



## **WRITER CORPORATION**

### **CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY**

#### ***PREAMBLE***

##### **KRIPA Foundation**

In 1981, decades before the concept of CSR was even heard of, in the simple environs of a church compound in Bandra, Mumbai, India, KRIPA (a Sanskrit word meaning “grace”) was born, with a priest, a doctor, a recovering alcoholic and three patients in attendance. This initiative was financially supported by (Late) Mrs. Alice de Souza, wife of our founder (Late) Mr. Charles de Souza. Writer’s involvement in CSR was thus initiated.

In just over 3 decades KRIPA Foundation has grown to become the largest Non-Governmental Secular and Indian Organisation, under the Ministry of Social Justice and Empowerment, Govt. of India, helping people afflicted and affected from Chemical Dependency and HIV infection.

##### **Other Social Initiatives**

Besides supporting KRIPA Foundation, Writer has also aided several Social Welfare initiatives like medical help to cancer patients, providing tables and benches to schools in villages in Maharashtra, providing potable water to remote villages, providing sanitation facilities in remote villages.....

##### **Village Shillim**

It all started with a deep connection to nature and with the discovery by two brothers – William de Souza and Denzil de Souza - of the Shillim Valley, a unique bowl-shaped eco-hotspot nestled in the Sahyadri mountain range. They soon understood that the forested valley was under constant threat from unsustainable ‘slash and burn’ agricultural practices by the local Adivasi community, threatening the immense beauty of this wildernesses. A farming practice that has evolved from a lack of economic alternatives and from the sheer need to survive.

Each year, the two brothers witnessed the annual burning of virtually every forested hillside. A mission emerged: to conserve the Shillim Valley, to restore its forests and preserve its flora and fauna and to provide opportunities for local employment.

Soon, other like-minded missionaries joined the efforts. Radha Veach, a horticulturist, took on the ambitious goal of establishing a native species reforestation program. Committing to live on-site, she scoured the forest for native seeds and grew them in a nursery on the banks of Pawna Lake. The program’s logic was simple: a forest can regenerate fastest when its own species are allowed to act in



symbiosis. At the same time, the men folk of the village were given economic status through jobs to guard the property, put out forest fires, prevent slash and burn and wildlife hunting. Womenfolk were employed in the nursery and in the large annual pre-monsoon plantation program. Today, Shillim conserves more than a million trees while providing a safe harbour for a diverse flora and fauna.

Once the reforestation program took hold, attention turned to thinking about the kind of project needed to sustain the maintenance and preservation of the forest. Through the meeting of similar minds, the idea to build an 'off the grid' Eco Retreat became apparent. Margie Ruddock, landscape architect and National Design Award Winner and master planner, and Steven Harris, a design Architect based in New York, came together to form the core of the first teams to begin imagining 'Shillim'. The Eco Retreat would be built in nature without disturbing its natural beauty. Each room would offer the guests a blend of panoramic views with the thrilling experience of living in a forest. Finding the balance between flora, fauna and human habitation was critical.

As the Shillim journey unfolded, one of the brothers fell ill. After many soul-searching months, an expansion of the original mission occurred. The project would become much more than an eco-retreat. It would be one of the foremost wellness destinations in the world, providing an exemplary sanctuary to the body, mind and soul. A wellness destination from where, after spending a few days or weeks, a guest would return re-energized to their everyday lives. Wellness programs would combine with art studios, leisure riding would combine with a cooking school, and organic farming would complement deep meditation practices – to create experiences all in tune with the wildernesses setting.

Shillim now has developed a purpose beyond conservation. It has taken 25 long years to hold and conserve the valley and 10 years to design and build Shillim. Conserving the earth would resonate with conserving health.

### **Hilton Shillim**

Writer has also partnered with Hilton to develop and operate a 100-villas Spa Retreat in Shillim, 200 kms outside Mumbai, India, spread over 330 acres of forest land, which is a sanctuary for the body, mind and soul. A wellness destination from where, after spending a few days, one would return to everyday life, transformed, rejuvenated and re-inspired. In keeping with the Mission of this Shillim Project, of creating a financially viable eco-spa retreat which reflects the balance between flora, fauna and human habitation, Writer's attempt has been to transform this pocket of paradise into an ecological, sustainable, eco village spa Retreat, meditation getaway and leisure riding location, integrating man with nature. This Project aims at enhancing the inter-component synergies amidst a tranquil environment, maximising the usage of natural resources and providing employment to the local people by imparting requisite training. An integral part of the Shillim Retreat is the Shillim Institute which is a learning center providing conference facilities for guests as well as a social program to integrate the local people within the development concept providing employment, training and other job security and upliftment opportunities. The Institute will engage in organic farming, water harvesting and forestation; and will have open and covered classrooms, painting studios, display gallery and sit outs.



## **General**

Writer is committed to ensuring the social wellbeing of the communities in the vicinity of its business operations through CSR initiatives.

Writer engages with the community by undertaking activities as suggested in Schedule VII of the Indian Companies' Act (Annexure-I)

- Undertake CSR initiatives (Annexure-II) with the aim that over time these become self-sustainable.
- Engage with disadvantaged sections of the community as per Affirmative Action Policy (Annexure-III)
- The CSR Committee (Annexure-IV) of the Board will Monitor, Review and Evaluate (Annexure-III) CSR activities and expenses on a periodic basis as per the calculation of 2% of net profit based on financial statement and report as per defined format (Annexure-V)
- Communicate the CSR activities to stakeholders as per the regulatory requirement

## **Annexure-I**

*Linkage between Writer Corporate Social Responsibility Thrust Areas and Schedule VII of the Indian Companies' Act.*

1. Eradicating extreme hunger and poverty and malnutrition, promoting preventive healthcare and sanitation and making available safe drinking water.
2. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining of quality of soil, air and water.
3. Rural development projects.

## **Annexure-III**

### **Monitoring, Review and Evaluation**



Monitoring and Review on CSR initiatives will be undertaken by the Board Committee on CSR Reviews on a quarterly basis. And also through representation on the Governing Boards of the projects/initiatives supported by the Company.

Evaluation Review Undertaking with reputed academic institutions/ industry association/ consultant/ market research Agencies once in 3 years to assess the overall impact on the community.

#### **Annexure-IV**

##### **Writer CSR Committee Composition**

A Committee of Board of Directors has been formed in pursuance of the said section in respect of the Group Company/ies to which this Policy is applicable. The Writer CSR Committee comprises 3 Directors including one Independent Director.

##### **1. Mr. S. R. Iyer, Independent Director**

Ex-Managing Director of State Bank of India and former Executive Chairman of Credit Information Bureau (India) Ltd- (CIBIL). He is presently on the Board of various companies and is a Member of the Investment committee of National Dairy Development Board and Chairman of Infrastructure Finance Credit Committee of Aditya Birla Finance Ltd.

##### **2. Mr. Denzil de Souza, Chairman, Writer Group**

In early 2012 - after three decades spent in actively managing the Company's businesses of Global Relocations, Information Management, Cash Management, Logistics; Denzil stepped back from all Executive roles to actively pursue his personal lifestyle interests - handing over the reins of the business to the Boards and Generation Next. These personal interests are diverse and include investing, art collecting, design, yoga, alternative medicine, nature conservation, reading and photography. Shillim is this convergence. His social interests include involvement in an NGOs which support projects in the areas of rehabilitation of drug and alcohol victims and the conservation program for the Shillim Estate.

##### **3. Mr. Yazdi Desai, Director, Legal and Compliance**

While Legal, Taxation and Corporate Governance are presently Yazdi's prime responsibilities, he has been actively involved over the past 30 years in every area of the Writer group, and has headed Finance and Administration in his previous roles. Yazdi is a Trustee of Kripa Foundation, a registered Trust devoted to the prevention, treatment and rehabilitation of Drug addiction and



a Trustee of the Shillim Institute. Yazdi is also the Chairman of the Bombay Parsi Panchayet, the apex body of Parsi Irani Zoroastrians in India, which controls and manages assets worth more than USD 15 Billion.

#### **Annexure-V**

##### **Reporting Framework**

1. S. No.
2. CSR project/activity
3. Sector
4. Project/Program - (a). Local area/others (b). State district
5. Amount outlay (budget) project/program wise
6. Amount spent by project/programme: 1. Direct 2. Overheads
7. Cumulative spend up to reporting period
8. Amount spent direct/through implementing agency\*

\*Give details of implementing agency.

**Declaration : The surplus arising out of the CSR projects or programs or activities shall not form part of the business profit of a company.**

#### **Annexure-VI**

##### **Geography**

The focus of its CSR efforts is in the immediate vicinity of its operations. The geographical focus (radius) for each project/operating station is broadly in the 5-10 km range based on factors such as population density, level of development, etc.