

CSR FY2021-22 Impact assessment



Preface

The Impact assessment report of Corporate Social Responsibility (CSR) project of Sun TV Network Limited (“Sun TV”) briefly covers the benefits derived by society out of contribution made by the Company.

The impact assessment results are derived from quantitative and qualitative data collected and analysed along with the success case studies. Studies found that CSR has benefited society at large to get better quality of health, education, environment, women empowerment, child care etc.,

The overall observation of the project is satisfactory and had good impact on the society.

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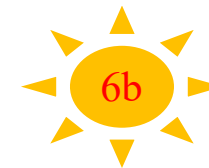
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Impact Assessment Report

Introduction - Corporate Social Responsibility (CSR)

- Corporate entities are part of the society and has responsibility to take care of society.
- It is continuing commitment by businesses to integrate social and environmental concerns
- Changes in the global environment increasingly challenge business around the world to look beyond financial performance
- Integrate social and environmental concerns into their strategic management.



About – Sun TV

Sun TV Network Limited, one of the largest Television Broadcasters in India, operates Satellite Television Channels across seven languages of Tamil, Telugu, Kannada, Malayalam, Bangla, Marathi and Hindi, airs FM radio stations across India and owns the SunRisers Hyderabad Cricket Franchise of the Indian Premier League, SunRisers Eastern Cape of Cricket South Africa's T20 League and the Digital OTT Platform Sun NXT.

Television viewers are across India, Srilanka, Singapore, Malaysia, United Kingdom, Europe, Middle East, United States, Australia, South Africa and Canada.

Revenue from operation during the year ended 31 March 2022 is Rs.3,504.88Crores

Profit before tax for the year is Rs.2,193.14 Crores

CSR - Applicability

(A) Every Company having

- i) Net worth of Rs.500 Crores or more, or
- ii) Turnover of Rs.1,000 Crores or more, or
- iii) Net profit of Rs.5 Crores or more during the immediately preceding financial year

(B) Upon applicability,

- i) The Company needs to form a CSR Committee of the Board consisting of three or more directors, out of which at least one director is an independent director.
- ii) Formulate its CSR policy
- iii) Spends at least 2% of average net profits* of the Company made during the 3 immediately preceding financial years (or) give reason for not spending the amount in the Board Report.

**As mentioned in Explanation to Section 135(5) of The Companies Act, 2013 For the purposes of this section —average net profit shall be calculated in accordance with the provisions of section 198.*

CSR – Scope & obligation

Form CSR Committee

The Company is required to appoint independent director

Directors required to be appointed is 3

Directors:

- i) K Vijay Kumar
- ii) R Mahesh Kumar

Independent director

- iii) Nicholas Martin Paul

Form CSR policy

The Company has developed comprehensive CSR policy, which covers

- Health Care
- Women empowerment
- Environmental sustainability
- Contribution to rural development projects and
- Promotion of arts and culture
- Any other activity listed under Schedule VII of Companies Act, 2013.

Spend contribution

The Company's average net profits made during the 3 immediately preceding financial years as per section 135(5)*:

Average net profits is Rs.1,935.42 Cr.
Contribution to be spent is 2% of the above i.e., Rs. 38.71 Cr.

Amount available for set off in pursuance of sub-rule (3) of rule 7 of the Companies (Corporate Social Responsibility Policy) Rules, 2014 Rs. 0.04 Cr.

*As mentioned in Explanation to Section 135(5) of The Companies Act, 2013 For the purposes of this section —average net profit shall be calculated in accordance with the provisions of section 198.

CSR – Contribution Summary

SUN TV CSR policy primarily focusses on Health care, Women Empowerment, Environmental sustainability, contributing to rural development projects and promotion of Arts and Culture.

During the financial year 2021-22 the Company has made CSR spends in the following areas,

1. Contributions to Disaster Management Funds
2. Contributions to various charitable institutions who served as platform for various welfare programmes like:
 - a) Save the Children registered as Bal Raksha Bharat
 - b) Child Rights and You (CRY) India
 - c) Cancer Institute (WIA)

CSR – Impact assessment (IA)

Ministry of Corporate Affairs (MCA) has amended CSR Rules of 2014 and notified the Companies (CSR Policy) Amendment Rules 2021 and made impact assessment mandatory for Companies undertaking CSR activity beyond threshold.

Impact assessment is mandatory for Companies with CSR budget of Rs.10 Cr or more in any financial year and applicable for those projects having an outlay of Rs.1 Cr. or more.

The Company had spent Rs.38.67 Cr towards CSR contributions in the FY2021-22 of which 4 projects have an outlay of Rs.1 Cr and more. Accordingly, the Company's CSR spend falls within the mandatory impact assessment requirement.

On analysis of CSR contribution profile, we understand that the Company has paid Rs.23 Cr. to Central and State Governments and balance of Rs.15.67 Cr. to charitable institutions having common welfare objectives.

CSR – Impact assessment – Understanding Objectives

We understand that the CSR policy is formulated by the CSR Committee of Sun TV, and it's primary focus is on

Health care and Education	Women empowerment
Environmental Sustainability	Rural Development Projects
Promotion of arts and culture	Any other activity listed under Schedule VII of Companies Act, 2013

IAT, noted that CSR policy of the Company is comprehensive and has complied with the requirements of Companies Act, 2013.

It is also noted, CSR policy drives the spending for CSR and there is a process of review and monitoring of spending by the Committee. This process ensures that the implementation of policy is effective and only the needy are benefitted.

CSR – Application and impact

The CSR activity of the Company during the year broadly focussed on contributions for child care, elderly care, women empowerment and health care more specifically during COVID times and towards State Disaster management, serving families of Armed Forces who sacrificed their lives for the country.

The funds contributed to State Governments are out of the scope of impact assessment, as these initiatives are driven directly by the state.

In respect of the funds contributed to reputed charitable institutions, we have studied the documentation and evidences produced and are convinced that the funds have been utilised for the respective end-objectives.

Impact of COVID – 19

- The COVID-19 pandemic profoundly affected India, presenting unprecedented challenges across multiple sectors. The initial nationwide lockdown, imposed on March 24, 2020, aimed to curb the virus's spread but also led to severe economic and social disruptions. Millions faced job losses, diminished incomes, and limited access to essential services. The most affected were the elderly and those with comorbidities.
- The healthcare system, strained by a surge in cases, struggled to meet the increasing demand for medical care and resources.
- Inadequate infrastructure and medical professionals at Health facilities posed a real threat and required immediate assistance.

CSR – Application and impact (Contd....)

Save the Children - Bal Raksha Bharat

- SUN TV engaged with **Save the Children**, India's leading independent child rights' NGO, registered as **Bal Raksha Bharat** to provide relief to various hospitals and health care workers by improving access to medical facilities in Government Covid Care Treatment Hospitals. More than 3,00,000+ general public were the beneficiaries at the 4 identified Government Hospitals in Tiruthani, Ponneri, Thiruallur and Avadi Hospitals, having 300+ Govt Health Department Staff.
- Focussed efforts were made for provision of medical equipments at covid care wards and provision of child friendly facilities treating COVID patients.
- The next area of concern was high rates of infection among frontline workers and shortage of safety gear, to counter the same, protective gears like PPE kits, masks, gloves, face shields, fumigator machines were distributed. Other sanitary supplies/materials for disinfecting and sanitising the premises was provided.
- The other focus area was capacity building of health workers in the hospitals. Training sessions were conducted in the facilities to better equip the frontline workers during such an unsettling time.

CSR became crucial not only for mitigating the immediate impact of the pandemic but also for fostering long-term recovery and resilience. By contributing to national and local recovery efforts, businesses demonstrated the commitment to societal well-being and reinforcing the importance of collaboration between the private sector, government, and communities in overcoming global challenges.

CSR – Application and impact (Contd....)

Child Rights and You (CRY):

Tackling the third wave of covid with Omicron Virus. Driving Vaccination to the people.

Omicron's '*milder*' severity likely due to population immunity: Hence, the threat of Covid was not eradicated, but it was the immunity due to vaccination which had affected in a mild severity.

The Principal Scientific Advisor to the Government of India had notified the third wave as “Inevitable” and had suggested that this could be avoided through strong measures and ramping up the infrastructure. **A need for immediate intervention**

- SUN TV engaged with Child Rights and You(CRY) India, an Indian non-profit organization that believes in every child's right to a childhood. For 4 decades, CRY through its initiatives has worked with communities to ensure long lasting change in the lives of children.
- Through CRY, SUN TV carried out a project to benefit Auxilliary Nursing Maids(ANMS), Anganwadi workers, ASHA workers, adults and children, in districts in Andhra Pradesh and another project benefitting Village Health nurses, Anganwadi workers, adults and children in districts in Tamil Nadu.

The projects were a combination of Infrastructure strengthening and Awareness Programs:

- i. Providing Covid Care and Protections Kits to Village Health Nurses and Anganwadi workers to deal with Covid Patients and strengthen the health facilities at district government hospitals and primary health care centres (PHCs)
- ii. Infrastructure and Covid relief support to Government Health Facilities (PHCs, Community health centres)
- iii. Village level Awareness programs where vaccine hesitancy awareness drives to motivate and bring awareness for tests and vaccinations were conducted.

CSR – Application and impact (Contd....)

Child Rights and You (CRY):

- Awareness programs played an important role in primary care as well in conscientizing the individuals to overcome their hesitations towards taking on the vaccination which ultimately helped the individual and as well the community at large in protecting themselves from infection. Individuals can act as a barrier and result in containing and curbing the infection.
- As a part of the program, Vaccine Awareness programs were also planned to orient the community members on the pros of vaccination and cleared the misconceptions that were prevalent due to unconfirmed rumors and negative word of mouth creating fear and stigma on Vaccination.
- Health education is an important component in disease control. Through this programme, there was a significant increase in knowledge and change in attitude about vaccination and booster doses, and precautionary guidelines for regular hand washing, usage of mask, maintaining social distance, and getting immediate medication from health department were explained.
- Materials were also prepared in form of Posters, Banners, stickers and flyers for better reach in the communities

The pandemic called for solidarity and a coordinated response from both state governments and private sector businesses.

CSR – Application and impact (Contd....)

Cancer Institute (WIA) Adyar:

Cancer Institute (WIA), is a public charitable institution dedicated to the care of cancer patients for over 65 years, now grown into a comprehensive cancer centre comprising of 675 beds, research division, a college of oncological sciences, epidemiology unit.

- Of the hospital patients, 25-30% are treated totally free and another 35-40% pay a highly subsidised amount which is mostly supported through welfare schemes.
- The ethos of the Institute is “Service to all” irrespective of socio economic status, community or religion.

SUN TV had tied up with Cancer institute to provide for medical equipments to be used at the centres to treat the patients.

The contributions were made towards,

1. Radiation Field Analyzer – Majority of cancer patients are treated using combined modalities where radiation therapy plays a major role. The accuracy of the radiation beam data is completely dependent on the instrument used, being the radiation field analyser. It also helps to periodically analyse the machine performance which directly influences the safety and quality of treatment.
2. Head and Neck Spine Coil for MRI – Is a state of the art CTL and NVA combination coil offering high quality imaging of the head, neck and spine.
3. Auto Analyzer and Rigid Bronchoscope System

Gallery



(i) Radiation Field Analyzer



(ii) Head & Neck Spine Coil for MRI



Bal Raksha Bharat – consultation and training of medical professionals

Cancer Institute



CHILD RIGHTS AND YOU



[Govt. Hospital, Kodaikonal, Dindigul District]

Impact Assessment Report

Assessment Report:

Corporate Social Responsibility (CSR) contribution made by Sun TV to Government and charitable organisations to meet the objectives set by CSR Committee has been spent effectively and satisfactorily.

Our report is based on evaluation of various documentary evidence provided by Sun TV to demonstrate that the activities have been performed and results have been delivered.

