

## **Introduction**

This document comprehensively outlines the ongoing initiatives undertaken by JCB India as part of its Corporate Social Responsibility (CSR) endeavours. These initiatives are meticulously aligned with the guidelines set forth in Schedule VII, Section 135 of the Companies Act, 2013 and any pertinent amendments. The Company's commitment to fulfilling its CSR obligations is manifested through a series of thoughtfully designed projects and programs, which not only reflect its dedication to social welfare but also exemplify its responsiveness to evolving regulatory frameworks.

## **Guiding Principles**

1. **Community-Centric Focus:** Our CSR initiatives are driven by a deep understanding of community needs and aspirations. We prioritize the well-being and development of the communities we operate in.
2. **Sustainability Commitment:** We are dedicated to projects that have a lasting, positive impact. Our initiatives are designed to be environmentally sustainable, ensuring the preservation of our planet for generations to come.
3. **Inclusive Engagement:** In all our endeavours, we promote inclusivity, ensuring that our initiatives benefit all members of society, regardless of their background or circumstances.
4. **Collaboration:** We recognize that collaboration with stakeholders, including local communities, NGOs, and governmental bodies, is crucial to achieving meaningful and enduring change.

## **Intent and Programme Overview**

At the heart of all our projects and programs lies a deep commitment to the community. We firmly believe in placing the community at the core of our endeavours, as they are the driving force behind our initiatives. With a resolute focus on creating positive impact, our projects are meticulously crafted to empower these communities in multifaceted ways. Our overarching objective is to foster environments that are not only environmentally sustainable but also marked by equality, resilience, and diversity.

Our commitment to the community is embodied in our projects' design and execution. With a focus on making communities greener, equal, resilient, and diverse, we aspire to create a lasting positive impact that resonates far beyond the boundaries of each project. Through these efforts, we aspire to uplift communities, create lasting change, and set an example for responsible and purposeful corporate engagement.

## **The CSR endeavours will be implemented through the following projects:**

1. *Preserving India's Cultural Legacy through Literature, Arts, and Culture Support*– An initiative that sets out to uplift, protect, and promote the diverse facets of India's rich

cultural heritage, including literature, arts, crafts and various forms of artistic expression. With a firm commitment to preserving the nation's cultural identity, the project seeks to revitalize and sustain the invaluable heritage that has shaped India's history and continues to be an integral part of its identity.

- Preserving and honouring traditional Indian crafts with a focus on natural fibres, handmade textile and natural dyes.
- Cultivating support for cultural heritage including built heritage, performing arts, contemporary arts.
- Enhancing the prestige of Indian literary cultural heritage across time, languages and medium

2. *Empowering Communities for sustainable and social change* - An endeavour to empower individuals and communities to achieve self-reliance, prosperity, and social well-being through education, sustainable economic growth and inclusive development. Recognizing the interconnectedness of economic opportunities and social welfare, this project adopts a holistic approach to uplift vulnerable populations, especially women and enhance their quality of life while promoting environmental sustainability.

- Facilitating equitable education
- Supporting communities for economic empowerment
- Fostering Ecologically conscious communities

### **Implementation**

1. **Budget Allocation:** The CSR budget, fixed in accordance with the provisions of the Companies Act, 2013, rules framed thereunder, and the CSR Policy framed by the Company will be spent on CSR activities approved by the Board on the recommendation of the CSR Committee.

#### **Note -**

- Unspent from earlier years to be utilised in this and subsequent financial years.

#### **Proposed CSR Budget for FY 2024-25 (All values in Rs. Million)**

	<b>Preserving India's Cultural Legacy through Literature, Arts and Culture Support</b>	<b>Empowering Communities for sustainable and social change</b>	<b>Total (Rs. Million)</b>
Unspent from FY 24	57	60	117
Budget FY 24-25	238	170	408
<b>Total</b>	<b>295</b>	<b>230</b>	<b>525</b>

- Unspent from FY 24 is reallocated to new projects.
- Budget is excluding administrative expenses capped at 5% of total expenditure.

## **2. Manner of Execution of such projects/programmes**

The Company will undertake the following CSR projects/ programmes through

- The Lady Bamford Foundation (Registered as a section 8 Company under the Companies Act 2013)
- The Lady Bamford Charitable Trust (Registered as a Trust under the Indian Trusts Act)
- The JCB Literature Foundation (Registered as a Section 8 Company)

and other implementing agency(ies), as mentioned in sub-rule 1 of Rule 4 Companies (Corporate Social Responsibility Policy) Rules, 2014 including any re-enactment, modifications, or amendments thereof.

**3. Project Selection:** The projects are selected through rigorous needs assessments and alignment with our focus areas. We ensure transparency and community involvement in the selection process.

**4. Monitoring and Evaluation:** A robust monitoring and evaluation framework is in place to assess the effectiveness and impact of all projects. The Board shall satisfy that the funds disbursed for CSR have been utilized for the purpose and in the manner as approved by it.

The CSR Committee shall monitor the implementation of the CSR projects/ programs/activities, including any ongoing project, if any, with the approved timelines and year wise allocation as per the CSR Policy and ensure compliance of the provisions related to CSR mentioned in the Companies Act, 2013 and the Rules made thereunder from time to time. Further, the CSR Committee is competent to make modifications, if any for smooth implementation of the project within the overall permissible time period.

The progress of CSR initiatives and activities will be reported by the CSR Committee to the Board on a regular basis. According to the CSR Policy of the Company, Board of Directors of the Company may alter this plan at any time during the financial year as per recommendation of CSR Committee of the Company based on reasonable justification to the effect.