. It has been involved in many social advisory projects and has helped connect philanthropic funds to commendable and non-profit causes.

## Vision

MAKSR envisions being the largest financial research and consulting organisation in the country that will be known for conducting its business in a sustainable and socially responsible manner based on strong business ethics and corporate values. MAKSR is committed to building a partnership with clients to ensure top-quality research, and supports its clientele in managing business challenges.

## Values

MAKSR's longevity and continued growth is attributable to its willingness to constantly adapt and evolve. While its business model has significantly evolved over the last decade, its core ethos has always remained unchanged. MAKSR is committed to provide the highest quality value-added research and outsourcing services to its clients, based on quality, professionalism, client focus, quantifiable value-additions, and personal and team growth.

## Social Responsibility Statement

The Company's leadership strongly believes that it has a significant responsibility towards the society in which it operates. It believes that business does not exist for the purpose of business alone but should create and support opportunities for social empowerment and inclusive development.

MAKSR understands that the sustainability of any business relies on a healthy and educated workforce, sustainable natural resources and thriving society. MAKSR being a responsible corporate citizen has a duty to not only work for sustainability of its business but also society as a whole and build social capital.

## Aims and Objectives

At MAKSR, Corporate Social Responsibility (CSR) is not just charity but an investment in society and in its own future. MAKSR understands that no business house has the strength and resources to replace the government or create a parallel structure to government. MAKSR believes that acting as an alternative to government is not the best solution to social problems and challenges faced by our society. Businesses should aim at developing and demonstrating innovative and sustainable development models which can be replicated and adopted by governments and other likeminded organisations.

MAKSR aims to build new, sustainable and replicable development models as well as to invest in some proven models of development at grassroots for betterment of the underprivileged and poor, children, women and environment. MAKSR is committed to work for improving the conditions of the underprivileged and poor, children, women and environment through effective, innovative and sustainable development solutions.

## Applicability and Scope of Policy

This Policy is made pursuant to and shall be subject to section 135 of the Companies Act, 2013.

- » The Policy shall be applicable to MAKSR in India only.
- » All the CSR programs and activities shall be conducted as per the CSR Policy in accordance with the Section 135 of the Companies Act, 2013.

## CSR Committee

MAKSR's CSR Committee shall comprise of minimum two Directors (Board) of the Company. The CSR Committee has been mandated to guide the CSR team to ensure regulatory compliance through effective implementation of CSR activities with the help of experienced and likeminded non-profit organisations.

The quorum for the CSR Committee meeting shall be minimum two members. The CSR Committee shall meet at least twice a year to review the CSR programs and activities. However, the meetings of the CSR Committee may be called as and when required.

## Composition of CSR Committee

The following Directors of the Company shall constitute the CSR Committee:

1. Mr. Shailendra Gupta - Chairman
2. Mr. Anish Ailawadi - Member

## Roles and Responsibilities of the CSR Committee

The CSR Committee shall be responsible for the following activities:

- » to form, recommend, review and oversee the CSR Policy and CSR Action Plan;
- » to recommend the amount of expenditure to be incurred on the CSR activities;
- » to ensure that the CSR Policy, activities, action plans, and recommendations to the Board are in accordance with the applicable laws and rules;
- » to ensure that there are adequate monitoring mechanisms and processes in place to enable effective implementation of the CSR activities and programs;
- » to suggest amendments to CSR Policy as and when required after review and evaluation;
- » to undertake all such other duties, assigned by the Board from time to time with regard to the CSR activities;

- » to ensure that the CSR activities and programs are effectively implemented with the help of a specialized team; and
- » to report on CSR initiatives undertaken during a financial year and justify to the Board any failure to spend the CSR Budget.

## Roles and Responsibilities of the Board

The Board of MA Knowledge Services Research (India) Pvt. Ltd. shall be responsible for the following:

- » to constitute a CSR Committee comprising of minimum two Board of Directors;
- » to ensure that the CSR activities are undertaken by the Company;
- » to ensure that CSR activities undertaken by the Company shall exclude those activities undertaken during the normal course of business. All CSR activities shall be within the broader framework of activities listed in Schedule VII of the Companies Act, 2013;
- » to approve the CSR Policy and disclose its contents in its report and on the Company website;
- » to earmark at least 2 per cent of the average net profit of the preceding three years to CSR budget every financial year;
- » to ensure that the Company spends, in every financial year, at least 2 per cent of the average net profits made over 3 preceding years;
- » to approve the CSR Action Plan and Budget placed by CSR Committee;
- » to ensure that the Company reports the CSR initiatives undertaken during a financial year; and
- » to report the reasons for inability to spend the stipulated CSR Budget, in case such amount is not spent during a financial year.

## Surplus CSR Funds

Any surplus arising out of the CSR Budget shall **not** form part of the business profit of the Company. The surplus shall be utilised during next financial year for CSR activities only in accordance with Schedule VII of the Companies Act, 2013.

## Approach and Strategy

The Company's approach to CSR lies in time bound, strategic, result oriented, and professionally driven development initiatives/solutions for inclusive growth and development of all, based on the principles of equality and justice. It believes in investing in long term development models that are replicable, sustainable and effective to address the various social needs and problems of our society.

The Company will engage with reputed non-profit organisations and professional agencies to implement the CSR projects and activities. It will also engage with its employees to encourage and motivate them to contribute for well-being and development of society by volunteering with the charities and causes of their interests.

## Implementation and Monitoring

- » a separate CSR team at MAKSR or at any of its associate companies shall be responsible for effective execution of all CSR activities;
- » the CSR team shall assess eligibility of the activities, consolidate action plans and CSR proposals;
- » the CSR team shall be responsible for administering the CSR budget in compliance with the Companies Act with appropriate approvals from the CSR Committee and the Board;
- » the CSR team shall be responsible for reviewing and monitoring the progress of CSR projects;
- » the CSR team shall update the CSR committee regularly on the progress of the CSR projects and activities; and
- » the CSR team shall be responsible for preparing the annual CSR Report and placing it before the CSR Committee.

## Priority Areas

MAKSR shall undertake CSR activities under the following areas as per Schedule VII of the Companies Act, 2013:

- » 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 and empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centers and other such 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, agroforestry, 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 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; and rural development projects
- » any other falls within the broader framework of activities listed in Schedule VII of the Companies Act, 2013