



Corporate Social Responsibility

The Corporate Social Responsibility (CSR) programs at Nucleus are based on adherence to ethical standards of law; most valuable for a society.

The objective of CSR framework at Nucleus is to encourage the stakeholders to have a more meaningful engagement with the business rather than the often-prevalent one-sided expectational engagement.

We have instituted a CSR Policy in the organization, with an objective to :

- To act in a socially responsible manner at all times.
- To devise mechanisms whereby business would monitor and ensure its adherence to law, ethical standards, and would embrace the responsibility for the impact of its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

The CSR programs at Nucleus are based on the above philosophy and the efforts for accomplishing the objectives of CSR are segregated into three main concern areas:

1. Society, 2. Environment and 3. Workplace

A number of initiatives in all these areas were taken during the year, building a culture of responsibility and paving the way for further contribution in the years ahead. Some of these initiatives are described below.



Nucleus for the Society: Society is an integral part of our existence and we Nucleites recognize this fact and in-turn try to give it back to the society. We have always turned out in great numbers to extend our helping hand to those that are still struggling.

Nucleites came forward and shared clothes, books and toys with children on the occasion of Christmas and helped bring a smile on their faces. We recognize the entitlement of differently-abled persons to realization of all human rights and fundamental freedom on equal terms with others in society, without discrimination of any kind. As per the Policy for Recruitment of Differently-abled Resources we hired differently-abled persons for various business functions. Various exhibitions by Non-Governmental Organisations (NGO) were conducted in the office campus, ahead of festivals like Diwali and Holi to promote sale of products/ articles prepared by rural artisans and Prisoners of Tihar Jail.



Nucleus for Environment: Our Company took active measures to save water, paper and energy within the campus. The huge green lawn at our corporate headquarters in Noida is an effort to ensure rain water harvesting to replenish the water table. The building is well insulated and double glazed windows help in saving the electricity consumption. Also, the AC Plant being water cooled is almost 30% more efficient than air cooled reciprocator compressors, thereby saving on the electricity consumption. Our new Office in Jaipur SEZ has also been designed in a manner to ensure similar conservation of electricity.

Nucleus as a workplace: Various activities were conducted during the year to help employees lead a healthy and balanced life.

The Company tied up with a Health & Fitness expert, there is a Doctor@Nucleus initiative, whereby a Doctor is available weekly to provide consultation and guidance within the office campus. Employees are also regularly provided health care tips through internal communication channels to safeguard against contagious diseases and to encourage a healthy lifestyle.

Nuc-Club, a voluntary cross-functional team takes care of regular events for sports, quizzes, literary events, music, dance and other performing arts, and helps maintain a youthful and collegial atmosphere in the company.

The National Voluntary Guidelines on Socio-Economic and Environmental Responsibilities of Business

The National Voluntary Guidelines on Socio-Economic and Environmental Responsibilities of Business were issued by the Ministry of Corporate Affairs during the previous year. The Guidelines take into account the learnings from various international and national good practices, norms and frameworks, and provide a distinctively 'Indian' approach, which will enable businesses to balance and work through the many unique requirements of our land.

The Guidelines are a refinement over the Corporate Social Responsibility Voluntary Guidelines 2009, released by the Ministry of Corporate Affairs in December 2009. We at Nucleus mapped our status with the requirements and areas for improvement highlighted for adoption.

We believe that one of the critical aspects of Responsible Business practices is that businesses should not only be responsible but they should also be seen as socially, economically and environmentally responsible. While the Guidelines encompassing nine Principles and related Core Elements identify the areas where responsible practices need to be adopted, the Reporting Framework provides a standard disclosure template which can be used by businesses to report on their performance in these areas

At Nucleus, we are conscious of our duties towards our community and our planet and are taking active steps towards creating a better planet for us and for future generations.