

GUIDELINES

ON

CORPORATE SOCIAL

RESPONSIBILITY

PROGRAMME

OF

N.C.D.C.

INTRODUCTION

Corporate Social Responsibility (CSR) is a concept whereby organizations serve the interests of society by taking responsibility for the impact of their activities on employees, stakeholders, community at large and the environment in all aspects of their operations.

The commitment under CSR is beyond statutory requirement and is closely linked with the practice of sustainable development. The concept of CSR revolves around 3 major elements namely economic, social and environmental impacts, commonly known as **Triple Bottom Line**. Activities under CSR need to be seen as those which would in the long run create synergies to secure sustainable development coupled with competitive advantage for the organization.

NCDC is a statutory Corporation established under an Act of Parliament exclusively for the promotion and development of activities on cooperative principles. The coverage of cooperatives extends to 100% villages in the country touching the life of 71% of rural population with a membership of more than 24 crore and a network of well beyond 5 lakh societies. Thus, NCDC has a vast reach even in the most remote and inaccessible corners of the country and the potential for opening up new vistas for discharging its obligation towards society. Adoption of CSR by NCDC will help in fulfilling its overall objective, while enlarging its scope of activities beyond existing schemes and pattern of funding, addressing its core values and enabling it to be socially and environmentally more relevant and facilitating long term sustainability and growth of the Corporation. In view of above, NCDC has decided to introduce CSR Programme and has created a CSR Fund for financing such activities.

SELECTION OF ACTIVITIES

Following parameters shall be applicable for identification / selection of schemes / projects:

- Thrust should be given wherever possible to activities / projects which are a natural corollary to the activities funded by NCDC.
- Investment in the project should be project-based.
- The activity / project should generate community goodwill, create social impact and visibility.
- For every project, the time frame and periodic milestones shall be spelt out at the outset.
- The activity / project should help in building a positive image of the Corporation in the public perception.

- The activity / project should be closely linked to principles of sustainable development, based on immediate and long term social and environmental consequences of their activities.
- The activity / project should help in fulfillment of national plan goals and objectives as well as the Millennium Development Goals. It should also foster gender sensitivity, skill enhancement, entrepreneurship development and employment generation by co-creating value with local institutions / people.
- The activity / project should be able to create value in innovative social investments in the community, including preparedness and capacity building in the context of climate change and disaster management.

A list of suggestive activities based on the above parameters is enclosed at **Annexure-I**

AREA OF OPERATION

CSR activities / projects can be in any part of the country; however, preference may be given to least developed / tribal areas. Selection of activities should ensure that the benefits / impact should reach the smallest unit, i.e. village, panchayat, block or district.

PLANNING

A plan outline should be prepared for each CSR activity / project. The Plan should indicate:

- i. Objectives in relation to baseline survey,
- ii. Activity to be undertaken,
- iii. Budget required,
- iv. Time-lines prescribed,
- v. Responsibilities and authorities defined,
- vi. Major results expected.

Based on the above plan, a detailed project report (DPR) clearly specifying the proposed activities, their outputs, outcomes and socio-economic benefits and impacts that will accrue out of implementation of the project shall be prepared.

METHOD OF IDENTIFICATION, SELECTION AND SANCTION OF PROJECT

Field officers and programme divisions of the Corporation will identify suitable projects / proposals for assistance under CSR and provide suitable guidance to the cooperative society / administrative unit / NGO / SHG sponsoring the project. ICDP Division shall oversee the work relating to sanction, release and coordination of the Scheme. For every project, a DPR has to be prepared, the cost of which should not be more than 5% of proposed activity / project subject to a maximum of Rs. 30,000/-. While preparing DPR, due care should be taken to ensure that there is no duplication of CSR activities by the Corporation with programmes run by Central, State and Local Governments.

Proposals for preparation of DPR along with the plan outline of the proposed project shall be forwarded by the concerned Regional Director to the concerned Programme Division in the Head Office. A proforma for seeking approval of the Corporation for preparation of DPR is at **Annexure – II**. The concerned Programme Division shall recommend the same to ICDP Division which shall sanction preparation of DPR with the approval of Managing Director. Funds for preparation of DPR will be released only after receipt of the document in satisfactory form.

The DPR will be submitted to the concerned Regional Director, who will examine the proposal and forward the same to concerned Programme Division in Head Office. The concerned Programme Division shall recommend the proposal to ICDP Division along with their comments. Finally, ICDP Division shall place the proposal before the Committee under the chairmanship of Managing Director and comprising Dy. MD, EDs, FA, CD of concerned Programme Division and CD (ICDP), as members. After the proposal is approved by the Committee, the ICDP Division shall issue sanction and thereafter release the funds as per terms of sanction.

IMPLEMENTING AGENCY

Project activities identified under the scheme are to be implemented by **Specialized Agencies** and generally not by the staff of the Corporation. Such specialized agencies would include cooperative societies, NGOs, SHGs, administrative units such as panchayati raj institutions, academic institutions or any other agency which fulfills the objectives of Corporate Social Responsibility Programme. While selecting the agency, every possible effort must be made to verify its reliability and clean track record.

FUNDING

NCDC may provide upto 100% of the cost of project as grant to "specialized agency". It will be in the form of small intervention normally not exceeding Rs. 10.00 lakh for each initiative. Emphasis should be laid on wide area coverage and large number of programmes.

RELEASE OF FUNDS

Ways and means advance not exceeding 50% of the project cost shall be considered for release. Subsequent releases will be made on the recommendation of Regional Director which will be progress-based and on the terms of respective sanctions. Proforma for release of funds shall have to be prepared based on the nature of project and on case to case basis.

MONITORING

Regional Director will regularly monitor the progress for ensuring implementation of the project as per schedule. The implementing agency shall regularly submit progress reports to the Regional Director who shall appraise the same to Head Office from time to time. A milestone chart will be developed for each programme.

COMPLETION REPORT AND UTILIZATION OF FUNDS

After completion of CSR activity / project, the agency shall prepare a completion report and submit the same to Regional director along with details of utilization of funds. The concerned Regional Director shall examine the completion report and utilization report and forward to the Head Office.

EVALUATION AND DOCUMENTATION

Evaluation shall be undertaken by NCDC or any other nominated institution / consultant after completion of each project to assess its utilization of funds, impact and fulfillment of objectives of scheme. The impact made by CSR activity would be quantified to the extent possible with reference to base line data to be created before taking up the project. Each project should be properly documented for experience and success stories.

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LIST OF SUGGESTIVE ACTIVITIES / PROJECTS FOR FUNDING UNDER CSR

- Conservation and tapping of new and renewable sources of energy such as wind power, solar energy, bio mass based energy, etc.,
- Conservation of natural resources, e.g., rain water harvesting, reducing carbon foot print etc.,
- Improvement in sanitation, public health and hygiene,
- Organizing Health and family welfare camps,
- Promotion of education, training and skill development (particularly community based),
- Climate change preparedness, preventive measures and capacity building for disaster management,
- Backward and forward linkages for improving livelihood of the economically weaker sections,
- Model projects and consultancies for assessing new ventures,
- Skill / efficiency improvement of members of cooperatives,
- Visits to successful cooperatives,
- Pilot projects in areas where special intervention is required,
- Any other programme addressing local needs of the area and community in pursuance of the overall objectives of NCDC.

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Proforma for submission of proposal for preparation of DPR under Corporate Social Responsibility Scheme (CSR)

ABOUT THE INSTITUTION PROPOSING TO AVAIL ASSISTANCE UNDER SCHEME	
Name: Address: Year from which functioning E-mail ID: Contact Phone No.	
Whether the Institution is a SHG / NGO / Cooperative Society / Administrative Unit?	
Nature of activities presently handled by the Institution (A detailed note on working of Institution may be enclosed separately)	
Name of the key persons of Institution (Please enclose the bio data of key persons separately)	
PROJECT OUTLINE	
Activity / project proposed to be taken up under the scheme (A note indicating details of proposed activity / project may also be enclosed separately)	

