



# Creating Social Impact

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# CSR bill is a great opportunity for corporates to look internally and work in a structured way for creating social impact.

1

**Spending the CSR money in a structured way. CSR spend is mandatory for organization satisfying any of three conditions:**

- Minimum Turnover Rs1000 crore, or
- Networth Rs500 crore, or
- Net profit in any financial year Rs5 crore or more.

*If you come under the bill then 2% of your profit over the last three years*

2

**Increasing employee engagement thru structured Volunteering using the work force of your organization.**

- Volunteering in a sustained and a structured way rather than one off events
- Increase in the volunteering efforts in your organization
- Measuring impact

3

**Working towards sustainability – Reduce , Recycle and Reuse in the office and make it part of the culture of your organization.**

- Measure the AS IS situation inside your organization
- Identify key areas where reduce, recycle and reuse are possible
- Plan for bring down the foot print.

***Lets use this opportunity to spend the CSR money in a way that we can create a measurable and sustainable social impact.***

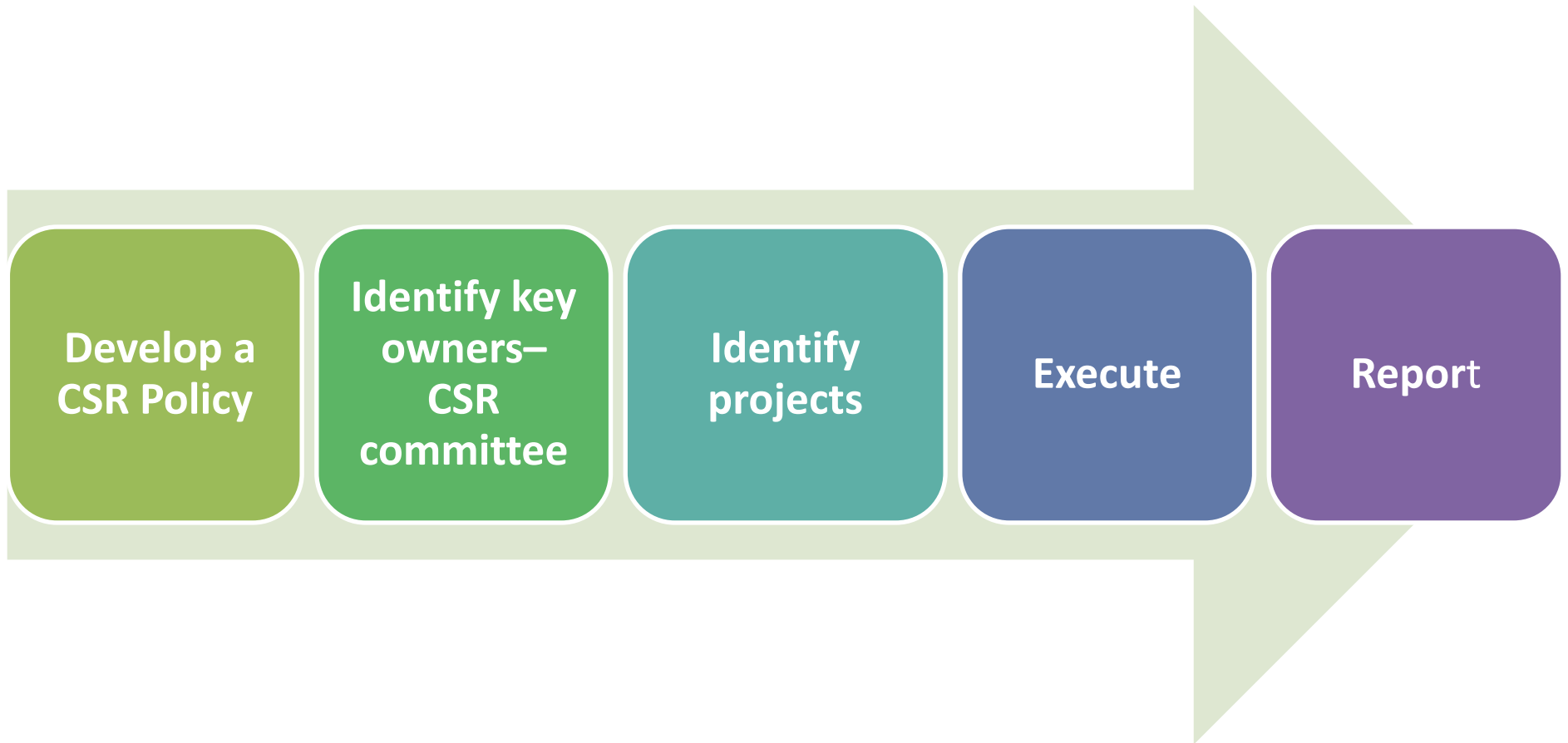
***Let our employees know in the CSR work your company doing and get them to participate.***

# Creating social impact in a structured way, that is impactful and be within the section 135 of the CSR bill.

Before you start please keep in mind the following

- Its not about writing a cheque to some NGO
- Important that you involve your employees and create an employee excitement.
- Important to identify areas that employees think is needed and get their inputs
- Have a communication plan
- Measuring impact

# Working towards a Structured CSR implementation



***Developing a structured approach to the projects that we execute***

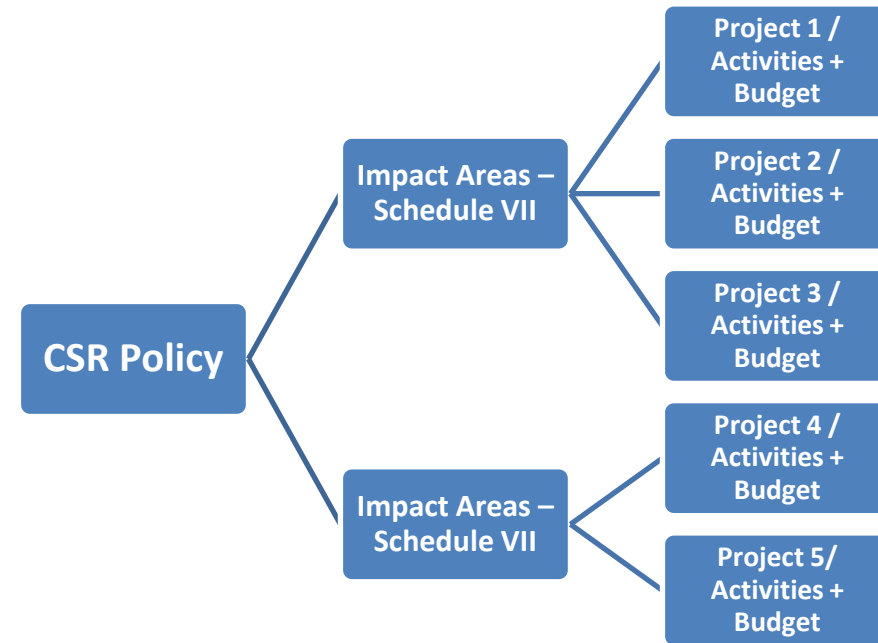
# Developing a CSR policy – Board Responsibility

- Formulate a CSR Committee – Identify key leaders who are motivated, self driven and can inspire people. Do not fit people into the committee because they are free
- Consider CSR Committee's recommendations and approve CSR Policy.
- Check the policy on company's website in the format prescribed in Rules.
- Ensure that the company spends 2% of the average net-profits made immediately during last 3 financial years in accordance with CSR Policy.
- Ensure that activities as listed in the policy are undertaken. These are projects that you want to work in.
- Board Responsible for reporting on CSR in prescribed format through Director's Report.
- Board accountable for ensuring mandatory spending otherwise explain through Directors' Report.

# CSR Committee – actions and responsibilities

- Develop a CSR policy – This is a social impact plan that your org would like to achieve in the near term and long term. Its ideal that a large group is involved in the brain storming and finalization.
- Identify the key activities (projects) as defined in Schedule VII.
- Calculate the CSR spend - ensure that the company spends 2% of the average net-profits made immediately during last 3 financial years in accordance with CSR Policy
- Recommend activity (projects ) wise break up
- Get approval from the board
- Take inputs for your employees , team and get their buy –in on the policy.
- Identify key next level champions
- Disclose the policy on company’s website in the format prescribed in Rules..

## Within the framework of Schedule VII



# Collaborative Governance Model is critical for success and sustained impact

- Set up a Governance model for monitoring and management
- Evaluate resource utilization – both financial and people
- Ensure that activities as listed in the policy are undertaken.
- Monitor and Manage the implementation





# Communications Approach

The development of an effective CSR Communications plan must take these leading practices and then address the following questions:

What messages does the program want people to send and receive?

What are the available *communication channels* and which are most appropriate for conveying the program's intended messages?

Who should be kept informed about the program?



How to ensure that the communication remains effective and employee excitement is created?

# Execution & Reporting

Its important that proper project management processes are followed for CSR projects. They include

- Project Planning
- Monitoring
- Escalation
- Governance
- Regular reporting

# What can we do? – possibilities are endless. Most of the corporates are looking at some of the below

**Education**

**Learning levels in schools**

- Adopt a set of schools in and around Bangalore
- Develop a plan for learning level improvement
- Introduce ICT
- Community involvement in schools - SDMC

**Health**

**Health standards in community**

- Awareness & taking ownership of health
- Health navigator model
- Prevention and promotion
- Preventive rather than curative

**Environment**

**Waste Mgmt**

- Ward level OWC
- Program for wet-waste collections
- Programs in schools for e-waste

**Skill Devp**

**Introducing Technology**

- Funding
- Introducing technology for accelerated learning

**Disability**

**Awareness**

- Creating awareness & Connecting
- Funding
- Hiring

# What can Social Convergence help you in creating social impact?

- **CSR Policy formation – Lets create a Social Impact plan**
- **On boarding the CSR committee – Identify key sparks**
- **Developing a CSR Strategy and Policy – Bottom up approach – Employee excitement**
- **Identification of partners – Use existing or find new ones**
- **Employee engagement – Increased and sustained volunteering**
- **Implementation of the project – Project Planning**
- **Project management**
- **Reporting (Internal and External)**

We are happy to help in your journey  
for creating social impact