

Message from the Chairman

CSR Newsletter is published every month for PHD Chamber Fraternity. The newsletter aims to update our esteemed members about recent activities and endeavors in the field of Corporate Social Responsibility.

In the month of June and July different models of CSR activities was observed. Corporate are funding for health sector like Liver transplantation activities. In sports sector under Target Mission Olympic Podium (TMOP) scheme athletes will be insured by Oriental Insurance Company Limited. For providing Vocational Training Essar Foundation has engaged with NSDC and Odisha government will reframe its existing CSR Policy.

In the last month Innovations in CSR practices was observed like students from IIT and IIM designed a School bag cum Desk for the poor students and Smart Cards and ATMs were in use in Kanpur for drinking water through water ATM machines.

Read some more interesting articles along with the above mentioned articles in the June-July month CSR Newsletter.

We will be glad to include your articles/publications in our newsletter. We look forward for your suggestions and will keep you informed through our monthly newsletters.

Dr. Suresh Goyal

Chairman

CSR Committee

Government Schemes to be nurtured by Companies CSR Fund

The Central Government has urged companies to divert a part of their mandatory contribution towards Corporate Social Responsibility spend into the government schemes like “**Beti Bachao Beti Padao**” and “**Sansad Gram Yojana**”. Several Companies are already working towards cleanliness, health and education related initiatives with interesting models for better implementation of these schemes.

Government representatives from several ministries like Ministry of Communications and Information Technology, Ministry of Social Justice and Empowerment, Ministry of Skill Development and Entrepreneurship, Ministry of Women and Child Development urged corporate to involve themselves in the activities/ programmes like “**Disha**”; make one person in every family digitally literate under IT sector; contribute towards purchasing and distribution of sophisticated cochlear implants to children with hearing disabilities under Ministry of Social Justice and Empowerment; construction of disabled-friendly toilets under Ministry of Skill Development and Entrepreneurship; adoption of a village or a gram panchayat for gender sensitization under the ambitious ‘Beti Bachao Beti Padhao’ which is aimed at changing the skewed sex ratio.

Focused implementation of CSR in Jharkhand

Skill development, sanitation, healthcare and education are the four key priority areas of development for the Jharkhand. Chief Minister of Jharkhand; **Shri Raghubar Das** who is the chairperson of the governing body of the Corporate Social Responsibility (CSR) council urged companies to have targeted interventions for their CSR activities. Till now the activities were very scattered and the results were not visible.

As per the data, public and private companies in Jharkhand are likely to spend around Rs. 400 crore from the annual CSR budget.

New CSR guidelines for Odisha

Looking at the changing needs of the state, Odisha government is framing new guidelines for the state. The department is conducting surveys to collect the information related to the CSR activities undertaken by the state companies which will be later launched in the form of a paper revealing the status of the CSR activities in the state. The guidelines will be decided by the year end.

The guidelines will be reframed in order to avoid any kind of duplication in the CSR activities and previous Government schemes. Companies are spending their CSR funds in several areas. Government is taking help from the NGOs and consultants to assess the needs, requirements and problems faced by the stakeholders. New strategy will be framed in regards to the outcomes of the assessment done.

CSR for Liver Transplant

In Karnataka, doctors have urged companies to utilize their CSR Funds for the **Liver transplantation for Children**. Many cases of Liver transplant have been observed since 2011 amongst which some cases involving children.

A similar model is implemented in the states of Tamil Nadu and Assam through the Integrated Liver Care (ILC) Foundation. Liver transplantation is a costly affair and is an expensive procedure as it costs between Rs. 20 lakh to Rs. 25 lakh per transplant. Doctors have suggested various recommendations to government regarding the CSR fund usage in this sector. Private sector can spend the funds for:

- Setting an Indian National Transplant Registry
- Organ donation awareness activities
- Maintenance of logistics related to donor maintenance and organ transport
- Mechanism for transplantation in the underprivileged community.

Insurance for Target Mission Olympic Podium athletes

Target Mission Olympic Podium Scheme was started by Sports Ministry in 2014. The motive of this scheme is to increase India's Medal Tally in 2016 and 2020 Olympics. To take it forward Sports Ministry has joined hands with Oriental Insurance Company Limited as an insurance partner under the scheme. Ministry will be looking forward to get a support from private and public sector companies as a part of their CSR activities.

The bank has funded the scheme with a cheque amounting Rs. 5.8 lakhs as their initial contribution to NSDF as reimbursement of Insurance premium of athletes as a part of their CSR initiative. This scheme is being prompted by National Sports Development fund (NSDF) for achieving the best results in the coming Olympics.

The premium amount will be reimbursed to the NSDF by the Oriental Insurance with more athletes getting them insured under the scheme. For indoor medical treatments the athletes will be provided with an insurance of Rs. 10 lakh and insurance of Rs 50 lakh in case of death or permanent disability due to accident till Olympics 2016.

The targeted sports areas are athletics, archery, badminton, boxing, wrestling and shooting as the performance in these sports has been constantly good from last few years. Sportsperson performing well will be prepared for the Olympic Games.

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CSR Assessment report to be presented in July

A panel set by the government to deal with the CSR practices and assessments of the corporate involved in the CSR activities will present their report in the month of July.

A CSR data analysis platform will be created which will represent the data related to funds utilized, geographical dimensions in the CSR activities of the corporate. This platform will also keep a track on the data of money spend through NGOs in CSR practices.

Mr. Anil Baijal is heading 6-member committee formed in February 2015 to monitor CSR provisions. Various chambers of commerce and industry are a part of this Committee.

The committee also deals with the quality of the works done but the assessment can be done only after the submission of the annual returns by the companies. Government was expecting an expenditure of Rs 15,000 crore from the Corporate as their CSR fund, but it is estimated to be only Rs 7,000 crore will be spend which is much less than expected.

Under the new Companies Act, companies with a net worth of Rs.500 crore or turnover of Rs.1000 crore or net profit of

Rs. 5 crore needs to spend at least 2% of their average net profit in the preceding three financial years on CSR activities.

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Smart Cards and ATMs for easy water access

Water ATMs machine are the dispensers which work through pre paid ATM cards. People can easily fill their water bottles or dispensers with 20 litre at a minimal cost of Rs. 5 only. This step is taken by the organization under their CSR activity

A water vending machine was inaugurated by District Magistrate Mr. Roshan Jacob in Kanpur. This innovation is done by *Akash Jal Organization*.

Water ATMs machine are the dispensers which work through pre-paid ATM cards. People can easily fill their water bottles or dispensers upto 20 litre at a minimal cost of Rs. 5 only. This step is taken by the organization under their CSR activity.

The functioning of the machine is very easy where the customer has to just swipe his/her her prepaid card like other ATM machines and select the amount of water required. The obtained water is filtered fresh and cold fit for drinking purpose. Just like other smart cards the money gets deducted from the card every time water transaction is done.

The organization is planning to install similar machines in other areas as well which includes Fazal Ganj, Saket Nagar and Naubasta.

Free LPG connections for BPL families in J&K

Around 50,000 families living below the poverty line in Jammu and Kashmir will get free LPG connections under Corporate Social Responsibility. People belonging to the Below Poverty Line in Jammu and Kashmir will be exempted from the security money for the cylinder and the regulator while getting a new LPG connection. It means getting a new connection will be completely free for them. However they will have to bear the cost of the gas used by them during the month.

Under the scheme called "Give It Up" the Ministry has raised a demand from the financially stable section of the society to give up their subsidy for the needy people who have the only option to cook using wood as fuel.

People belonging to the Below Poverty Line in Jammu and Kashmir will now be exempted from the security money of the cylinder and regulator while getting a new LPG connection.

Around 50,000 families will be benefitted with this scheme.

Adult Literacy Program by RINL

In order to improve literacy status among the adults in Vishakhapatnam, Rashtriya Ispat Nigam Limited (RINL) has launched the Adult Literacy Program. This program is planned for the empowerment illiterate men and women in the surrounding villages.

This program will a part of the Corporate Social responsibility activity of RINL. The duration of the course is of 6 months which is currently practiced at 25 centers in 10 villages, including tribal areas. In the inaugural session, the study material was also distributed to the participants.

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Innovative School bags cum Desk

Students from IIT Delhi and IIM Indore have designed an environment friendly school bag that transforms into a desk. The model is named as “A- Mez”.

In rural areas most of the schools are short of desks and students have to sit on floor in the classrooms. Untidy floor and poor posture create health problems. This was found out after a survey done by engineering and management students in more than 270 government schools in Delhi. This solution to this infrastructure problem is solved by this eco-friendly model. The weight of waterproof bag is 900 grams and its actual manufacturing cost is Rs. 180, but as a CSR activity is will be sold at Rs 25-30 to the underprivileged students.

The team called "Excelsior INDIA" has planned to donate these bags cum desk to the students of Government schools in Delhi and Noida under their CSR initiative.

About the PHD Chamber

PHD Chamber is a 109 years old vibrant and proactive representative organization of business and mercantile community of northern and central India, serving their interest. This apex regional organization plays an active role in India's development and acts as a much needed link between government and industry, serving as a catalyst for rapid economic development and prosperity of the community in the region through promotion of trade, industry and services.

With its base in the National Capital, Delhi, the Chamber has Regional offices in States of Bihar, Chhattisgarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand and the Union Territory of Chandigarh.



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PHD CHAMBER OF COMMERCE AND INDUSTRY

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