

# CSR PROGRAM MANAGEMENT

## A new paradigm for social engagement

The Companies Act, 2013, requires corporates to strategise, capacitate, implement and monitor their social investments from a closer lens.

The Companies Act, 2013, makes CSR spending mandatory for mid to big-sized corporates, and has now defined the regulatory boundaries governing CSR activities, by bringing in more transparency and accountability, right from the Board level. This necessitates a newer level of alacrity and flexibility on part of the corporates to gear up and respond to the challenges posed by section 135 of the Act. With the release of the final rules in February 2014, mandated corporates now necessarily have to form a CSR committee, structure their CSR policy, and share it on publicly accessible domains, define their CSR programmes, spend, monitor and then report on the same.

## Points to ponder

Is your CSR aligned with the Companies Act, 2013?

What is your long-term strategy towards CSR? How will it create societal and business value?

How will you scale up your CSR efforts?

Do you need partners in executing your enhanced CSR commitments?

How will you measure the impact of your CSR spend?

Will your current CSR structure and processes enable you to be effective?

## Focal areas for CSR under section 135

- Eligible companies are now required to report on their 2% spend or explain the reasons in the event of non-spending
- Establishes accountability for the board (the CSR committee)
- Requires corporates to plan, structure and document their CSR policy

# How we can assist

We can help you prepare, implement and monitor a section 135 compliant and cohesive CSR policy that is need-based, strategic, integrated with your value chain, iterative and geared towards business responsibility reporting. Based on our experience and research, we can offer significant value to our clients (at different stages of the CSR life cycle), with customised services for planning, assessment, implementation and evaluation.

Volunteer4India (V4I) is an online platform for individuals to join in to find opportunities and participate in CSR & other Volunteering activities around Social causes - brought together with Corporates & NGOs. Through its online platform, V4I seeks to promote, support, highlight and motivate Volunteering among Youth, Corporate employees, Students and Individuals. We increase the capacity of community organisations and Corporate Brands that rely on volunteers, by connecting them with Youth, Professionals & Students who are willing to offer their skills, time and energy. We provide aggregation, advice, advocacy, resources and recognition for individuals and organisations involved in CSR and other Social Cause activities.

## Our approach to CSR planning and management

1

### Plan

- Advise in light of the Companies Act, 2013 and applicable CSR rules
- Conduct a need assessment to identify local priorities (as-is analysis)
- Help assess the overlap of business goals and CSR goals

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### Prepare

- Define a governance framework, that lays down milestones for a result-based management approach to CSR planning and management (the to-be design)
- Develop annual operating CSR plans and budgets, along with detailed implementation plans and strategies
- Prepare need-based capacity building modules

5

### Publish

- Process documentation
- Provide assistance for the preparation of the following:
  - Director's report
  - Business responsibility reporting, etc
- Disseminate learning experiences (knowledge management)

2

### Policy and Process

- Help Client constitute the CSR committee
- Benchmark and review the best practices (from programme as well as functional perspective)
- Help formulate and draft the CSR policy
- Formulate systems and protocols for CSR preparedness (including MIS, standard operating procedures, etc)

4

### Perform

- Identify and conduct due diligence on potential implementing partners
- Provide capacity building support to CSR teams and NGO partners through volunteer mobilization
- Monitor and report on CSR expenditures
- Track and evaluate mid-term progress or end of term impact ('evaluative' Social ROI, etc)

# CSR

CORPORATE SOCIAL RESPONSIBILITY

## Contact

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