

Marico's CSR Projects & Programs 2024-25

Sl. No.	Initiatives	Schedule VII activity	Program Description	Impact created till date	Category
1	Parachute Kalpavriksha Foundation	<p>VII (iv) 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 including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.</p> <p>VII (ii) Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.</p>	<p>WHY IS THIS IMPORTANT: The Parachute Kalpavriksha Foundation was launched on September 2, 2017 to create value in the lives of farmers by helping them enhance their productivity, livelihood and overall quality of life. It is a separate non-profit entity (80G certified).</p> <p>WHAT ARE WE DOING: To promulgate sustainable agricultural practices in the country, the programme works on the following three-pronged principle: - Enabling higher and sustainable crop yield; - Training farmers to be self capacitated in their farms; - Transforming myth and belief based farming into scientific based farming.</p> <p>The Foundation has set up the following institutional platforms - 1. Kalpavriksha Knowledge Centres that impart knowledge to farmers regarding best management practices for farming with the help of SMEs. Farmers undergo these trainings under the guidance of agronomists in areas such as pest, disease, water management, soil health and others. 2. Agribusiness centres (ABCs) which are agri clinics where farmers can obtain farm care inputs along with a plethora of technical services. Additionally, to support those farmers who cannot normally afford purchasing farm machineries, the ABC provides access to high-quality farm equipment on hire. ABC also provides them access to labourers to work on their farms on need basis, along with inputs. These agri-ventures are established with the help of local entrepreneurs who provide services like hiring of farm equipment like Rotavator, power tiller, sale of inputs along with labour services at affordable prices.</p> <p>FOR WHOM: Small-scale farmers</p>	<p>Acreages Enrolment: PKF enrolled 370,210 acres (Cumulative) of farmlands under the programme; Out of which 60,210 acres were enrolled enrolled in FY 24.</p> <p>Farmers enrolment: Approx. 1,01,120 (Cumulative) farmers are enrolled out of which 20,120 farmers enrolled in FY24.</p> <p>Productivity for enrolled farmers has improved by 17%.</p> <p>Over 4000+ farmers were benefitted through social security and 2000+ farmers were benefitted through digital and financial literacy programme interventions rolled out by PKF in FY24.</p> <p>206,000+ downloads (cumulative) of mobile application and 3,01,000+ followers (cumulative) at social media till FY24.</p> <p>4 agribusiness centres have been set up till date & 5000+ farmers benefitted from the services offered.</p>	On-going Program
2	Nihar Shanti Pathshala Funwala	VII (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.	<p>WHY IS THIS IMPORTANT: Marico believes that one of the most significant indicators of social progress is education.</p> <p>WHAT ARE WE DOING: With purpose at its heart and commitment towards social progress, Nihar Shanti Amla, has been continuously strengthening its mission to impart quality education to children in rural areas across multiple states in India. 'Technology', 'collaboration' and 'scale' forms the core pillars of their initiatives. WhatsApp Enterprise model-based learning programs have been designed to upgrade the teachers' capabilities on learning and imparting English literacy. Engaging formats that are innovative, practical and rural-ready in nature, have been deployed to create measurable and value-adding outcomes from the programme</p> <p>FOR WHOM: Teachers and underprivileged students who do not have access to advanced education systems.</p>	<p>More than 1.76 lakh teachers trained, approximately 15.16 lakh students reached and benefited by the Nihar Shanti Pathshala Funwala program (NSPF) in FY24.</p> <p>As on date, NSPF presence is in 50 Aspirational Districts of Madhya Pradesh, Jharkhand, Bihar and Chhattisgarh.</p>	On-going Program
3	Jalashay - Water stewardship program	VII (iv) 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 including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.	<p>WHY IS THIS IMPORTANT: Water is one of Marico's core sustainability impact areas by virtue of which we strive to ensure water security to people for domestic and agricultural use in less rain-fed areas. Jalashay, our flagship initiative, aims to promote effective conservation and management of water across the country by replenishing more water back to the community than that used by Marico in its operations.</p> <p>WHAT ARE WE DOING: The key activities under this initiative, include dam de-siltation, farm ponds construction, community awareness programmes to promote water conservation, rainwater harvesting and optimising water usage.</p> <p>FOR WHOM: Farmers and communities</p>	<p>Approximately 373 Crore litres (cumulative) of water capacity has been created for community use and agricultural purposes (80 Crore litres Potential created in FY24).</p>	On-going Program

Marico's CSR Projects & Programs 2024-25

Sl. No.	Initiatives	Schedule VII activity	Program Description	Impact created till date	Category
4	Social Innovation - Marico Innovation Foundation	- Promoting education, including special education and employment enhancing vocational skills. - Scaling social innovation across various activities mentioned under Schedule VII, especially in areas of environmental sustainability, community sustenance, education, healthcare infrastructure and agri-tech	WHY IS IT IMPORTANT: Since its inception in 2003, the Marico Innovation Foundation (MIF) has strived to fuel and nurture social innovation in India. The key intent of this philanthropic organization is to inspire disruptive Indian innovations and support them in their growth journey to become a self-sustaining enterprise. WHAT ARE WE DOING: Marico Innovation Foundation undertakes a variety of programs that align with one or multiple clauses of Schedule VII of the Companies Act, 2013. The objective is to spur innovation across a diverse range of themes that accelerate environmental conservation, social empowerment and ethical responsibility across multiple interconnected stakeholder ecosystems. FOR WHOM: Indian start-ups and innovation-led enterprises	Through its unique mentorship model, Scale-Up program onboarded 6 new innovations in FY24 and are working across 15 game-changing Indian innovations over the course of the year. These projects encompassed a multitude of sectors like Agriculture, Healthcare, Sustainability, Logistics, etc.	On-going Program
5	Community Sustenance - Afforestation	VII (iv) 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 including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.	Habitat Restoration through Afforestation WHY IS IT IMPORTANT: Afforestation is essential to sustain and restore ecosystem balance. It helps nurture biodiversity, conserve water, preserve soil, and control physical risks related to climate change WHAT ARE WE DOING: Plantation of trees with help of local community and farmers to increase green cover in specified areas, growing fruit orchards on barren farmlands, generating livelihood for farmer community. Going forward, this program will enable us to create local carbon sinks that offset our operational carbon footprint and help us meet our global net zero targets by 2040. FOR WHOM: Flora-Fauna & Local Community	1,50,978 trees (cumulative) planted till FY24 out of which 77,728 trees were planted in FY24.	On-going Program
6	Community Sustenance - Factory Areas	VII (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.	WHY IS IT IMPORTANT: Supporting to nearby community at factories area is important part of stakeholder engagement process. WHAT ARE WE DOING: Support to schools, old age homes, NGO partners & local administration for development needs. FOR WHOM: Communities living within 10km vicinity of our manufacturing facilities	3.68 Lakh beneficiaries (cumulative) reached till date (23K FY24). Eat Right- 16 Lakhs beneficiaries reached in FY24	Annual Program
7	Community Sustenance - Be the Impact	VII (iv) 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 VII (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.	WHY IS IT IMPORTANT: At Marico, we aim to support aspirations of our employees to bring purpose and leave a positive mark on the society. In this context, Be the Impact - our employee volunteering program, will enable participation of employees in CSR thrust areas and instil a sense of pride. WHAT ARE WE DOING: Be the Impact program will be closely aligned with the key thrust areas identified under Marico's Corporate Social Responsibility Policy and will focus on CSR linked Thematic areas of Education, Afforestation, Education, Water, Agriculture & Livelihoods and others, with measurable impact indicators. FOR WHOM: Social activities as per above mentioned thematic areas for the identified communities.	750 Marico employees volunteered across locations and 15731 volunteering hours contributed towards the social cause. As part of the program, employee volunteers from Marico planted 14,678 saplings and 500+ Kgs of waste collected across 9 locations of Marico.	Annual Program