

**Project Design Phase-I**

**Proposed Solution Template**

Date	25/10/2023
Project Name	Field Visiting Business For Interviewing About Digital Marketing

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In an ever-evolving digital landscape, businesses face numerous challenges and uncertainties when it comes to their digital marketing strategies
1.	Idea / Solution description	Begin by researching your target audience. Who are the individuals or businesses interested in digital marketing solutions? What are their pain points and needs a detailed business plan outlining your objectives, target audience, services, and financial projections. This plan will serve as your roadmap.
1.	Novelty / Uniqueness	Research the market and identify potential clients who are interested in showcasing their digital marketing uniqueness. This could be a mix of startups, small businesses, and larger corporations.
1.	Social Impact / Customer Satisfaction	Understand your target audience and the industries you want to focus on. Identify potential clients who might need your services
1.	Business Model (Revenue Model)	Identify Your Target Businesses: Determine which businesses you want to interview. It could be startups, small businesses, or established companies.
1.	Scalability of the Solution	Decide on your business structure (e.g., sole proprietorship, LLC) and register your business as required by local regulations.

## **Ideation Phase**

### **Empathize & Discover**

Date	31 October 2023
Project Name	Field Visiting Business For
	Interviewing About Digital Marketing

#### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.

The Empathy map of our project.is shown below.

## Empathy Map

Name: Field Visit



## Reference link:

[https://www.canva.com/design/DAFy0GB4AYc/vht-h9p\\_IJ\\_oSshdYyDZkg/edit?utm\\_content=DAFy0GB4AYc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFy0GB4AYc/vht-h9p_IJ_oSshdYyDZkg/edit?utm_content=DAFy0GB4AYc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Ideation Phase

### Define the Problem Statements

Date	06 oct 2023
Project name	Field Visiting Business For Interviewing About
	Digital Marketing

### Customer Problem Statement Template:

**Define your objectives:** Determine what specific information you want to gather from customers regarding their digital marketing problems.

**Identify the target audience:** Decide which type of customers or businesses you want to interview.

**Create a list of questions:** Prepare a set of open-ended questions to elicit detailed responses.

**Schedule visits:** Contact the selected customers and set up appointments for the interviews.



**Project Design Phase-II**  
**Solution Requirements (Functional & Non-functional)**

Date	13/10/ 2023
Project Name	Project :Field Visiting Business For Interviewing
	About Digital Marketing

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

FRNo.	FunctionalRequirement(Epic) SubRequirement(Story/Sub-Task)	
FR-1	Research and Planning	Begin by researching your target audience and the types of businesses or individuals you want to interview. Create a plan outlining your goals, methodology, and the questions you'll ask.
FR-2	Legal Considerations	Register your business and ensure compliance with local laws and regulations, including data privacy and consent requirements
FR-3	Marketing and Promotion	Promote your services and content to a wider audience to attract more interviewees and customers.
FR-4	Continuous Learning	Stay updated on the latest digital marketing trends to provide valuable and relevant insights in your interviews and content.

**Non-functional Requirements:**

Following are the non-functional requirements of the proposed solution.

FRNo.	Non-FunctionalRequirement	Description
NFR-1	Usability.	Explore ways to monetize your research and content, such as selling reports, offering consulting services generating ad revenue from your content.

NFR-2	<b>Security</b>	<p>The security of Drowsiness detection and alerting system is an important consideration to ensure it is effectiveness and reliability.some key aspects related to the security of such a system</p> <ol style="list-style-type: none"> <li>1) DataPrivacy</li> <li>2) AuthenticationandAccesscontrol.</li> <li>3) Securecommunication</li> <li>4) Systemintegrity</li> <li>5) Physicalsecurity.</li> <li>6) MonitoringandAuditing.</li> </ol>
NFR-3	<b>Reliability</b>	<p>The reliability of drowsiness detection and alerting system is crucial to ensure its effectiveness in preventing Accidents and Promating safety.</p> <ol style="list-style-type: none"> <li>1) AccuracyofDetection.</li> <li>2) Real-timemonitoring.</li> <li>3) FalsepositiveandFalsenegative.</li> <li>4) Robustnesstoenvironmentalfactors.</li> <li>5) Calibrationandpersonalization.</li> <li>6) Continuousperformanceandmonitoring.</li> </ol>
NFR-4	<b>Performance</b>	<p>The performance of a Drowsiness detection system can be evaluated based on several factors , including:</p>
NFR-5	<b>Availability</b>	<ol style="list-style-type: none"> <li>1) Sensitivity.</li> <li>2) Specificity.</li> <li>3) Responsetime.</li> <li>4) Falsepositiverate.</li> <li>5) Usercomfort.</li> </ol> <p>It can be influenced by various factors including Qulity of sensors, lighting conditions, System calibration .</p>
NFR-6	<b>Scalability</b>	<p>Scalability in terms of the number of individuals being monitored:</p> <p>Drowsiness detection systems can be designed to scale from monitoring a single individual to monitoring a large .</p>

## Ideation Phase

### Define the Problem Statements

Date	06 oct 2023
Project name	Field Visiting Business For Interviewing About
	Digital Marketing

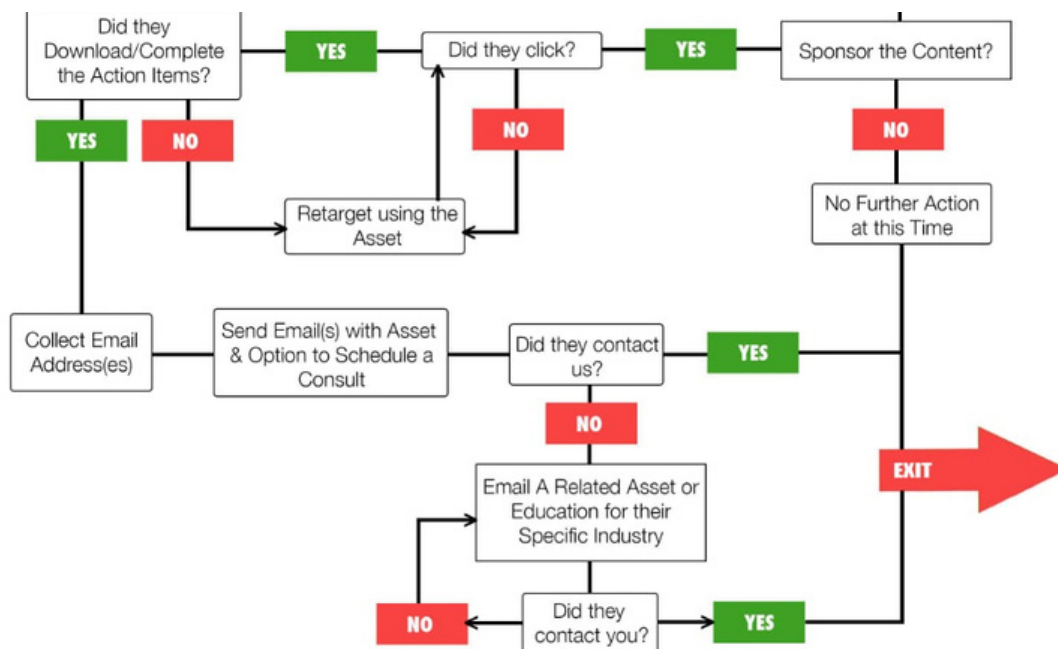
Determine the requirements (customer journey maps)

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.

Identify the target audience: Decide which type of customers or businesses you want to interview.

Create a list of questions: Prepare a set of open-ended questions to elicit detailed responses.

Schedule visits: Contact the selected customers and set up appointments for the interviews.





## Ideation Phase

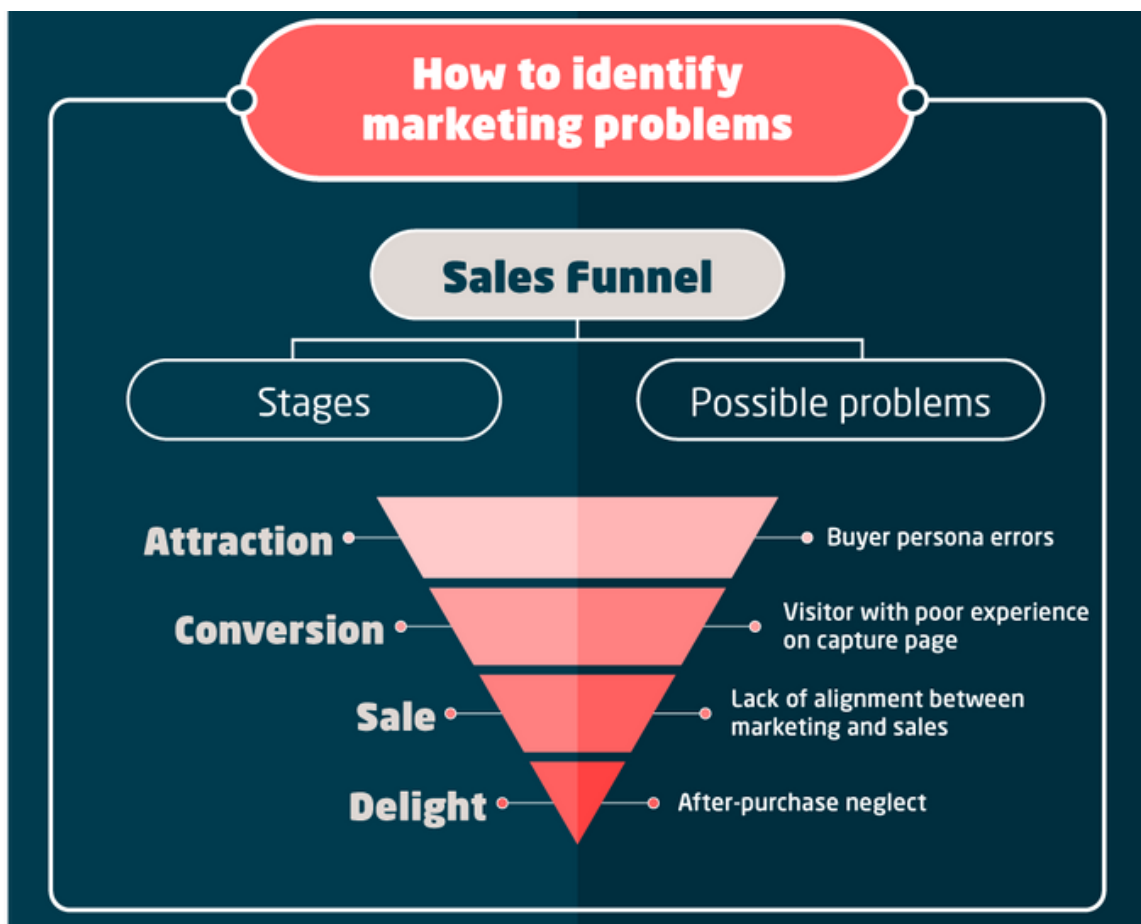
### Brainstorm & Idea Prioritization Template

Date	31 October 2023
Project Name	Field Visiting Business For Interviewing
	About Digital Marketing

#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement.



## Step-2: Brainstorm, Idea Listing and Grouping

# Problem Statement for Marketing

Brand launch is a very troublesome process in today's highly competitive business environment. Competition is fierce for almost every trade.



Companies need to align business plan with their marketing plan to operate in niche market



Marketing of product and services for small or medium enterprise has become crucial task for promotion of business



Nowadays customers are persuaded from several elements in terms of brand's logo, promotional messages

Effective marketing is need of the hour for convincing customers to use particular product or service because of its suitability over the competitors

## Step-3: Idea Prioritization

### STRENGTHS

What are you doing well? What sets you apart? What are your good qualities?



### WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?



### IMPROVEMENT

What are your goals? Are demands shifting? How can it be improved?



### THREATS

What are the blockers you're facing? What are factors outside of your control?



Reference link:

[https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?](https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[utm\\_content=DAFy0cQYmTY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



# **Field Visiting Business For Interviewing About Digital Marketing**

**By  
G.Jeevitha  
V.Harithasri  
O.Kavitha  
P.K.Gayathri**


# HAP

Hatsun Agro Product Limited





**Hatsun Agro Product Ltd (HAP)**, often referred as Hatsun (HAP), is a leading private sector dairy company in India with headquarters in Tamil Nadu, Chennai. It was founded by R. G. Chandramogan in 1970. "World wants India to become a cooperated ltd" was his motto. The company was also awarded "The Fastest Growing Asian Dairy Company". The dairy product maker has been bagging the Golden Trophy from the Indian Government for the largest dairy products exporter for the last many years.



# Hatsun Agro Product Ltd :

Type :Public company

Traded as

BSE : 531531

NSE : HATSUN ISIN INE473B01035

Founded in 1970; 53 years ago

Founder : R.G. Chandramogan

Headquarters : Chennai, Tamil Nadu, India

Area served : India

Key people : R. G. Chandramogan (Chairman)  
C. Sathyan (Managing Director)



# Products

## Dairy products Brands:

Arun Icecreams , Arokya ,HatsunHAP ,dailylbaco ,Santosa

Revenue :

Increase ₹5,400 crore (US\$680 million) (2018)

Operating income :

Increase ₹746.36 crore (US\$93 million) (2018)

Net income :

Increase ₹382.63 crore (US\$48 million) (2018)

Website :

[www.hap.in](http://www.hap.in)

**HAP**  
Hatsun Agro Product Limited

**Arun**  
ICECREAMS

**Arokya**

**HATSUN**

**lbaco**


**HAP**  
daily

**Santosa**  
FOR REAL LIFE CHOCOLATE



The company has tripled its total turnover over the past 3 years and is set to become the fastest-growing dairy company in the world, with a record growth rate of 116% over the past 3 successive Quarters.

During the financial year 2011–2012, the company grew at a rate of 23.6%.



12:30 PM | 10.42 KB/s

4G+ 78%



## Permission for Industrial visit



Add label



ECE 6032 JEEVITHA. G 12:30 pm



to haprishith

My name is Jeevitha G from AVS Engineering College,Salem.I am writing this email to ask permission to visit Hap daily for an industrial tour along with my team members (Kavitha O, Harithasri V and Gayathri P.K) for our Naan Mudhalvan project Assignment.

The visit would take place on 16th October 2023.This visit may aid for us to gaining a thorough understanding of digital marketing,making it easier for them to comprehend the real working of the apparatus.

I anxiously anticipate your good response since I am required to tell all of the them.

Thank you

Reply

Reply all

Forward

8:48 AM | 1.1KB/s

4G+ 99%



## Approval for Industrial visit



Add label



Hap Rishith 8:47 am

to ECE



With reference to your email we wish to inform you that as requested we permit you with your team members (4 no's) to have industrial visit on 16th October 2023.

Reply

Reply all

Forward









Things change. That's a given. That's also something we've experienced as a company for over 50 years. The humble products we started out with have grown into an all-encompassing range riding on evolving customer requirements. We've witnessed a sea of change and an ocean of innovation, but there's one thing that has remained constant over the decades: the value we place on the people we work with.

The next few pages will give you a deeper look into the world of HAP and the stories we crafted – with our stakeholders, customers, farmers and of course, our employees.





**R.G. CHANDRAMOGAN**  
Chairman

R.G. Chandramogan, aged 73 years, is the Chairman of the Company. He has been in the dairy business for more than five decades. In February 2018, the Indian Dairy Association awarded Patronship to R.G. Chandramogan in recognition of the valuable services rendered by him in furthering the cause of the Indian Dairy Association and the dairy industry, through planning and development.

**C. SATHYAN**  
Managing Director

C. Sathyan, aged 43 years, is the Managing Director. He was conferred with the title of 'Doctor of Letters' for his entrepreneurship and philanthropy by the International Tamil University, USA. He has held various executive positions during his career, spanning over 20 years. He is in-charge of the day-to-day operations of the company.

**P. VAIDYANATHAN**  
Non-Executive  
Non-Independent Director

P. Vaidyanathan, aged 74 years, was an Independent Director of the Company. On completion of his first term of Independent Directorship as per the provisions of The Companies Act, 2013 and SEBI LODR Regulations, 2015, he has been appointed as Non-Executive Non-Independent Director of the Company. He is a Fellow Member of the Institute of Chartered Accountants of India, Associate Member of the Institute of Company Secretaries of India and the Institute of Cost Accountants of India. He has over 30 years of experience in finance functions.

**K.S. THANARAJAN**  
Non-Executive  
Non-Independent Director

K.S. Thanarajan, aged 73 years, is the Non-Executive Director of the Company. He holds a Master's Degree in Economics from the University of Madras. He was in-charge of day-to-day operations of the dairy division of the Company. He has been in the dairy business for more than 20 years.



# BOARD OF DIRECTORS

## From the Chairman's Desk

Dear Stakeholders,

It has been a challenging year for all of us, and it looks like a steep climb ahead as the world pieces itself back together again.

I would like to take this opportunity to thank everyone involved with HAP -- our partners, vendors and employees -- for their tireless efforts and support during these unprecedented times. Rest assured, we will move forward as one, tackle new challenges and continue delivering quality dairy products to our customers.

Once again, on behalf of the entire HAP family, I thank you for your loyalty and support.

Yours sincerely,  
R.G. Chandramogan





## MILK SOURCING AND ANIMAL HUSBANDRY

Where does our quality come from? Yes, our meticulous processes ensure that every single product that leaves our portals are held to extremely high standards, but what matters most is the quality of the milk we source. That's why we go right back to the farms.

### MILK SOURCING PROCESS

- We bring our farmers into the picture right from the get go – every day more than 4 lakh farmers deposit milk at over 10,000 Hatsun Milk Banks (HMBs), where it is quality tested.
- The idea is to make sure we get the best possible output, to benefit all parties involved, especially the farmer.

### QUALITY PARAMETERS

- To determine price per liter, we carry out tests against 2 parameters: Fat and SNE.
- Farmer payments are made every 10 days based on this.

### FARMER MANAGEMENT

Our state-of-the-art database assures that farmer payments are made on time, every time.

### LOGISTICS

- We have an assigned route plan, which helps us navigate over 1200 rural milk sourcing routes.
- This helps us hit our designated timelines, and ensures the milk sourcing vehicle reaches the Hatsun Milk Chilling Center on time.

### TESTING

Once the milk conforms to all of HAP's stringent quality norms, we load it onto a milk tanker which is then sent to the dairy for further processing.

## 10 YEARS FINANCIALS

PARTICULARS	2021-22	2020-21	2019-20	2018-19
Operating Income/Turnover	6,396.48	5,569.74	5,308.34	4,760.30
Other Income	7.60	5.76	8.65	6.05
Total Income	6,404.08	5,575.50	5,316.99	4,766.35
Operating Expenses	5,699.71	4,791.02	4,758.26	4,318.86
Earnings before Depreciation, Interest and Tax (EBITDA)	704.37	784.48	558.73	447.49
Depreciation	320.64	309.90	296.48	200.59
Interest	108.35	110.43	105.86	85.72
Profit before Tax (PBT)	275.38	364.15	156.39	161.18
Provision for Taxation	57.47	117.80	44.12	46.34
Profit after Tax (PAT)	217.91	246.35	112.27	114.84
Cash Profit (Post Tax)	538.55	556.26	408.75	315.43
Equity Dividend (%)	600	800	600	400
Dividend Payout	129.34	129.34	116.03	63.91
Dividend Payout Ratio (%)	59.36	52.50	103.35	55.65
No. of Equity Shares	21,55,63,323	21,55,63,323	16,16,78,826	16,16,78,826
Face Value of Equity Shares	1	1	1	1
Equity Share Capital	21.56	21.56	16.17	15.98
Preference Share Capital	0.00	0.00	0.00	0.00
Reserves & Surplus	1,087.20	999.95	888.31	788.69
Shareholders' Funds / Net worth	1,108.76	1,021.51	904.48	804.67
Long term Debt	784.46	535.76	614.07	502.39
Short term Debt	923.81	881.75	582.95	525.52
Total Debt	1,708.27	1,417.51	1,197.02	1,027.91
Gross Fixed Assets	3,238.34	2,587.23	2,434.55	1,825.74
Net Fixed Assets	2,197.73	1,742.43	1,757.78	1,407.81
<b>Key Indicators</b>				
Earnings per share - (₹)	10.05	11.43	7.46	7.19
Debt Equity Ratio	1.54	1.39	1.32	1.28
EBDITA/Turnover (%)	11.01	14.08	10.53	9.40
Net Profit Margin (%)	3.41	4.42	2.12	2.41
RONW (%)	20.46	25.58	13.14	19.63

(₹ in Crores)

2017-18	2016-17	2015-16	2014-15	2013-14	2012-13
4,289.80	4,205.41	3,444.59	2,933.09	2,493.54	2,165.02
8.31	6.79	4.64	6.01	8.49	3.30
4,298.11	4,212.20	3,449.23	2,939.10	2,502.03	2,168.32
3,918.15	3,827.40	3,140.00	2,734.77	2,315.78	2,017.24
379.96	384.80	308.68	204.33	186.25	151.08
173.64	142.87	107.08	94.03	64.98	50.32
87.64	70.20	68.25	62.94	39.83	43.98
118.68	171.73	133.97	47.36	81.44	56.79
27.84	36.34	73.48	8.20	(0.24)	12.12
90.84	135.39	60.49	39.16	81.68	44.67
264.48	278.26	167.57	133.19	146.66	94.99
400	400	400	180	250	170
60.86	60.86	43.48	19.56	26.92	18.31
67.00	44.95	71.88	49.95	32.96	40.99
15,21,68,307	15,21,68,307	10,86,91,648	10,86,91,648	10,76,91,648	10,76,91,648
1	1	1	1	1	1
15.22	15.22	10.87	10.87	10.77	10.77
0.00	0.00	0.00	0.00	0.00	0.00
350.31	333.39	219.79	210.59	168.62	118.79
365.53	348.61	230.66	221.46	179.39	129.56
542.07	369.35	382.66	421.96	343.24	274.29
756.88	320.49	288.84	191.75	150.30	128.12
1,298.95	689.84	671.52	613.71	493.54	402.41
1,444.81	1,078.78	1,132.19	1,016.97	795.80	621.30
1,216.60	979.91	647.23	632.24	503.67	391.76
5.88	8.90	5.57	3.62	7.59	4.15
3.55	1.98	2.91	2.77	2.75	3.11
8.86	9.15	8.96	6.97	7.47	6.98
2.12	3.22	1.76	1.34	3.28	2.06
25.44	46.75	26.76	19.54	52.88	37.65



## Annexure – B To Board's Report

### Annual Report on CSR Activities

#### 1. Brief outline on CSR Policy of the Company

HAP recognises that its business activities have wide impact on the societies in which it operates, and therefore an effective practice is required giving due consideration to the interests of its stakeholders including shareholders, customers, employees, suppliers, business partners, local communities and other organisations. HAP endeavors to make CSR an important agenda and is committed to its stakeholders to conduct its business in an accountable manner that creates a sustained positive impact on society.

The objectives of HAP's CSR policy are –

- Devising meaningful and effective strategies for carrying out CSR activities and engaging with all stakeholders towards implementation and monitoring of CSR activities.
- Make sustainable contributions to communities.
- Identify socio-economic opportunities to perform CSR activities.
- Focus on social welfare activities and programmes as envisaged in Schedule VII of The Companies Act, 2013.
- Decide modalities of utilising the funds and implementation of schedules for the Projects or Programmes.
- Monitoring and Reporting mechanism for the Projects or Programmes; and
- Details of need and impact assessment study, if any, for the Projects undertaken by the Company

#### 2. Composition of the CSR Committee, the details of its Meetings and Attendance:-

Mr. S.Subramanian - Non-Executive Independent Director (Chairman) Mr. P.Vaidyanathan - Non-Executive Non-Independent Director (Member) Mr. K.S.Thanarajan - Non-Executive Non-Independent Director (Member) Mr. C.Sathyan - Managing Director (Member)

Sl. No.	Name of Director	Designation/Nature of Directorship	Number of meetings of CSR Committee held during the year	Number of meetings of CSR Committee attended during the year
1	Mr. S.Subramanian	Independent Director	2	2
2	Mr. K.S.Thanarajan	Non-Executive Non-Independent Director	2	2
3	Mr. P.Vaidyanathan	Non-Executive Non-Independent Director	2	1
4	Mr. C.Sathyan	Managing Director	2	1

3. Web-link where Composition of CSR committee, CSR Policy and CSR projects approved by the board are disclosed on the website of the company:

Web Link <https://www.hap.in/policies.php>

4. Details of Impact assessment of CSR projects carried out in pursuance of sub-rule (3) of rule 8 of the Companies (Corporate Social Responsibility Policy) Rules, 2014.

- Not applicable during the financial year 2021-22.

5. Details of the amount available for set off in pursuance of sub-rule (3) of rule 7 of the Companies (Corporate Social Responsibility Policy) Rules, 2014 and amount required for set off for the financial year, if any

Sl. No.	Financial Year	Amount available for set-off from preceding financial years (in ₹ Crs)	Amount required to be setoff for the financial year, if any (in ₹ Crs)
1	2020-21	0.32	0.00
2	2019-20	3.39	0.00
3	2018-19	2.86	0.00
	TOTAL	6.57	0.00

#### 6. Average net profit of the Company as per Section 135(5)

Financial years	Net profit (in Crs)
2020-2021	364.15
2019-2020	156.39
2018-2019	161.18
Average Net Profit	227.24

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- 7 (a) Two percent of average net profit of the company as per section 135(5): ₹4.54 Crore
- (b) Surplus arising out of the CSR projects or programmes or activities of the previous financial years: Nil
- (c) Amount required to be set off for the financial year, if any: Nil
- (d) Total CSR obligation for the financial year (7a+7b-7c): ₹4.54 Crore

8 (a) CSR amount spent or unspent for the financial year:

Total Amount Spent for the FY (Rs. In Crs.)	Amount Unspent (Rs. In Crs.)				
	Total Amount Transferred to Unspent CSR Amount as per Section 135(6)		Amount Transferred to any fund specified under Schedule VII as per second proviso to Section 135 (5)		
	Amount	Date of Transfer	Name of the Fund	Amount	Date of Transfer
9.31	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable

b) Details of CSR Amount spent against Ongoing Projects for the financial year:

Sl. No	Name of the Project	Item from the list of Activities in Schedule VII in the Act	Local area (Yes/No)	Location of the project		Project duration	Amount allocated for the project (in ₹)	Amount spent in the Current Financial Year (in ₹)	Amount transferred to Unspent CSR Account for the project as per Sec.135(6) Rs.	Mode of Implementation Direct (Yes/No)	Mode of Implementation - Through Implementing Agency	
				State	District						Name	CSR registration number
1	Sports Promotion	Promoting rural sports, nationally recognised sports, paraolympic sports and Olympic sports Schedule VII (1) (vi)	Yes	Local Area	Virudhunagar	Ongoing	9,24,05,561	9,24,05,561	Nil	No	HAP Sports Trust	CSR00005967
	TOTAL						9,24,05,561	9,24,05,561				

c) Details of CSR Amount spent against other than Ongoing Projects for the financial year :

Sl. No	Name of the Project	Item from the list of Activities in Schedule VII in the Act	Local area (Yes/No)	Location of the project		Project duration	Amount allocated for the project (in ₹)	Amount spent in the Current Financial Year (in ₹)	Amount transferred to Unspent CSR Account for the project as per Sec.135(6) Rs.	Mode of Implementation Direct (Yes/No)	Mode of Implementation - Through Implementing Agency	
				State	District						Name	CSR registration number
1	Financing Government or School Premises	Item No. (ii) Promoting Education including Special Education and Employment enhancing vocational skills especially among Children, Women, Elderly and the Differently-abled and Unemployed persons and Project.	Yes	Tamil Nadu	Dharmapuri District	2 months	3,00,000	3,00,000	Nil	Yes	Not applicable	

Sl. No.	Name of the Project	Item from the list of Activities in Schedule VII to the Act	Local area (Yes/No)	Location of the project		Project duration	Amount allocated for the project (in ₹)	Amount spent in the Current Financial Year (in ₹)	Amount transferred to Unspent CSR Account for the project as per Sec.135(6) Rs.	Mode of Implementation Direct (Yes/No)	Mode of Implementation - Through Implementing Agency
				State	District						
2	Construction of Compound Wall for Open Space Reservoir	Item No. (ii)	Yes	Tamil nadu	Kanchipuram	Completed within 6 months	4,00,000	4,00,000	Nil	Yes	Not applicable

(d) Amount spent in Administrative Overheads	–	NIL
(e) Amount spent on Impact Assessment	–	NOT APPLICABLE.
(f) Total amount spent for the Financial Year (8b+8c+8d+8e)	–	₹9,31,05,561/-
(g) Excess amount for set off, if any	–	NIL

Sl. No.	Particular	Amount (in ₹ Cro)
(i)	Two percent of average net profit of the company as per section 135(5)	4.54
(ii)	Total amount spent for the Financial Year	9.31
(iii)	Excess Amount spent for the financial year ((ii) – (i))	4.77
(iv)	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	Nil
(v)	Amount available for set off in succeeding financial years [(iii)-(iv)]	4.77

## 9. (a) Details of Unspent CSR amount for the preceding three financial years: Nil

Sl. No.	Preceding Financial Year	Amount transferred to Unspent CSR Account under section 135 (6) (in ₹)	Amount spent in the reporting Financial Year (in ₹)	Amount transferred to any fund specified under Schedule VII as per section 135(6), if any.			Amount remaining to be spent in succeeding Financial Years. (in ₹)
				Name of the Fund	Amount (in ₹)	Date of Transfer	
1	2020-21	-	-		-		-
2	2019-20	-	-		-		-
3	2018-19	-	-		-		-
	Total	-	-		-		-

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