



Introduction to CSR Directory



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Zoom Cloud Meetings

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About 1NGO

- ▶ Established in January 2020 as a Trust
- ▶ Creating digital presence for NGOs across India.
- ▶ Achievement till date:
 - 1124+ websites created for NGOs.
 - Created social media presence for 500+ NGOs (Facebook pages)
 - Turnkey management of social media channels for 54 NGOs.
 - Empowered 700+ NGOs on collect donations online.
 - Conducted 240+ workshops/webinars for creating digital awareness among NGOs.

What is CSR?



CSR

**CORPORATE SOCIAL
RESPONSIBILITY**



Corporate Social Responsibility

- ▶ Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment.
- ▶ CSR is often broken into three categories:
 - Environmental impacts,
 - Ethical responsibility,
 - Philanthropic endeavors,

CSR in India

- ▶ Enactment of Companies Act, 2013 : CSR as a mandatory provision on Companies to take up CSR projects towards social welfare activities
- ▶ India the only country which has regulated and mandated CSR for some select categories of companies registered under the Act
- ▶ CSR Initiative will push the nation towards achievement of sustainable development goals and public-private partnership in transforming India.

Activities that are not considered as CSR Activities

- ▶ Contribution of any amount directly or indirectly to any political party shall not be considered as CSR activity.
- ▶ The CSR projects or programs or activities that benefit only the employees of the company and their families shall not be considered as CSR activities in accordance with section 135 of the Act.

Examples of CSR in India

- ▶ Tata Group
- ▶ Ultratech Cement
- ▶ Mahindra & Mahindra
- ▶ ITC Group

Where to find CSR Companies?



1. National CSR Portal

- ▶ Initiative by Ministry of Corporate Affairs, Government of India
- ▶ CSR Expenditure - Year wise
- ▶ CSR Spent:
 1. Geographical distribution,
 2. Development sector-wise
 3. Top 10 companies
 4. Top 10 States
- ▶ <https://www.csr.gov.in/content/csr/global/master/home/home.html>

2. 1NGO - CSR Directory

- ▶ Top 100 companies
- ▶ Direct link to companies website
- ▶ Consolidated according to
 - CSR Spent
 - Causes
 - Location

3. Others

- ▶ India CSR
- ▶ CSRBox

Any Questions?