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Our CSR philosophy revolves around the belief that inclusive growth and sustainability go hand in hand. We strive to empower individuals and communities by fostering digital and financial inclusion in rural areas, responding to disaster or natural calamities as and when required, and undertaking various other initiatives like tree plantation, road safety and health care programs. Our approach is centred on creating long-term, transformative change, focusing on areas

WHAT IS YOUR VISION AND MISSION REGARDING CSR?

that align with our core businesses and societal needs.

Our vision is financial and digital transformation of rural communities and creating opportunities for sustainable livelihoods for them thereby creating a positive change. in line with this vision, our mission is to revitaise and create sustainable livelihoods and a financial ecosystem for the farmers, rural women and the youth. We aim to promote social well-being and environmental stewardship through innovative, impactful, and scalable CSR initiatives.

CAN YOU PLEASE PROVIDE SOME INSIGHTS INTO YOUR CSR FLAGSHIP INITIATIVES?

Certainly! Our initiative of "Digital Sakhi" aims to bridge the digital divide, empower individuals with digital literacy skills, promote micro entrepreneurship opportunities for women, converge social entitlement schemes and enhance access to financial services specially amongst rural women in rural areas. So far, the project has made a profound impact in empowering women as successful entrepreneurs. Moreover, the project has significantly increased the participation WHAT IS YOUR COMPANY'S LONG-TERM CSR PLAN OR VISION?

initiatives, we provide relief, rehabilitation, and aid in

the rebuilding process. In addition to the above thrust

areas, we undertake various other initiatives based on

the evolving needs of society.

We have laid out an ambitious long-term CSR roadmap for 2026 and intent statement for 2030, aligning it with our Lakshya business strategy and relevant SDGs. We aim to collaborate with various stakeholders, including Government bodies, NGOs, and communities, to address societal and environmental challenges effectively for creating a positive social impact and fostering sustainable development.