

# Corporate Social Responsibility (CSR) Engagement



## **Corporate Social Responsibility**

• Section 135 of the Companies Act 2013 mandates that a company with (1) net worth ≥ Rs. 500 crores or more; or (2) turnover ≥ Rs. 1000 crores or more; or (3) net profit ≥ Rs. 5 crores, to spend two per cent of their average net profit for the immediately preceding three years on CSR.

#### Broad categories of CSR activities:

- Promotion of gender equality/empowering women.
- Promotion of education including employment enhancing vocational skills.
- Eradicating hunger, poverty and malnutrition.
- Ensuring environmental sustainability.



## **Corporate Social Responsibility**

• In order to attract CSR funds, heads of MAHE institutions /departments /centres are urged to approach the corporates they are associated with, to raise CSR funds.

 As per the proposed new policy on CSR fund utilization, MAHE would allocate 100% of the CSR funds for utilization by the MAHE investigators who have secured CSR grants for specific projects.

• If the purpose mentioned by the CSR fund giver is of broader scope like core scientific research, then 70% of such funds can be allocated to the Institutions /Departments /Centers responsible for raising such funds



## Flowchart for securing CSR Funding

Industry coordinators to enthuse individual faculty/ group of faculty to write CSR proposals

Office of Corporate Relations (OCR) will provide inputs as to how to write CSR Proposals

Finalized proposal to be forwarded through proper channel to the Director, Corporate Relations

OCR will send the proposal to the appropriate Company/Companies

OCR will provide all the additional documents to the company if the CSR proposal is shortlisted for funding

If the proposal is funded, OCR will call for a kick-off meeting with the Principal Investigator (PI) and PI can start executing the project