

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.

Bata Children's Programme (BCP): BCP is a global programme which aims to work for the underprivileged children in and around our areas of operations. Under BCP, we have adopted 7 schools in India and work with more than 4,000 children and school authorities. We align Clean Water & Sanitation, Good Health & Well Being and Partnership for Goals.

New partnerships: We entered into new partnerships and customized our programs to suit the requirements of the school teachers and children.

- **Online Learning Management System**
- **Virtual Sports Programme for the children**



Online Science Programme: Our science programme continued with online sessions and distribution of more than 500 science kits to the children and their parents.

Online Library sessions & Teacher Training: Our library classes also turned virtual, with teachers improving the learning and speaking skills of the children through online reading sessions and various interactive activities, benefiting more than 500 children. Our Hole in the Wall engagement partner NIIT Foundation identified relevant topics and trained the teachers Improving Reading Habits and Values, Communication Skills, ASER testing Tools, New Assessment Tools, Online module for children, which helped more than 100 children.

Ensured continued on-ground support: At some of our schools, more than 1500 children were distributed notebooks and stationery, immunity booster kits, nutritious meals, etc.

Adopted different methodologies to keep virtual studies interesting during lockdown: We had to adopt different approach to keep learning process interesting for the children - multimedia animated short videos were made on various academic topics which assisted more than 500 primary level students to learn difficult topics in a better manner; other methods like storytelling, worksheets, games, etc. were also adopted.

Infrastructure Upgradation: In terms of the infrastructure upgradation, we also completed renovation of washrooms at Bata Shatak BCP School as part of the yearly school plan. At Bataganj BCP School, washrooms for girls were

renovated, new drinking water/hand wash structures were constructed, and a classroom was renovated. External bodies from the government inaugurated it and appreciated the work done at the schools.

Employee engagement: Celebration of all the special days like Diwali, Children’s Day, Teacher’s Day, Christmas, etc. went virtual, wherein kids demonstrated their skills through engagement sessions and competitions. Important days like World Food Day, Global Hand Washing Day, World Mental Health Day, International Yoga Day, etc. were also celebrated engaging experts from the industry. Our employees also participated whole heartedly in most of the virtual programs and interacted with the children. One of the employees also volunteered to conduct yoga session with the kids on International Yoga Day.

Girl Child Empowerment through Project Nanhi Kali: In partnership with KC Mahindra Education Trust, Bata supports education of underprivileged girl child through project Nanhi Kali. With the closure of schools, the girls faced immense problems to continue education. We already have a skewed child sex ratio of 914 girls to 1,000 boys (Census 2011) and poor female literacy rates of 65% at the national level and 46% in rural India (Annual Economic Survey of India 2018). The school closures caused by the pandemic further widened gender disparities in access to education, having a disproportionately negative impact on girls from disadvantaged families (UNESCO & Plan International 2020). During the year, we continued to support education of 813 girls in the primary classes and renewed sponsorship for 500 girls for their continued education.



COVID-19 Community Interventions: When the pandemic hit the country, the company decided to reach out to the underprivileged and frontline workers in & around our areas of operations. 1,000 hygiene kits consisting of sanitizer, masks, dental hygiene, personal hygiene, etc along with +1.10 lac meals/dry ration packets were distributed to the children at BCP schools and communities at large. We strategically reached out to the frontline workers like police, hospitals, etc. in and around our operations and donated +4,000 hygiene kits & 2,000 immunity booster kits through Ayush Ministry. During the lockdown, our factories made masks and face shields. +35,000 masks and +4,000 face shields were donated to the police, ESI hospitals and other essential departments.

Stride with Pride

With setting in of the pandemic, Bata globally pledged to donate 1 million pair of footwear to the medical workers and their families as a ‘thank you’ gesture for their unflinching support during the difficult times. We started the donation drive in May 2020 and till date donated +1.92 lac pairs of footwear to the medical workers and their families at the government & private hospitals, ASHA & Aaganwadi workers, small clinics, charitable hospitals, police, children, etc. across +30 cities.

We saw excellent employee engagement, with some employees going out of the way to timely deliver the footwear at the hospitals. We received appreciation letters from renowned government & private hospitals and other institutions for shoe donation drives and engagement with the police and other frontline workers.

Bata Heroes: The pandemic saw tremendous employee volunteering initiatives. Our employees came forward and partnered with us whole heartedly in driving CSR initiatives in our local communities. From sponsoring meals at old age homes, disinfecting and fumigation drives for farmers to providing essential grocery items at the old age home, orphanages, reaching out to daily wage labours and many more. At Batanagar, employees came together and voluntarily provided around 8400 meals to the families of the daily wage labours, small vendors, etc. Our employees supported initiatives during the natural disasters as well. During the Vizag gas tragedy, Bata Vizag team came forward to help the families who were affected by the gas leak and identified the most vulnerable families.

Addressing basic needs were taken up & food preparation and purchase of water bottles, necessary items were planned by the team collectively. The employees reached out to more than 150 people for support. During Amphan disaster, we donated more than 1,000 pairs of footwear in the affected areas.

Treatment of children with Clubfoot disease: Our support to Miracle Feet Foundation for Eliminating Clubfoot for treatment of 66 children with Clubfoot disease in UP region got completed. 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. During the pandemic, we saw a drop out of 8 patients who migrated to other cities or were not traceable.