# CSR PROJECTS APPROVED BY THE BOARD FOR THE FINANCIAL YEAR 2023-24

# A. Background:

Corporate Social Responsibility (CSR) is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Businesses derive their primary benefits from operating in society and no business can function without caring for societal and community development. Since its inception, Crayons Advertising Limited has been involved with several initiatives, actively pursuing and endorsing community improvement efforts in varying capacities, across India through its Funds. We understand that as a Corporate Citizen with resources at our command, it is our solemn duty to reach out and support the less fortunate and underprivileged sections of our society. The Company also encourages its staff members to actively follow, understand and contribute to social causes, to remove indisputable social and developmental lacunae and to promote self and community development.

# B. List of Projects approved by the Board for the Financial Year 2023-24:

| S.No. | Name of Programmes | Amount (Rs. in Lakh) |
|---|---|---|
| 1. | Education Services | 5.00 |
| 2. | Child Development (Project Pahel) | 2.22 |
| 3. | Support 100 Homeless and Sick People | 3.00 |
| 4. | Food Supply to needy people | 2.00 |