



# CATALYSING POSITIVE SHIFTS

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**Anita Belani**, Independent Board Director - Vivriti Capital Limited



Our CSR strategy involves adopting a holistic approach towards social and environmental responsibility. We believe that a business can succeed in the long run only when it remains impactful and creates long-term value for the stakeholders & communities in which they operate.

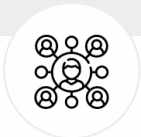
Therefore, our CSR projects have been shortlisted using clearly defined social and environmental parameters. Through our support to these projects, we aim to harness on critical intervention areas that use innovation and technology to deliver long-term impact.

## Four Pillars of our CSR Strategy

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### COMMUNITY

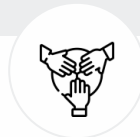
**Focus Area:** Environmental sustainability and community development  
**Objective:** To stay rooted & committed to one long-term initiative spanning 3-5 years to ensure substantial impact  
**Projects:** Lake restoration projects to eventually map out Vivriti's own lake district in Tamil Nadu



2

### EXTERNAL ENGAGEMENT

**Focus Area:** Financial Literacy  
**Objective:** To promote financial inclusion  
**Projects:** Improving financial well-being through knowledge programs & workshops for borrowers to help them in making investment and borrowing decisions that align with their financial goals



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### INTERNAL ENGAGEMENT

**Focus Area:** Employee Engagement  
**Objective:** To encourage employee engagement & inclusion  
**Projects:** Diverse set of CSR initiatives pioneered by active employee engagement



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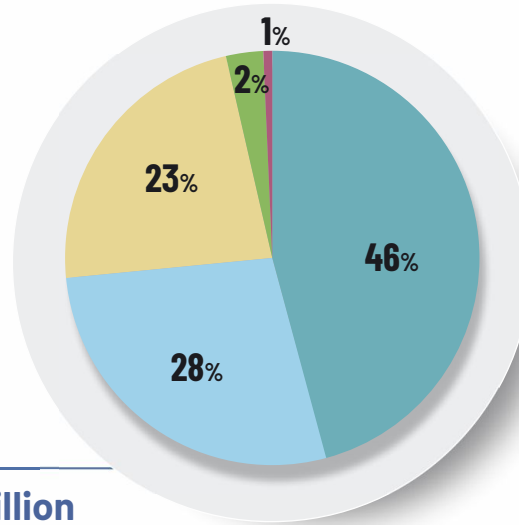
### RESEARCH & ADVOCACY

**Focus Area:** Research  
**Objective:** To contribute to developing and expanding our knowledge base  
**Projects:** R&D projects to foster innovative ideas and solutions that promote sustainable development and encourage critical thinking



## CSR EXPENDITURE FY 22-23

- Lake Restoration - EFI
- River Ganga Project: Real-time water quality monitoring with loUT-Planys
- Inclusive Mobility- Yali Mobility
- IITM Incubation Cost
- Give India- CSR Advisory



**Total CSR expenditure = 9.321 INR Million**

### QUICK UPDATES - CSR 2021-22

Our past year's CSR projects & partnerships were fruitful in delivering the desired outputs and outcomes.

The restoration & rejuvenation of the **Sembakkam Wetland** in Chennai was a success aided by our contribution of *INR 1.9 mn* to **Care Earth Trust**.

Furthermore, our CSR contribution of another *INR 1.9 mn* to **Bhumi Foundation** facilitated the complete refurbishment and construction of an old government boys' school in Tamil Nadu.

### MONITORING & REPORTING

We conduct frequent assessments and monitoring of all our CSR projects, from coordinating with the project teams for monthly updates, audits and work-in-progress site images, to getting interim and annual reports on the project's progress. Our teams also conduct surprise visits to the project sites to confirm the veracity of the project's progress claims.

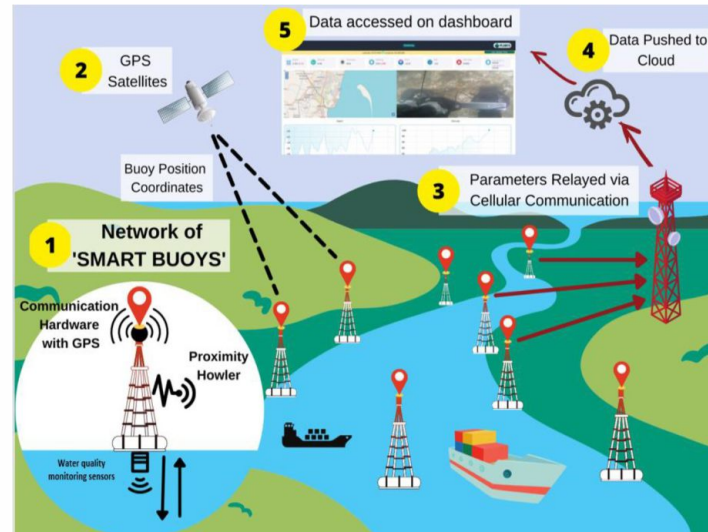
### INTERNAL EMPLOYEE ENGAGEMENT

1. Tree plantation drive at the **Tamil Nadu Teachers Education University**, where we planted close to 358 trees.
2. Partnered with NGO **HopeWorks Foundation** to support girl children between the ages of 6-21 years from underserved communities across India to assist them in reaching their education and career goals.



**Catalysing positive shifts** gradually and steadily, Vivriti collaborated with **IITM Incubation Cell Chennai (IITMIC)** to support start-ups that required seed funding to scale with a total contribution of *INR 4.73 million*, including *INR 0.23 million* fee to IITMIC to co-design and monitor two projects:

1. **Plans Technologies**, is an Indian deep tech start-up specialising in smart underwater robotic solutions through Internet of Underwater Things (IoUT) technology. With a total infusion of *INR 2.57 million* made by Vivriti, Plans proposes to deploy real-time water quality monitoring system with submerged sensors in the **Ganga River** between the cities of Rishikesh and Haridwar, which will ensure timely detection, intervention & action on deteriorating water quality.



**Target 6.3** - By 2030, improve water quality, reduce wastewater by half, substantially increase water recycling and safe reuse globally.  
**Target 6.6** - By 2030, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

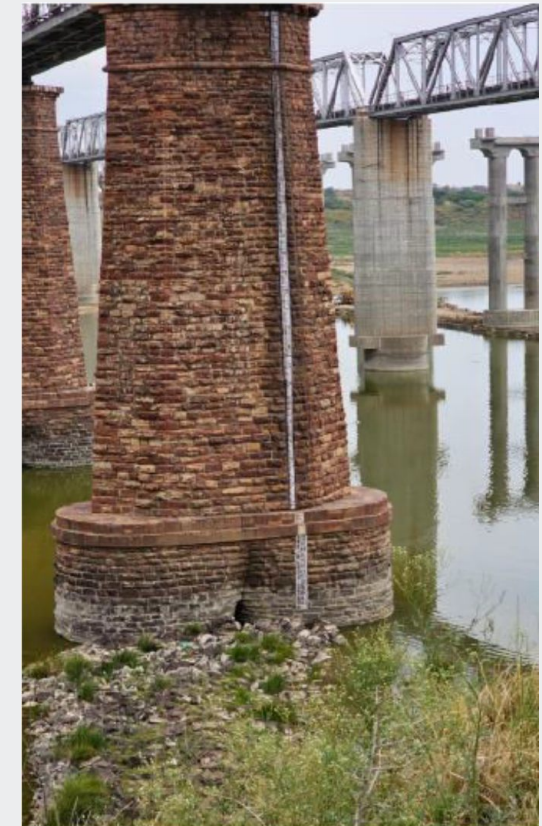


**Target 9.5** - Encourage and increase the scientific research and innovation.  
**Target 9.b** - Support domestic technology development, research & innovation.



**Target 17.16** - Strengthen partnerships with multi-stakeholders for sharing of knowledge, expertise, tech & financial resources to achieve the SDGs.  
**Target 17.17** - Encourage & promote effective public, public-private & civil society partnerships.

## PROJECT SITE - RIVER GANGA



**2. Yali Mobility** caters to inclusive mobility to improve accessibility, independence & equity with best convenience and comfort for wheelchair users by accomplishing dual impact (social and environmental). Yali plans to manufacture EVs, ergonomically designed to cater to unassisted, safe and comfortable road travels for wheelchair users with locomotor disabilities. With the *INR 2.16 million* support from Vivriti, Yali plans to manufacture *7 electric vehicles* that will be deployed in various university campuses to validate & integrate lifestyle parameters & promote inclusion in universities.



**Target 8.5** - By 2030, to ensure no discrimination in decent work, productive employment and equal pay for work of equal value.



**Target 9.5** - Encourage & increase scientific research and innovation.  
**Target 9.b** - Support domestic technology development, research and innovation.



**Target 10.2** - By 2030, empower & promote the social, economic & political inclusion of all.



**Target 11.2** - By 2030, provide access to safe, affordable, accessible & sustainable transport systems for all.



**Target 17.16** - Strengthen partnerships with multi-stakeholders for sharing of knowledge, expertise, tech & financial resources to achieve the SDGs.

**Target 17.17** - Encourage & promote effective public, public-private & civil society partnerships.

**3. Give India** - A CSR grant of *INR 0.081 million* was allocated for their CSR advisory and consultation provided to help us structure our CSR strategy & focus areas followed by handholding on CSR projects' selection criteria, identification, shortlisting & physical verification.



4. Our environmental stewardship led us to our second lake restoration of the **Rajan Thangal Lake** spread across *11.5 acres* located in the Kanchipuram District of Chennai, with a total contribution of *INR 4.28 million* by partnering with the NGO - **Environmentalist Foundation of India (EFI)**.

Prior to our intervention, the Rajan Thangal Lake was neglected and unkempt, covered with invasive weeds and excess deposits, having unstable embankments, and uneven depths of the lakebed that led to reduced rainwater retention capacity and groundwater recharge. Also, it is located adjacent to a larger water reservoir that is a habitat for several birds and native amphibians and reptiles. This made the lake conservation critical for intervention.

To prevent the above problems, EFI's intervention measures include:

- De-weeding and de-silting
- Bund strengthening
- Building of secondary bunds & pocket zones
- Border trenching & outer fencing
- Native tree plantation



Lake encroached by invasive weeds and shrubs (before intervention)



Removal of the weeds and shrubs



Lake-bed desilting



Periphery embankment creation



Trees protected by creating tree islands



Foreshore & offshore embankments created with bunding work



**Target 6.3** - By 2030, improve water quality, reduce the wastewater by half, substantially increase water recycling and safe reuse globally.

**Target 6.4** - By 2030, to ensure water-use efficiency in all sectors along with sustainable withdrawals & freshwater supply to address water scarcity.

**Target 6.6** - By 2030, protect & restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifer lakes.



**Target 17.16** - Strengthen partnerships with multi-stakeholders for sharing of knowledge, expertise, tech & financial resources to achieve the SDGs.

**Target 17.17** - Encourage & promote effective public, public-private & civil society partnerships.

“The collaboration of the Environmentalist Foundation of India (EFI) with the Government of Tamil Nadu and Vivriti Capital Limited (formerly known as Vivriti Capital Private Limited), has been instrumental in restoring and reviving the Rajan Thangal Lake. We are grateful to Vivriti for believing in our initiative that will not only deliver positive outcomes for the local community, environment, and biodiversity in and around the lake area, but also ensure active engagement and stewardship involving different community beneficiaries of the lake. Considering the large-scale impact that the lake restoration project will be generating, we thank Vivriti for the support provided in materializing the remarkable project to fruition.”

**Shri Krishna**, Chief Admin Manager - EFI



## OUTCOMES AND IMPACTS

- Direct beneficiaries impacted: 1500-2000 people
- Indirect beneficiaries impacted: 6000-8000 people
- Desilting the lake by 3 - 4 feet has increased the storage capacity by 36%
- Groundwater recharge has significantly improved through stabilizing the water holding structure of the lake, strengthening the embankments and regulating the inlets and outlets
- Access to clean water for residents
- Restoring the water body has improved the micro-climatic conditions of the area
- Preservation of native trees and construction of nesting islands has enhanced the biodiversity
- Aesthetic development of the region