CORPORATE SOCIAL RESPONSIBILTY POLICY

# A. INTRODUCTION

Lala Purshottam Das Jewellers is a fourth-generation family run business established in 1984. We started our family business in the prime location of Birhana Road in Kanpur city and have now branched out with a second store at Swaroop Nagar. Purshottam Das Gupta, Founder, has inculcated his expertise from his father and has meticulously honed his skills over the years. Always in constant touch with international trends and designs, his key forte remains- understanding customers' evolving needs. His business and logistical acumen and innovative ideas keep the steady inflow of great designs and maintain Lala Purshottam das Jewellers as one of Kanpur's most trusted jewellery houses.

Drawing from its heritage, Lala Purshottam Das Jewellers has perennially evolved with time to embrace the present, to offer designs that are timeless traditional 22K gold jewellery, chic and elegant contemporary diamond jewellery, lush uncut diamonds and gemstones – leading to beautiful statement pieces.

Today, Lala Purshottam Das Jewellers has built its reputation on its style, quality, service and price. It is one of Uttar Pradesh's premier jewellery stores. We offer a full range of gold rings, necklaces, bracelets, bangles, earrings, pendants and more for women, men and children. We also have a magnificent ethnic collection of antique, uncut/cut diamond, Temple jewellery and precious gem stones including ruby, sapphire and emerald for all occasions and tastes.

The Company’s Corporate Social Responsibility (CSR) activities reflect its philosophy of building a better and a more sustainable society, by taking into account the societal needs of the Community. The Company engages several program**s** for the benefit of the society which focuses mainly on environmental sustainability as well as activities that help in maintaining the ecological balance, protection of flora and fauna, **preserving of heritage**, farmer welfare, upliftment of rural areas, promote animal welfare and other related allied activities. The main objective of our CSR policy is to bring positive impact in the society through our activities & contribute towards the welfare of Animals/Birds **along with** any other program that falls under the Company’s CSR Policy and permissible under the Companies Act, 2013.

Thus, the Company strives to be in service of to the community at large and provide services that create holistic development and operate in alignment with the Company’s philosophy.

# B. DEFINITIONS

**‘Act’** means Companies Act, 2013 and rules thereunder.

**‘Board of Directors’ or ‘Board’**, in relation to the Company, means the collective body of the directors of the Company.

**‘CSR Committee’** means the Corporate Social Responsibility Committee as constituted or reconstituted by the Board from time to time.

**‘CSR Policy’** means the policy framed by the CSR Committee to carry out CSR activities in accordance with Schedule VII of the Act.

**‘Directors’** means Directors of the Company.

**‘Ministry’** means the Ministry of Corporate Affairs of the Government of India.

# C. TITLE AND APPLICABILITY

After decades of struggling for recognition, the animal protection cause is now considered one of the paramount social justice issues of modern times. Hence company have decided to takes the step towards supporting this movement through CSR for animal & Birds welfare is sure to increase its goodwill.

This policy evolved to meet with requirements of Section 135 of The Companies Act, 2013 and Companies [Corporate Social Responsibility Policy] Rules, 2014 [CSR Rules]. CSR Rules has mandated certain category of companies to have CSR Policy and LPDJ qualifies under the criteria of Net Profit of Rs 5.00 crore or more. Further the Company being a good corporate citizen is also otherwise committed to its social responsibilities. The Company’s focus has always been to contribute to the sustainable development of the society and environment, and to make our planet a better place for future generations. Apart from the same, LPDJ always stands with the society in the time of emergency.

This Policy shall serve as a guiding document to help identify, execute and monitor CSR projects in keeping with the spirit of the Policy. This Policy shall apply to all CSR initiatives and activities taken up by the Company for the benefit of different sections of the society.

Further to the Company’s philosophy and guiding principles, in compliance with the spirit underlying the provisions of Section 135 and related clauses of the Act:

1. The Company recognizes the importance of good corporate governance and corporate social responsibility. It seeks to promote and strengthen the trust of shareholders, other stakeholders and the public; and believes that operating in accordance with good corporate governance and corporate social responsibility practices is inherent in its philosophy.
2. The CSR Policy shall be governed and guided by the Group’s corporate vision to achieve inclusive growth, and its aspiration for serving multiple market segments, its customers, shareholders, employees and community at large.
3. To this endeavor, the Company shall strive to demonstrate the highest standards of ethics and act in accordance with the applicable law for the best interests of its shareholders, stakeholders and the society.
4. The Company’s CSR Policy has been framed and formulated in accordance with Section 135 of the Act and the rules made thereunder.
5. The Company’s CSR Policy is aligned with Schedule VII of the Act.
6. The Policy shall apply to all CSR program/projects of the Company.

# D. Focus area of CSR Policy The CSR Policy focuses on addressing:

Welfare of Animal is defined as: "The avoidance of abuse and exploitation of animals by humans by maintaining appropriate standards of accommodation, feeding and general care, the prevention and treatment of disease and the assurance of freedom from harassment, and unnecessary discomfort and pain. LPDJ CSR Policy is striving to Provide following for the welfare of animals:

* To provide forage and fresh water to maintain health and vigor of Birds/animals.
* To provide appropriate accommodation to animals including shelter and a comfortable resting area.
* To provide treatment for any injury or disease.
* Support for Birds/animal hospital and the rescue and care of Birds/animals.
* Support to various organizations for the care of animals in India.
* Any other activity for betterment of Bird/animal welfare.

# E. SCOPE

This policy will apply to all projects/ programs undertaken as part of the Company’s Corporate Social Responsibility and will be developed, reviewed and updated periodically with reference to relevant changes in corporate governance, international standards and sustainable and innovative practices. The policy will maintain compliance and alignment with Section 135 of the Act and Schedule VII thereto.

#  F. ROLES AND RESPONSIBILITIES: BOARD OF DIRECTORS

The Board of the Company will be responsible for:

* constituting a CSR Committee
* approving the Company’s CSR Policy, CSR action plan and budget placed by the CSR Committee
* disclosing the Policy’s content in its Report to the members and placing the Policy on the Company’s website in such a manner as prescribed under Section 135 of the Act.
* ensuring that the Company spends, in every financial year, at least two percent of the Company’s average net profit, made during the three preceding financial years
* specifying the reasons in its report if, in an unlikely circumstance, the Company fails to spend the stipulated CSR money during a financial year,
* making any change(s) in the constitution of the CSR Committee from time to time

# G. CONSTITUTION OF CSR COMMITTEE:

The CSR Committee will consist of three members. Composition of CSR Committee:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial | Name of Director | Designation / Nature of Directorship | Number of meetings of CSR Committee held during the year | Number of meetings of CSR Committee attended during the year |
| 1. | Rajesh Kumar Gupta | Director | One | One |
| 2. | Vivek Kumar Gupta | Director | One | One |
| 3. | Yogesh Kumar Gupta | Director | One | One |

## **Member Meeting, Role, Powers and Responsibilities of CSR Committee**

 The Committee will meet at least once or twice in a year to discuss and review CSR activities and Policy. A quorum of two members is required to be present for the proceedings to take place. Chairman of the Committee when present in the Committee Meeting shall be the Chairman of the meeting. Such other meetings of the Committee can be convened as and when deemed appropriate. The Committee shall have authority to call such employee(s), senior official(s) and or externals, as it deems fit.

* The CSR committee has following powers, authority and responsibilities:
* Identify and implement the CSR activities on behalf of the company;
* Prepare and allocate budget for CSR activities and get approval of the board of directors of the company for the same;
* Designate any employee or department, if necessary, for any specific CSR activities;
* Approve sponsorship, hosting of any program;
* Identifying, approving any institution for tie up for any CSR activities;
* Define and approve terms, conditions for any CSR program;
* Prepare periodic report on CSR activities of the company and present the same before the board of directors;
* Ensure all CSR activities are undertaken in the name of company;
* Take such other measure either with or without approval, as the case may be, as necessary to implement the CSR activities, programmed of the company.
* Meets at least once or twice a year to review the progress made.

 Overall monitoring of CSR projects undertaken and CSR activities carried by the Company.

## Monitoring and Feedback

In order to ensure effective implementation of CSR programs/ projects, a monitoring mechanism shall be put in place.

CSR Policy shall be displayed on the website of the company. The CSR activities shall also be included in the Directors’ Report as per the format prescribed under the CSR Rules, 2014.

# H. GOVERNANCE

The approval of the CSR policy and oversight is the responsibility of the Company’s Board of Directors. The responsibility of the CSR committee is to promote the strategy and to administer the policy through implementing partner(s) or via self-implementation or through an organization working in the same area. The CSR Committee shall provide guidelines for projects/partner selection to the respective HR or CSR teams, wherever applicable. The CSR Committee is to ensure that projects/ programs are compliant with the regulations and are monitored and reported effectively.

# I. CSR BUDGET

The CSR Committee shall recommend the amount of expenditure to be incurred on the CSR activities to be undertaken by the Company as specified in Schedule VII of the Act. In case of any surplus arising out of CSR projects, the same shall not form part of business profits of the Company.

# J. MONITORING AND FEEDBACK:

In order to ensure effective implementation of CSR programs / projects, a monitoring mechanism shall be put in place. The progress of CSR projects will be reported by the concerned organization on half yearly basis to CSR Committee. LPDJ may conduct impact assessment study on a periodical basis through independent professional third parties / professional institutions especially on strategic and high value projects. CSR Policy shall be displayed on the website of the company. The CSR activities shall also be included in the Directors’ Report as per the format prescribed under the CSR Rules, 2014.

# K. ANNUAL SPENDS/ALLOCATION OF FUNDS:

The Company would spend not less than 2% of the average Net Profits of the Company made during the three immediately preceding financial years. The surplus arising out of the CSR activity will not be part of business profits of the Company. The Corpus would thus include 2%of average net profits, as aforesaid, any income arising there from and surplus arising out of CSR activities. The Company may build CSR capacities of its personnel and / or those of its implementing agencies through Institutions with established track records of at least three financial years but such expenditure shall not exceed five percent of total CSR expenditure of the Company in one financial year. However, if the Company ceases to be covered under sub-section (1) of Section 135of the Act for three financial years, then it shall not be required to, comply with the provisions laid down under sub-section (2) to (5) of the said section, till such time it meets the criteria specifiedinsub-7.

# L. AMENDMENT TO THE POLICY:

The Board of Directors on its own and / or as per the recommendations of CSR Committee can amend this Policy, as and when required as deemed fit. Any or all provisions of the CSR Policy would be subject to revision/amendment in accordance with the Act on the subject as may be issued from relevant statutory authorities, from time to time.