

Corporate Social Responsibility

Legacy of serving society

Promoted by Piramal Group in 1974-75 and the controlling interest was acquired by Atul Ltd of Lalbhai group in 1985-86.

Atul Rural Development Fund, Atul Vidyalaya Trust, Shree Atul Kelavani Mandal and other trusts were established to undertake and implement initiatives related to serving society much before the term Corporate Social Responsibility (CSR) came in vogue.

Thereafter, Atul Foundation Trust was established in 2010 as the apex trust to oversee, formalise and organise all initiatives undertaken by Atul* to serve society*.

Guiding principles

Amal will volunteer its resources to the extent it can reasonably afford to Atul Foundation, so that the Trust is able to contribute towards enhancing the quality of life thereby the standard of living of people, particularly those belonging to the marginalised section of society. Essentially, these people will be the needy, those living below the poverty line in rural or urban areas, particularly where the Company is operating. The endeavour is to uplift them through the chosen programs (mentioned below) so that they can live a life of dignity and self-respect.

The surplus, if any, arising out of such programs, projects or activities will not form a part of the business profit.

Approach and direction

Atul Foundation will take up projects and | or carry out activities under six broad programs: i) Education ii) Empowerment, iii) Health, iv) Relief v) Infrastructure and vi) Conservation and with varied scope of work as mentioned below:

1. Education

- 1.1 Establish and | or support educational institutions
- 1.2 Enhance education in rural areas
- 1.3 Support needy and | or meritorious students

2. Empowerment

- 2.1 Establish and | or support vocational training and institutions
- 2.2 Promote sustainable livelihood opportunities for women | youth
- 2.3 Promote integrated development of rural | tribal areas

3. Health

- 3.1 Establish and | or improve medical care centers
- 3.2 Promote health, nutrition, hygiene and sanitation
- 3.3 Promote sports and fitness

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4. Relief

- 4.1 Eradicate hunger and malnutrition
- 4.2 Support deserving | needy people
- 4.3 Support during natural calamities

5. Infrastructure

- 5.1 Develop and | or improve rural infrastructure
- 5.2 Develop and | or improve rural amenities
- 5.3 Develop and | or improve child friendly infrastructure

6. Conservation

- 6.1 Conserve natural resources
- 6.2 Protect environment | flora and fauna
- 6.3 Protect and | or promote art and culture

Further, CSR projects will be undertaken taking into account national priorities and United Nations Sustainable Development Goals.

Action plan

From the aforementioned programs | projects, annual action plans will be prepared every year, which will include focus areas for the year, the list of projects to be undertaken, manner of execution, modalities of fund utilisation, monitoring and reporting mechanism, and details of need and impact assessment, if any.

Implementation

The Company will implement projects (and | or undertake activities) for the preceding programs, primarily through Atul Foundation Trust or other eligible entities | organisations, which may further collaborate with local, national and international organisations having similar objectives and | or with local and central governments.

Review

The Company will ensure an appropriate transparent review mechanism of all the work undertaken for serving society. The reports, prepared from time to time, will consist of projects (and | or activities) undertaken along with relevant information.

The Managing Director of the Company will review the reports once a quarter, while the CSR Committee and the Board of the Company will review them at least once a year.

*Atul and its Group companies