

**REVISED GUIDELINES**

**ON**

**CORPORATE SOCIAL**

**RESPONSIBILITY**

**PROGRAMME**

**OF**

**N.C.D.C.**

## **(A) 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.

2. NCDC's Corporate Social Responsibility Programme is a voluntary initiative in an ethical manner for sustainable community development. The concept of CSR revolves around 3 major Triple Bottom Line namely economic, social and environmental impacts, commonly known as people, planet and profit. 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.

3. 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 98% villages in the country touching the life of 71% of rural population with a membership of about 25 crore and a network of well beyond 6 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 discharge its obligation towards society. Adoption of CSR by NCDC will help in fulfilling this objective, while enlarging its scope of activities beyond the 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.

## **(B) SELECTION OF ACTIVITIES**

4. Following parameters shall be applicable for identification / selection of CSR project / activity:-

- i) Thrust should be given wherever possible to activity / project related to areas of funding by NCDC;
- ii) Project / activity should generate community goodwill, create social impact and visibility;
- iii) Project / activity should help in building positive image

of the corporation in the public perception;

- iv) Project / activity should help in fulfillment of the national plan goals and objectives as well as Millennium Development Goals adopted by the country. It should also ensure gender sensitivity, skill enhancement, entrepreneurship development and employment generation by co-creating value with local institutions/ people;
- v) Innovative activity to be given preference.
- iv) Projects / activities for which funds can not be arranged due to budgetary constraints or generally not available under central / state schemes, shall be given preference.
- vii) Project / activity should be self-sustainable after availing CSR grant.
- viii) Project for capacity building including conference and seminar shall be considered, if it is a part of total project.
- ix) Activity / project should serve as a model for others;
- x) Activity / project should promote inclusive growth;
- xi) Repeat funding to any agency may be considered after two years of successful implementation / completion of earlier sanctioned CSR project and its impact assessment.

### **(C) AREA OF OPERATION**

5. Area of activity can be any part of the country; however preference could be given to least developed, under developed and tribal areas. Selection of activities should ensure that the benefits / impact should reach smallest unit i.e. village, panchayat, block or district.

## **(D) PLANNING**

6. A plan should be prepared for each CSR activity / project. The plan should include:

- a. Base line survey of proposed beneficiaries
- b. Activity to be undertaken.
- c. Budget allocated
- d. Time-lines prescribed
- e. Responsibilities and authorities defined
- f. Major results expected.

Based on above planning, a detailed proposal clearly specifying the proposed activities, their outputs, outcomes and socio-economic benefits and impacts that will accrue out of implementation of the project shall have to be prepared.

## **(E) SELECTION OF AGENCY**

7. In view of the mandate of NCDC to promote and develop cooperative sector, CSR projects / activity shall normally be considered for sanction to cooperative sector /projects directly benefiting the cooperatives.

8. The cooperative society proposing to avail CSR grant should comply with the following conditions:

- i) Minimum 3 years of relevant working in the field;
- ii) Track record of the organization should be good;
- iii) Elected Management;
- iv) Audit till last financial years. No adverse remarks in audit and no default to any funding institution during last 3 years.

- v) The society should have the management team and capacity to deliver results for proposed project.
- vi) The society should have strategic clarity in implementing CSR project i.e. it should define clearly what it wants to accomplish, its approach for accomplishing these goals must be compelling and credible and must logically lay out the sequence of steps necessary for implementing the CSR project.

#### **(F) METHOD OF IDENTIFICATION, SELECTION AND SANCTION OF PROJECT**

9. NCDC shall accept applications during first quarter of each financial year i.e. from April to June in accordance with the guidelines available on the NCDC website along with Application form for seeking CSR grant.

10. The beneficiary institution shall submit the proposal to concerned Regional Director of NCDC by end of June of each year. Addresses and jurisdiction of Regional Directors, NCDC are available in NCDC's website. Proposal directly received in NCDC shall be sent to concerned Regional Director of NCDC.

11. The concerned Regional Director shall first conduct a preliminary examination of the proposal and if it is prima facie found eligible as per CSR guidelines, Regional Director / his representative shall undertake field visit of the society and send his report with recommendation to Head office (ICDP Division) latest by end of July each year.

12. The above proposal will be examined on merit and will be considered by a Committee. After the approval, NCDC will issue sanction and thereafter release the funds as per terms of sanction. The decision of NCDC will be final and binding on beneficiary institution.

## **(G) FUNDING**

13. The quantum of CSR project / activity shall be decided on case to case basis. The society may also be required to contribute its share of financial assistance in the project / activity. Wherever possible, part of the project cost may be dovetailed from MLA / MP / other funds available in the area. The maximum NCDC funding for any CSR project / activity should not be more than Rs.10.00 lakh.

## **(H) RELEASE OF FUNDS**

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

## **(I) MONITORING,**

14. Regional Director will regularly monitor progress for ensuring implementation of the project as per schedule. Progress report for each activity / project shall be sent by Regional Director to Head Office

## **(I) EVALUATION AND DOCUMENTATION**

15. A detailed evaluation shall be undertaken by NCDC or any other nominated institution / consultant after completion of each project to assess its impact and fulfillment of objectives of scheme. The impact made by CSR activity would be quantified to the best possible extent 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.

