

AXIS ASSET MANAGEMENT COMPANY LTD.

CORPORATE SOCIAL RESPONSIBILITY

Axis Asset Management Company's (Axis AMC) CSR philosophy is to make a meaningful and measurable impact in the lives of economically, physically and socially challenged communities of the country by enabling these communities to achieve credible paths to sustainable livelihoods.

Axis AMC supports a Sustainable Livelihoods Program executed through Axis Bank Foundation. The Sustainable Livelihoods Program is a multiyear support program that encourages rural households to diversify their income streams i.e establish a 'Basket of Livelihoods' to reduce the risks of dependence on a single source of income. Natural resource management, agriculture, horticulture and livestock development, rural development, micro-enterprise, vocational training and skill development are the areas of intervention to enable stable livelihoods. The Program's multi-faceted approach enables households to increase their income, gain access to credit and build their capacities to be agents of change in their own communities.

Objectives:

- To enhance the income levels of households located in deep rural regions of the country
- To enhance land and water resources to improve farm-based and livestock production.
- To build and strengthen governance and institutional capacity of collectives in the community especially for undertaking livelihood activities.
- To ensure women's participation in livelihood activities without increasing their drudgery.
- To improve access to credit, market linkages and government schemes.
- To promote local enterprises and capacity building of rural households.

Activities under the Program:

- Development of Farm-Based Livelihoods: Improved agricultural practices, introduction to modern farming technologies, development of bio-agricultural inputs.
- Promotion of non-farm based livelihood development: Development of goatery, poultry and dairy, improved animal health, vaccination and improved breeding techniques.
- Formation of Collectives – Mobilising Self Help Groups (SHGs), Federations and partnerships with FPOs.
- Natural resource management, soil and water conservation: Area treatment, water harvesting structures, improving irrigation facilities, soil conservation, access to drinking water.
- Access to credit and entrepreneurship development: Support creation of micro-enterprises and strengthen mechanisms for alternative livelihood

Outcomes under the Program:

In FY 22, the support from AMC enabled 28,511 households located in Nandurbar district, Maharashtra to join the program and be supported to enhance their livelihood over next few years.

Axis AMC Contribution:

Axis AMC contributed Rs. 3,85,00,000/- for CSR activities for FY 2021-22 to Axis Bank Foundation towards implementation of the Sustainable Livelihoods Program.