

AXIS ASSET MANAGEMENT COMPANY (AMC) LTD.

CORPORATE SOCIAL RESPONSIBILITY

Axis AMC's (Axis AMC Ltd.) 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 implemented across the country. It's designed to focus on creating stable livelihoods for rural communities. It creates opportunities for small, marginal farmers and the landless to enhance their incomes from agriculture and agriculture-allied work, natural resource management, livestock, and via linkages for finance and to markets and skill development for rural and semi-urban youth. The program's vision is to create resilient communities, with self-sustaining ecosystems that are managed by the very people they benefit. Every initiative is designed and implemented according to the varied requirements and aspirations of each community. This is achieved by working with several entities, ranging from NGO partners, government departments and community institutions.

Axis AMC Contribution:

Axis AMC contributed Rs. 6,48,00,000/- for CSR activities for FY 2022-2023 to Axis Bank Foundation towards implementation of the Sustainable Livelihoods Program.

Outreach of the Project:

In FY 23, the support from Axis AMC enabled 13,229 families located in Nandurbar, Navapur, Shahada and Dhadgaon blocks of Nandurbar District in Maharashtra, to join the program and to enhance their incomes through diversification of livelihoods over the next few years.

Activities under the Project:

- Development of farm-based livelihoods: Advanced farming techniques, agricultural package of practices, access to quality seeds, efficient irrigation methods, soil moisture conservation improved crop yield and markets.
- Promotion of alternative and non-farm based livelihoods: Support families to diversify livelihoods and to supplement household income.
- Water resource management through creation of watershed structures, repair and renovation of water bodies, improved recharge and storage to enhance water security.
- Formation of Water User Groups/Association to enable Participatory Irrigation Management for crop diversification and enhancing crop productivity.
- Mobilization and Formation of Collectives – Self Help Groups (SHGs), Federations and partnerships with Farmer Producer Organizations.
- Improve access to credit and support entrepreneurship development: promote micro-enterprises and strengthen mechanisms for alternative livelihoods.

- Leverage government schemes and programs to enable support for various interventions for the community.

Case Study 1: Multilayer Vegetable Cultivation

Kumar Konkani, a small and marginalized farmer from Palsun, Maharashtra, cultivated rice and maize during monsoon and wheat during winter season basis the availability of the irrigation facilities. Due



to unavailability of irrigation facilities, Kumar and his family used to migrate to nearby regions during winter season. Despite these efforts, they still grappled with financial insecurity and vulnerability due to low income.

Kumar was introduced to the farmer produce groups in the region. Through these groups, he was able to access information on improved cropping techniques such as multilayer vegetable farming. With better skills and knowledge,

he was able to set-up a multilayer vegetable farm and improve household income. The program helped him access market linkages, earn a fair share for the produce and diversify to other alternative livelihoods opportunities. These efforts improved nutritional security, income and quality of life for his family.

Case Study 2: Gentle Nudge for Big Change



A Self-Help group, led-by women in Aadgoan, Maharashtra, had to stop its operation due to low savings post the pandemic period. When the group identified an opportunity for a flour mill in the village community, they came together to overcome the challenge and set-up a unit. Through our sustainable livelihood program, the group was able to access credit and information about flour mill machinery, its operation and maintenance.

The women group underwent capacity

building, gained knowledge and skills through entrepreneurial workshops for setting up and running the enterprise. This microenterprise helped the women in the group become self-reliant and contribute to the household income. These efforts also got the SHG back into operation.

Program Gallery



Increased Water Security post Nalla deepening and widening in the watershed



Farm field school in action



Self-Help Group training and capacity building session



Micro-Sprinklers for improved water efficiency and increased crop productivity