

Annexure IX
BUSINESS RESPONSIBILITY REPORT
SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1.	Corporate Identity Number (CIN) of the Company:	L19201WB1931PLC007261
2.	Name of the Company:	Bata India Limited
3.	Registered address:	27B, Camac Street, 1 st Floor, Kolkata - 700016, West Bengal
4.	Website:	www.bata.in
5.	E-mail id:	corporate.relations@bata.com
6.	Financial Year reported:	April 1, 2019 - March 31, 2020
7.	Sector(s) that the Company is engaged in (industrial activity code-wise):	Footwear & Accessories: NIC Code - 47713 Footwear - Non Retail: NIC Code - 46413
8.	List three key products / services that the Company manufactures / provides (as in balance sheet):	Footwear & Accessories
9.	Total number of locations where business activity is undertaken by the Company:	None
a.	Number of International Locations:	
b.	Number of National Locations:	
10.	Markets served by the Company:	The Company has its retail presence mainly in the Metro cities, A-1 cities, Tier I, Tier II and Tier III cities across India. For non-urban areas, the Company sells its footwear through its network of more than 400 distributors.

SECTION B: FINANCIAL DETAILS OF THE COMPANY

1.	Paid-up Capital:	Rs. 642.64 Million
2.	Total Turnover:	Rs. 30,534.51 Million
3.	Total profit after taxes:	Rs. 3,269.15 Million
4.	Total Spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%):	Rs. 75.93 Million, i.e., > 2% of profit after tax
5.	List of activities in which CSR expenditures have been incurred:	The details of CSR activities undertaken by the Company and CSR expenditures incurred thereon during the financial year 2019-20 by the Company have been provided in the Board's Report and also in the 'Annual Report on CSR Activities', annexed to the Board's Report marked as Annexure VI.

SECTION C: OTHER DETAILS

1.	Does the Company have any Subsidiary Company / Companies?	Yes. The Company has three Wholly Owned Subsidiaries (WOSs) as on March 31, 2020, viz., (i) Bata Properties Limited; (ii) Coastal Commercial & Exim Limited; and (iii) Way Finders Brands Limited.
2.	Do the Subsidiary Company / Companies participate in the BR Initiatives of the parent Company?	The operations of these WOSs being insignificant, presently there is no direct participation by these WOSs in the BR initiatives of the Company.
3.	Do any other entity / entities (suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity / entities? [Less than 30%, 30-60%, More than 60%]	Yes. The Company actively supports and encourages its suppliers and other stakeholders to participate in the BR initiatives of the Company. The Company ensures prohibition of child labour and forced labour in its workplaces and refrains itself from engaging with such vendors, suppliers and distributors who engage child labour or forced labour in their business operations. At present, the Company does not have any established mechanism to ascertain the level of participation of the vendors, suppliers, distributors, etc. in various BR initiatives of the Company. Hence, it is difficult to quantify the percentage of such entities for disclosure purposes.



SECTION D: BR INFORMATION

1.	Details of Director responsible for BR:	
(a)	Details of the Director responsible for implementation of the BR policies:	
	DIN	03438046
	Name	Mr. Rajeev Gopalakrishnan
	Designation	Managing Director
(b)	Details of the BR Head:	
	DIN	03438046
	Name	Mr. Rajeev Gopalakrishnan
	Designation	Managing Director
	Telephone Number	(0124) 3990100
	E-mail Id	head.brinitiatives@bata.com

2. Principle-wise (as per NVGs) BR policies

(a) Details of compliance (Reply in Y / N)

Sl. No.	Questions	Business Ethics	Product Responsibility	Wellbeing of Employees	Stakeholder's Engagement & CSR	Human Rights	Environment	Public Policy	CSR	Customer Relation
		P	P	P	P	P	P	P	P	P
		1	2	3	4	5	6	7	8	9
1.	Do you have policy/policies for....?	Y	Y	Y	Y	Y	Y	Y	Y	Y
2.	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national / international standards? If yes, specify? (50 words)	The policies of the Company generally conform to the principles of the National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business, issued by the Ministry of Corporate Affairs (MCA), Government of India.								
4.	Has the policy being approved by the Board? If yes, has it been signed by MD / owner / CEO / appropriate Board Director ?	Y	Y	Y	Y	Y	Y	Y	Y	Y
5.	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	Y	Y	Y	Y	Y	Y	Y	Y	Y
6.	Indicate the link for the policy to be viewed online?	The policies which are mandatorily required to be uploaded on the website of the Company have been uploaded on www.bata.in and are available at the link https://bata.in/bataindia/a-31_s-181_c-42/investor-relations.html under the "Investor Relations" category.								
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
8.	Does the Company have in- house structure to implement the policy/policies?*	Y	Y	Y	Y	Y	Y	Y	Y	Y
9.	Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders' grievances related to the policy / policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
10.	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?*	Y	Y	Y	Y	Y	Y	Y	Y	Y

*The Company also takes inputs / support from outside agencies, whenever considered necessary, in preparation and implementation of respective Policies in order to adopt the best industry practices.

**Audit / evaluation of the working of these Policies had been conducted by the Internal Audit Team of the Company.

(b) If answer to the question at serial number 1 against any principle, is 'No', please explain why:

Not Applicable.

3. Governance related to BR

a.	Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.	A presentation is made before the Board of Directors on an annual basis.
b.	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently is it published?	This is the fourth BR Report of the Company for publication. The BR Reports may be viewed on the website of the Company www.bata.in and the same is available at the link https://bata.in/bataindia/a-29_s-181_c-42/investorrelations.html . The Company is publishing the BR Report annually.

SECTION E: PRINCIPLE-WISE PERFORMANCE

PRINCIPLE 1: BUSINESS SHOULD CONDUCT AND GOVERN THEMSELVES WITH ETHICS, TRANSPARENCY AND ACCOUNTABILITY

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Yes / No. Does it extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

The Company considers Corporate Governance as an integral part which leads to increase in operational efficiencies and sustained long term value creation for all the stakeholders. The Board of Directors of the Company has adopted a Code of Conduct and Business Ethics (along with Anti-Bribery and Anti-Corruption Directives). The Company has introduced a vigil mechanism system across all its functions and establishments through a Whistle Blower Policy as approved by the Board of Directors of the Company and has uploaded the Whistle Blower Policy on the website of the Company, i.e., www.bata.in. The Code of Conduct is applicable to the Board of Directors and all employees of the Company and its subsidiaries. An annual affirmation on compliance and adherence to the Code of Conduct and Business Ethics is obtained from the Directors and Senior Managerial Personnel including Functional Heads. The Anti-Bribery and Anti-Corruption Directives and the Ethical View Reporting Policy also extends to the Company's business partners, e.g., suppliers, vendors, distributors, contractors, etc.

2. How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

In addition to the introduction of Whistle Blower Mechanism to enable all stakeholders to freely communicate their grievances, the Company has also implemented its Policy under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (as amended) and uploaded the same on the website of the Company, www.bata.in. The Company has also created an exclusive e-mail id: share.dept@bata.com, to enable the Members / Investors of the Company to communicate their grievances directly.

The details of investor's complaints received and resolved during the year under review have been provided in the Corporate Governance Report which forms part of this Annual Report.

PRINCIPLE 2: BUSINESS SHOULD PROVIDE GOODS AND SERVICES THAT ARE SAFE AND CONTRIBUTE TO SUSTAINABILITY THROUGHOUT THEIR LIFECYCLE

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and / or opportunities.

- i. The Company is manufacturing Safety Shoes for the end consumers of various organizations where it is sold.
- ii. The Company has also replaced Natural Rubber & Leather with synthetic EVA (Ethylene Vinyl Acetate) in sole making & PU coated PVC in shoe upper making respectively, thereby contributing towards natural resource conservation.
- iii. The Company has also introduced usages of recycled waste rubber from tyre waste for rubber outsole production which is environment friendly.
- iv. The Company has also replaced Fossil Fuel based boilers at Batanagar with eco-friendly Bio-Mass waste based briquettes.



2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):

(a) Reduction during sourcing / production / distribution achieved since the previous year throughout the value chain?

Consumption per unit of Production*	Financial Year 2019-20	Financial Year 2018-19
Electrical Energy (Kwh per pair of Shoes)	0.59	0.58
Thermal Energy (Equivalent kwh per pair of shoes)	0.54	0.49
CO ₂ Emission (Kg CO ₂ per pair of Shoes) [consider : 0.537 kg CO ₂ /1 kwh Grid electricity & 0.268 kg CO ₂ / kwh fuel oil]	0.46	0.44

*Consumption per unit has marginally increased during the year under review due to ongoing modernisation / renovation work at the factories.

(b) Reduction during usage by consumers (energy, water) has been achieved since the previous year?

Although the shoe manufacturing process does not have broad based impact on energy, yet the Company continuously takes appropriate measures to reduce the consumption of thermal energy, electrical energy and water. The Company has installed modern and efficient machineries across its manufacturing Units and has been able to save energy and water. The Company has initiated installation of LED lights, automatic power sensors, continued usage of recycled treated water from sewage treatment plant for sanitation thus resulting in reduction of water consumption, Turbo Ventilators, Energy efficient Air Compressor, Reduction of contract demand, installation of energy efficient integrated APFC electrical Panel. The Company also continuously encourages its employees to save the natural resources wherever possible. The Company has been aggressively following Reduce, Reuse & Recycle (3R) approach across its Units. Batanagar Unit was awarded for kaizen in regard to conservation of Environment by Confederation of Indian Industries (CII).

3. Does the Company have procedures in place for sustainable sourcing (including transportation)?

If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.

Yes. The Company has established an internal mechanism for continual improvement process towards sustainable excellence and has taken adequate steps for safe transportation and optimization of logistics, which in turn is improving the Company's manufacturing system, creating a safe work place and offering opportunities to our employees to excel and explore their potential and also mitigating the impact on climate. The use of appropriate mode of transportation is a continuous part of effective supply-chain mechanism and the Company's endeavor to reduce transport related environmental impact is an ongoing process.

Major associates of the Company, who are engaged in supplying of maximum level of raw materials for shoe manufacturing process in all manufacturing Units across India, are located nearby the respective Units. This helps the Company to minimize its transportation cost and environmental impact.

4. Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work?

If yes, what steps have been taken to improve their capacity and capability of local and small vendors?

Yes. The Company has taken necessary steps to procure goods and services from the local and small producers surrounding its manufacturing units and enhancing their capabilities for a sustainable growth. The Company always prefers to procure goods and services, e.g., Finished Goods Supplies, Security / Housekeeping / loading-unloading operations, etc. from nearby suitable source of supply. The Company has worked out Individual Development Plan of all Units which is being continuously monitored to improve capacity, capability & quality of the products of all local & small producers.

5. Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.

Yes. The Company has introduced the mechanism to recycle its products to reduce waste. Such initiatives of the Company include, the following:

- The wastes - EVA packing bags are now recycled during EVA mixing process.
- Rubber / PVC / EVA / laminated Textile wastes are recycled during mixing process.
- Waste water after STP at Company's Bataganj, Batashatak Factory is being used for gardening and road washing purposes.
- Used / waste oil generated from different machines in manufacturing Units are sold only to the agencies approved by the Central Pollution Control Board for recycling and re-using elsewhere in other allied industries.
- Different scrap materials, e.g., leather cuttings / waste papers / metallic parts, etc. are being sold to the outside agencies for their uses elsewhere in other industries.

PRINCIPLE 3: BUSINESS SHOULD PROMOTE THE WELL BEING OF ALL EMPLOYEES**1. Please indicate the Total number of employees.**

(As on March 31, 2020)

Sl. No.	Category of Manpower	No. of employees
1.	Managerial staff	1,092
2.	Non-managerial staff in manufacturing	2,052
3.	Managers + Permanent employees in stores	1,769
4.	Contracted and Third Party employees	4,849
Total		9,762

2. Please indicate the Total number of employees hired on temporary / contractual / casual basis.

Out of the above, 4,849 persons were hired on temporary / contractual / casual basis.

3. Please indicate the Number of permanent women employees.

There are 356 permanent women employees.

4. Please indicate the Number of permanent employees with disabilities.

There are 28 permanent employees with disabilities.

5. Do you have an employee association that is recognized by management.

Yes, there are recognized trade unions in the manufacturing units and retail unit of the Company as recognized by its management. These trade unions are affiliated to various central trade union bodies.

6. What percentage of your permanent employees are members of this recognized employee association?

Around 45.60% of the Company's permanent employees are members of recognized employee associations.

7. Please indicate the Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.

During the financial year ended March 31, 2020, there were 11 cases reported. Out of 11 cases, 6 cases were dealt satisfactorily towards sexual harassment under the Policy on Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. There are 5 complaints pending as on March 31, 2020 for which the inquires are under process.

The Company did not receive any complaints relating to child labour, forced labour, involuntary labour.



8. What percentage of your under mentioned employees were given safety & skill up-gradation training in the last year?

- (a) Permanent Employees: 63.22%
- (b) Permanent Women Employees: 57.58%
- (c) Casual / Temporary / Contractual Employees: 75.81%
- (d) Employees with Disabilities: 16.13%

PRINCIPLE 4: BUSINESS SHOULD RESPECT THE INTERESTS OF AND BE RESPONSIVE TOWARDS ALL STAKEHOLDERS, ESPECIALLY THOSE WHO ARE DISADVANTAGED, VULNERABLE AND MARGINALIZED

1. Has the Company mapped its internal and external stakeholders?

The Company understands the requirements of its various stakeholders. However, the Company is in the process of formal mapping of its key internal and external stakeholders for a better understanding of their concerns and expectations.

2. Out of the above, has the Company identified the disadvantaged, vulnerable & marginalized stakeholders.

Once the mapping is finalized, the Company will be able to identify its various categories of stakeholders and include them in the business process accordingly.

3. Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalized stakeholders. If so, provide details thereof, in about 50 words or so.

The CSR programmes of the Company has been designed in such a manner that it ensures benefits to the poor, needy, underprivileged, deserving and the socio-economic backward communities of the society at large. The Company has been actively associated with the Bata Children's Programme (BCP) initiatives of Bata Shoe Organization (BSO) globally, towards improving the lives of the underprivileged children, especially the girl child.

PRINCIPLE 5: BUSINESS SHOULD RESPECT AND PROMOTE HUMAN RIGHTS

1. Does the policy of the Company on human rights cover only the Company or extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

Yes. The Company's Code of Ethics covers the aspects of Human Rights and is made applicable to all stakeholders including its Suppliers and Contractors by requiring them to sign and accept the Code of Ethics and Code of Conduct.

2. How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?

During the year under review, no complaints relating to human rights violation were received by the Company.

PRINCIPLE 6: BUSINESS SHOULD RESPECT, PROTECT AND MAKE EFFORTS TO RESTORE THE ENVIRONMENT

1. Does the policy related to Principle 6 cover only the Company or extends to the Group / Joint Ventures/ Suppliers / Contractors / NGOs / others.

The Company's Environment, Health & Safety (EHS) Policy extends to cover the Company and all its relevant Stakeholders, viz, Suppliers & Contractors near its operational area.

2. Does the Company have strategies / initiatives to address global environmental issues such as climate change, global warming, etc.? Y / N. If yes, please give hyperlink for webpage etc.

The Company has taken necessary steps towards reduction of GHGs emission in its manufacturing process and to reduce the concerns relating to the global warming.

3. Does the Company identify and assess potential environmental risks? Y/N

The Company has identified potential environmental risks in its manufacturing Units across India through monitoring system. Required necessary steps and safeguarding measures have been taken by the Company to reduce its impact on the environment.

4. **Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?**

No.

5. **Has the Company undertaken any other initiatives on - clean technology, energy efficiency, renewable energy, etc. Y/N. If yes, please give hyperlink for web page etc.**

The Company is conscious and committed to maintain environmental and ecological balances of this planet and makes its conduct subject to environment audit practices. Across all manufacturing units, sewage treatment plants are working effectively and efficiently. Since Batanagar and Bataganj factories are located on the bank of River Ganga, water discharge in the River Ganga meets the norms of the "Clean Ganga" initiatives of the Central Government. At Bataganj & Batashatak Units "Zero Effluent Discharge" vision is implemented by utilizing treated effluent water for gardening & washrooms. All the factories are complying with stack emission qualities and ambient air qualities. Special thrusts are given on waste management, conservation of energy and water and natural resources.

On Water Conservation initiatives, Rain Water Harvesting Plant was established at our Bata Southcan Factory, Peenya Industrial Area, Bengaluru, Karnataka and Batashatak Factory, Hosur, Tamil Nadu, which is working efficiently and effectively towards utilization of rain water. On Energy Conservation initiatives, at Batanagar factory bio-fuel based eco-friendly Briquette fired boiler is running efficiently replacing fossil fuel oil fired boiler and also introduced various low energy sensitive equipments by replacing high energy consuming devices. Further, in all factories, the Company has moved to Water Based (WB) adhesives from Petroleum Solvent Based (PSB) adhesives. At all our Units, asbestos roof is being replaced by metallic sheets in a phased manner.

6. **Are the Emissions / Waste generated by the Company within the permissible limits given by CPCB / SPCB for the financial year being reported?**

Yes, emission / waste generated by the Company are within the permissible limits prescribed by CPCB / SPCB.

7. **Number of show cause / legal notices received from CPCB / SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.**

The Company did not receive any show cause / legal notice from CPCB / SPCB during the financial year ended March 31, 2020 and no show cause / legal notice related to CPCB / SPCB are pending with the Company as on the end of the financial year.

PRINCIPLE 7: BUSINESS WHEN ENGAGED IN INFLUENCING PUBLIC AND REGULATORY POLICY, SHOULD DO SO IN A RESPONSIBLE MANNER

1. **Is your Company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with:**

The Company believes that conducting business as a good corporate citizen of the Country enhances brand value and leads to a sustainable growth. The Company is associated with Retailers Association of India (RAI), Council for Footwear, Leather and Accessories (CFLA) and Indian Shoe Federation (ISF).

2. **Have you advocated / lobbied through above associations for the advancement or improvement of public good? Yes / No; if yes specify the broad areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)**

Yes, in the following areas:

- Structural changes in policies to boost growth of the footwear industry.
- Elimination of unfair Labour practices including Child labour in the footwear industry.

PRINCIPLE 8: BUSINESS SHOULD SUPPORT INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

1. **Does the Company have specified programmes / initiatives / projects in pursuit of the policy related to Principle 8? If yes details thereof.**

The Company from its very inception has been involved with charities and a host of philanthropic and social activities.



Recognizing communities and employees as the key success factors for business prosperity, the Company remains committed to their development. The CSR initiatives of the Company ensures its commitment to operate in an economically, socially and environmentally sustainable manner, in the best interest of all the stakeholders.

Model Schools under Bata Children's Programme (BCP)

Bata Children's Programme (BCP) is the Company's Global programme which aims to work for the children from the underprivileged background and is operational in more than 30 countries wherever Bata is operational. Under BCP, your Company worked with around 4,000 children across the 7 schools adopted under BCP near to the factories and corporate office. During the year, a new school was adopted near to Batashatak Factory in Hosur.

In line with the guidelines of the Ministry of Human Resource Development (MHRD) your Company has put phase wise programs in place which focuses on developing the schools into Model Schools over a period of time. Your Company aligns community development initiatives with UN's Sustainable Development Goals - Gender Equality, Quality Education, Clean Water & Sanitation, Good Health & Well Being and Partnership for Goals.

A need based analysis is done to map the essential requirements of the schools on infrastructure upgradation and basic sanitation requirements. Thereafter, larger programmes are implemented which focus on holistic approach such as promotion of STEM learning through setting up of science and computer labs, a comprehensive improvement on reading / writing skills through setting up of libraries, monitoring and improving overall health of the children through regular health check-up camps and awareness sessions, life skills workshops on good touch bad touch, substance abuse, promotion of sports and well-being workshops.

In order to encourage participation of more girls and address their specific requirements, programmes on adolescent healthcare, sanitation, life skills, and learning self-defense skills have been put in place.

During the year under review, your Company collaborated with team from Piramal Foundation and Enable Health Society (EHS) to set up Water Filtration Plants at 2 schools in Gurugram, providing clean drinking water to more than 1300 kids & staff. During the assessment of the drinking water quality, it was found out that the TDS levels in the water were very high as compared to the WHO standards which lead to serious diseases and illness. The filtration plant comes with a real time monitoring mechanism to monitor water quality, production, consumption and overall health of the machine.

In association with NIIT Foundation (NF), a new computer lab with 10 computers was set up at Patna school with online learning modules. Teachers were trained by NF, lesson plans and syllabus were customized and structured as per the learning levels of the children, children were provided books and assessment was conducted with NF certification.

Girl Child Empowerment through Project Nanhi Kali

Nanhi Kali - Bata Ballerina project, in association with K. C. Mahindra Education Trust, has been a successful programme to support education of the underprivileged girl children. During the year under review, we could support the remedial education of 721 girls in the primary classes in addition to the 92 girls supported last year. These girls come to the academic support centres during and at some places after school hours, where trained teachers engage the girls in concept based learning, focused on Mathematics and English skills. Girls are assessed and divided into groups as per their learning levels. They are then involved in various playful & creative activities which makes learning enjoyable. Continuous tracking of attendance, along with the assessments and evaluation of the learning levels of the girls is done throughout the year. A school kit is provided to every girl, thereby to allow her to attend the school with dignity. This kit consists of personal clothing, notebooks, stationery, a school bag, shoes, socks, a raincoat / pullover and feminine hygiene material. Team works extensively with parents and communities to sensitize them to become collective guardians of the girls.

Happy Steps Programme

Through the Happy Steps - Footcare Awareness programme, we reached out to 24,000 children during the year across 65 schools at Kolkata, Chennai, Bengaluru & Hyderabad. Through these footcare workshops, we educate children on the importance of a healthy feet, how to take care of foot hygiene, dealing with foot injuries, diabetic feet, foot exercises etc. A customized Bata school kit comprising of school socks, polish, laces, brush along with the tips to keep the feet healthy and clean were also distributed amongst the children during the sessions.

Stride with Pride

The objective of the campaign has been that 'No Child Should Go Bare Feet'. This has been a consumer connect programme wherein customers were given an opportunity to participate and contribute to the social cause in collaboration with the Company. Shoe donation boxes were set up to collect the old shoes from the customers supported with on ground as well as online communication campaign with extensive involvement of our employees. Children at schools were also reached out for participation. For every old pair of shoe received, Bata donated a new pair to a child in need.

During the year, through this campaign we were able to reach out to 108 stores and 475 schools across 29 cities. There was a visible enthusiasm and pride amongst the consumers while donating their old shoes and contributing to make another one's life better.

We received a tremendous response from the consumers; over 1,48,000 old pairs collected. The old footwear collected were segregated into various categories. They were either refurbished, repaired or destroyed in environment friendly manner through various agencies. Some customers were so overwhelmed by the initiative that they even donated their new pairs or pairs which were in good condition, which we could donate directly to the needy communities without any repair.

Bata donated over 1,56,600 footwear to the underprivileged children, including new footwear and old footwear repaired (which were in fairly better condition). During the process, the cobbler community at various regions was also mobilized and built association with.

Disaster Relief & Rehabilitation

The year saw completion of repair and restoration of the 4 schools in Kerala, which got affected during the floods. BCP Foundation supported the project which helped more than 500 students and school staff to come back to the schools after floods and resume their education and other activities.

The intervention revolved around the following major initiatives:

Infrastructural Intervention:

- i. Repair and restoration - Based on the assessments repair / retrofitting work was carried out in the schools.
- ii. Non-structural Mitigation - Taking measures to mitigate harm likely to be caused on non-structural elements such as electrical wiring and parapet walls, which are not part of the structure but can cause grave injury.
- iii. Enhanced Learning Spaces - The existing spaces were enhanced by developing them to be much more child friendly and learning friendly than they were. Elements of 'building as a learning aid' was incorporated wherein various building elements also convey learning content in a fun way, such as an abacus in a window. The open spaces around the school such as the playground were developed as interactive play spaces with customized installations.
- iv. Eco-retrofitting - The school campuses were made environmentally sustainable, with features including rain water harvesting, solar energy, and appropriate plantation.
- v. Demonstration function - The above interventions were carried out in a manner that the schools become demonstration centres for the community around to see and learn for incorporation of these features in their homes.

Water, Health & Sanitation

- i. Water systems: The wells in the schools were cleaned and retrofitted. The drinking water and hand wash systems were repaired and strengthened.
- ii. Repair of sanitation units: The existing sanitation units were cleaned, repaired and renovated, making them useable for the school children.
- iii. Promoting hygiene practices: Workshops and campaigns were held with school children, educating them on safe sanitation and hygiene practices, discouraging open defecation and education on consumption of safe water.



Safety

While the schools have Schools Disaster Management plan in place, during floods, a lack of coordination in action between the school management authorities and local community was evident. Also, most schools became refuge centers during the floods. In order to improve the existing emergency response mechanism, it was important to align and synchronize the school disaster management plans to the village disaster management plans.

Fire extinguishers and evacuation plans were installed in the schools. A safe schools module was implemented whereby training and capacity building of school children teachers and staff was undertaken to capacitate them for future emergencies such as the recent one.

Schools and student kits

- i. Schools: The schools were provided with learning kit inclusive of whiteboards, floor mats.
- ii. Student kits: Each student was provided with a kit inclusive of school bag, pencils, eraser, pencil box, lunch box, board game, note books, colour pens, ruler. This aided in minimizing drop outs by children, who have lost their books and stationery during the floods.

Treatment of children with Clubfoot disease

During the year, the Company partnered with Miracle Feet Foundation for Eliminating Clubfoot to support treatment of 66 children with the disease in Uttar Pradesh region. Clubfoot is a congenital birth defect wherein one or both the feet are turned inwards, making it a leading cause of disability in children in the developing world. Clubfoot has an incidence rate of 1 in 800 births making it one of the most common birth defects in the world. Around 175,000 children are born with clubfoot globally every year. In India approximately 35,000 children are born with clubfoot every year, i.e., almost 20% of the total global clubfoot births.

2. Are the programmes / projects undertaken through in-house team / own foundation / external NGO / government structures / any other organization?

The Company's CSR activities are undertaken by an internal dedicated team. Employee willing to volunteer also come forward and participate in the CSR activities. The Company partners with Non-Governmental Organizations (NGOs), Government Institutions and well known Corporate Bodies for design and implementation of selected projects.

3. Have you done any impact assessment of your initiative?

The Company conducts periodic assessments for its projects under the CSR programmes. This includes baseline assessment and end-line surveys by the end of the project to assess the overall impact of the project. Continuous Monitoring and Evaluation (M & E) of the programmes take place throughout the year, which helps to improve the quality of the project and achieve maximum results to ensure benefits to the stakeholders.

To quote few examples here - A significant level of improvement in the knowledge levels of the school children was observed during the year through various programmes. Through the creative science workshops where children learn by using simple science kits, we could see almost 30% improvement in the knowledge levels of the children in their science topics. This year, digital sessions were introduced to make the learning more impactful and enjoyable.

Through our library programme, overall 68% children reached the grade level in all language skills (listening, speaking, story-telling, reading & writing). Going forward, differentiated learning plan with the 'most reading challenged' children would be worked upon. Assessment across the science labs was done, wherein we could see an overall 11% increase in the awareness levels of the children and improvement in science knowledge by 39%.

New workshops on personality development classes and career counselling sessions for the elder children were introduced during the year, which helped them prepare better for future. In order to make the children environment conscious and adopt sustainable practices, various sessions on 'Say no to Plastic', 'Paper bag making', 'Healthy Sanitation, Hygiene practices, Water Conservation', 'Tree Plantation Drive' were organized during the year.

4. What is your Company's direct contribution to community development projects and the details of the projects undertaken:

During the financial year ended March 31, 2020, the Company has spent a total amount of Rs. 75.93 Million towards various CSR projects. The details thereof have been provided in the "Annual Report on CSR Activities" as attached to the Board's Report. A brief summary thereof is as under:

Sl. No.	Focus Areas	Amount (Rs. in Million)
1.	Promotion of education in schools	22.42
2.	Nanhi Kali - Girl Child Education	2.60
3.	Happy Steps Programme - Foot care awareness	1.66
4.	Stride with Pride campaign - Footwear donation campaign	48.48
5.	Promotion of Sports amongst the Youth in communities	0.20
6.	Treatment of children with Clubfoot disease	0.57
Total		75.93

5. Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.

The Company believes in participatory approach while planning and implementing the community development initiatives. Before initiating a community development project, a comprehensive base line survey is conducted to identify the local needs, stakeholder commitments which also helps in creating a buy-in from the local communities. The Company's CSR projects at several locations are developed in consultation and participation with various stakeholders including the local communities. Each location has an independent programme implementation committee which ensures planning and implementation of projects, periodic reviews and information sharing with necessary stakeholders. The local committees work under the overall guidance and framework defined by the corporate CSR Team of the Company.

PRINCIPLE 9: BUSINESS SHOULD ENGAGE WITH AND PROVIDE VALUE TO THEIR CUSTOMERS AND CONSUMERS IN A RESPONSIBLE MANNER

1. What percentage of customer complaints / consumer cases are pending as on the end of financial year.

During the year under review, the Company has ensured to address and resolve customer complaints / consumer cases amicably and has further strengthened its Customer Care Team and improvised the complaints redressal processes for speedy resolution of customer complaints. The Company has received 105794 customer / consumer complaints during the year under review and have resolved 105688 complaints amicably during the financial year 2019-20. Remaining 106 (0.01%) complaints lying pending at the end of financial year have since been resolved.

2. Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information)

All mandatory declarations as required under the Legal Metrology Act and the Rules made thereunder are duly displayed on the Principal Display Panel (PDP) of the products.

3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and / or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.

One of the customers filed a complaint before District Forum in Chandigarh alleging unfair trade practice for charging of carry bag with Bata Logo. The matter was decided in customer favour granting monetary compensation which was upheld by State Forum. We challenged both the orders before National Forum and after hearing the matter on merits, the National Forum was pleased to stay the orders of District and State Forum and also permitted us to charge for the carry bags. The matter is sub-judice.



4. Did your Company carry out any consumer survey / consumer satisfaction trends?

Yes, the Company has introduced a strong Customer Feedback Mechanism to capture feedback from customers on their shopping experience and measuring it as per the global standard tool NPS (Net Promoter Score). The Company has started an initiative to close loop Detractors (customers who give negative feedback) by calling them and addressing / resolving their queries. There are certain other feedbacks as well which company has started taking from customers with regards to product quality, product launches, shopping preferences, company's distribution business, etc.
