**CSR Vision and Policy Document**

**CVENT INDIA**

ABSTRACT

The document outlines the Vision and Policy of Cvent India towards Corporate Social Responsibility, in accordance with Section 135 of the Companies Act 2013 and the Rules thereunder.

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## Introduction and Background

Cvent is a leading meetings, events, and hospitality technology provider. Our comprehensive suite of solutions automates and simplifies the entire event management process to maximize the impact of events. Cvent offers software solutions to event planners and marketers for online event registration, venue selection, event management and marketing, virtual, hybrid, and onsite solutions, and attendee engagement.

## CSR Vision and Objective

The CSR vision of Cvent is “Care, Career and compassion.”

Cvent has always been conscious of its duty to give back to the community to make it a better place. For Cvent, Corporate Social Responsibility (CSR) is at the heart of everything that it does, how it thinks, and what it is!

Our objective is to enhance Cvent India’s CSR agenda by leveraging Cvent's capabilities and expertise to drive impact-oriented outcomes for the benefit of different segments of the society -specifically covering the deprived, underprivileged, and differently abled. The outcome will generate community goodwill for Cvent and help reinforce its image as a positive and socially responsible corporate entity Impact.

## Objectives of the Policy

The objectives of this policy are to –

* To work for the social development of underprivileged individuals, groups, and communities.
* To assist in the process of social integration and personal realisation of underprivileged children, young people, adults, and families.
* To actively support and be part of the state’s development agenda to ensure sustainable change.
* To set high standards of quality in the delivery of services in the social sector by creating robust processes and replicable models.
* To directly/indirectly undertake projects/programs which will enhance the quality of life and economic well-being of the communities in and around the country and of the society at large.
* To lay down guidelines to make CSR a key business process for sustainable development of the society thereby ensuring the implementation of CSR initiatives in letter and spirit through appropriate procedures and reporting.

## Focus Areas

* CSR programs will be undertaken by Cvent to the best possible extent within the defined ambit of the identified ‟Focus Areas. ‟
* Cvent is committed towards -Compassion, Care & Career
* “Every initiative” is based on an inclusive and effective employee volunteering program that is result oriented and complaint.
* The time/duration over which a particular program will be spread will depend on its nature, extent of coverage and intended impact of the programs.
* Programs, which involve considerable financial commitment and are undertaken on a timeframe of 1 to 2 years, will be considered as "flagship programs"
* By and large, it may be ensured that at least 70% of the CSR programs will be implemented in and around the Delhi/NCR region.
* Transparency will be maintained information will be made available to stakeholders.

## Governance Structure

We have constituted a robust and transparent governance structure to oversee the implementation of our CSR Policy, in compliance with the requirements of Section 135 of the Companies Act, 2013 and subsequent amendments made thereto.

## Board of Directors of the Company

The Board Director of the Company will be responsible for:

* Formulating the CSR policy in compliance to Section 135 of the Companies Act 2013
* Identifying activities to be undertaken as per Schedule VII of the Companies Act 2013.
* Recommending the CSR expenditure to be incurred.
* Recommending, modifications to the CSR policy as and when required.
* Regularly monitoring the implementation of the CSR policy

## Management Team

The Management team is responsible for ensuring the smooth execution of all the CSR projects within the company. The team will report to the Board of Directors of the Company.

## Members

The members will include heads of individual departments.

## Responsibilities

* Responsible for the execution of the decisions taken by the Board of Directors
* Ensure on-ground implementation of projects.
* Send periodic reports to the Board of Directors
* Meet as and when required to review the progress
* Chief Financial Officer / Finance head / Accounts head will review CSR expenditure and certify that funds disbursed have been utilised for the purposes and in the manner agreed upon by the Board of directors

## CSR Team

The CSR Team will be responsible for on-ground implementation of the projects.

## Responsibilities

* Evaluate projects as per the CSR Policy.
* Identify CSR implementation partners as per Ministry of Corporate Affairs (MCA) guidelines and with requisite registration with MCA.
* Implement projects based on set targets and action plans.
* Regularly monitor the activities.
* Send quarterly reports to the Management Team and Board of Director.
* Evaluate possible collaborations with other organizations on CSR projects.

## CSR Budget

The company shall prepare its CSR Budget every year in accordance with the Companies Act, 2013.

## Treatment of Surpluses

Any surplus generated from CSR projects undertaken by us will be tracked and channelized into our CSR corpus. These funds will be further used in development of the CSR projects and will not be added to the normal business profits.

## Treatment of Underspends

Any underspend in an ongoing programme or project as of 31st March of any given year would be treated as per the provisions of the Companies Act 2013 in this regard.

## Project Life-cycle

CSR projects are strategically planned and managed. Following are the key stages of a project.

## Guiding Principles

* All CSR programmes and projects must be aligned to thrust areas listed in this Policy document and listed in Schedule VII of the Companies Act, 2013.
* CSR projects or programmes must be undertaken in India alone.
* CSR activities must not include the activities undertaken in pursuance of normal course of business of the Company.
* Projects or programmes or activities that benefit the employees of the Company and their families shall not be considered as CSR.
* One-off events such as marathons/ awards/ charitable contribution/ advertisements/ sponsorship of TV programmes etc. will not qualify as part of CSR expenditure.
* Contribution of any amount directly or indirectly to any political party shall not be considered as CSR.

## Annual Operating Plan

The Management team will prepare the Annual Operating Plan for CSR in accordance with the thematic areas approved by the Board and in line with the available CSR budget for the year. The detailed partner wise budget and goals shall be approved by the Managing team and then presented to the Board of Director for approval.

## Project Approval

The projects suggested by the Management Team in consultation with the Board of director will be presented for the approval of the Board of Director.

## Implementation

The final projects approved by the Board of Director will implemented in a time-bound and impact-oriented manner. These projects will either be self-implemented, in partnership with an Implementing Agency or in collaboration with another corporates. CSR activities are undertaken by the company may be implemented by itself or through:

* Company established under section 8 of the Act, or a registered public trust or a registered society, registered under section 12A and 80 G of the Income Tax Act, 1961 (43 of 1961), established by the company, either singly or along with any other company.
* B Company established under section 8 of the Act or a registered trust or a registered society, established by the Central Government or State Government; or
* Any entity established under an Act of Parliament or a State legislature; or
* A company established under section 8 of the Act, or a registered public trust or a registered society, registered under section 12A and 80G of the Income Tax Act, 1961, and having an established track record of at least three years in undertaking similar activities.

# Monitoring

The CSR team will be responsible for monitoring approved projects, by methods which may include site visits, review meetings, progress reports, etc. Online portals have been developed to track data and monitor projects thereby ensuring transparency and efficiency in the implementation process. Projects will be evaluated against the goals and milestones defined for the project, together with the Implementing Agency (if any). The reports will be submitted to the Management Team for the quarterly review meetings.

# Reporting

The Board of director based on reports presented by the Management Team, will annually publish a report on the CSR projects as a part of the Director’s report of the Integrated and Annual Report of Cvent. The report will disclose information in the format as prescribed by the Section 135 of the Companies Act, 2013.

# Partner Qualifications

If a third party is employed to carry out the implementation of our CSR projects, the Board of Cvent will ensure that they have a clearly explained mission/vision and an established track record of three years in undertaking similar projects or programmes in line with the guidelines set by MCA.

The implementation agencies should be able to produce their latest audited annual reports and in case of an NGO, they should also be able to produce their registration forms according to 80G/12A. In addition, they would need to be registered with the MCA as of 1st April 2021.

24.Projects/ Partners

Board of Directors of the Company will identify suitable projects for implementation in line with the objects of the Company and requirements laid down under the Act. These projects would be executed either directly by the Company and/or through CSR Partner(s) as permitted under the Companies Act, 2013.

25.Amendments to the Policy

The Board of Directors can amend this Policy, as and when required as deemed fit. Any or all provisions of the CSR Policy would be subject to revision/amendment in accordance with the Act on the subject as may be issued from relevant statutory authorities, from time to time.