Issues and Concerns—Learning's from Southern Conclaves

Draft Document
Following companies made presentations on CSR activities

1. HAL
2. Electronics Corporation of India Ltd.
3. NMDC
4. Cochin Shipyards
5. Midhani
6. Ennore Port
7. Madras fertilisers
8. HLL Lifecare
Issues discussed and responses of DPE and NCSR Hub

› HAL raised an issue about requests received for donations under CSR.

Response – Company’s Board needs to take a call on such requests and in alignment with the DPE Guidelines. Need for better engagement with NCSR Hub TISS for advise and support.

› Contribution to the Corpus fund
CPSE’s contribution to the Corpus fund in form of grant was reinforced by Secretary, DPE and Director, NCSR Hub. The corpus fund is expected to support expansion of NCSR Hub activities to help and advise CPSEs across country.

› Need for co-ordination with district collectorate and state governments by CPSEs.– Experiences of Chhattisgarh-case study was discussed.

› CPSEs need to register activities with NCSR Hub.
Issues discussed and responses—DPE Guidelines

- CSR and sustainable development.—Thrust of CSR is on inclusive growth, sustainable development. Sustainable development and other activities under CSR are covered separately for the purpose of evaluation. Until both are merged in amended guidelines, both need to be looked into separately. Doing something for communities near company’s operations are under sustainable development. CSR needs to be looked at beyond these activities.
Can school run by Midhani be counted under CSR?— School is located in township area, initiated for employers but largely beneficial to community. The school can continue but not be counted under CSR.

Reason— School not set up initially for outreach. This is an unintended benefit. Any unintended benefit cannot be counted as CSR. However, school need for be closed down.
Importance of Baseline Survey -
NMDC’s inputs were requested in this regard.
NMDC’s Baseline survey was done gradually to cover different aspects of the area. Integrated village development undertaken on basis of baseline survey. Opportunity to understand what is really required according to NMDC. Hence Baseline surveys are of paramount importance before implementing CSR activities.
Issues discussed and responses—DPE Guidelines

Question by MIDHANI—

Custom made Prosthesis especially for cancer patients are provided by Midhani. Company planning to provide it at no cost under CSR—How to conduct baseline surveys for such product.

Such activities are stand alone activities. Baseline survey not required.

Suggestions by GAIL—

- Short term projects over six months should not require Baseline surveys. Such tweaks suggested in the guidelines
Is baseline survey required for all activities?

Baseline survey must as per DPE guidelines. But some projects whose importance is established, eg - Jaipur Foot, need not have baseline survey. But NCSR Hub TISS needs to be approached which will advise on such cases. Baseline survey important to understand ground realities, in setting up targets. Baseline surveys should be used to identify requests from state governments and district administration which are viable under CSR.
Issues discussed and responses—DPE Guidelines

Should separate agencies be appointed for baseline survey and implementing the projects?

If it is done by same body/organisation, the credentials of the agency is important. NCSR Hub should be consulted in such matters by the CPSEs.
Issues discussed and responses—DPE Guidelines

- Alignment of projects with business of CPSE—How do we qualify?
- Case study—NMDC follows two business model—Good communication and coordination with district administration and state government. Earns good will for company.
- Training the tribes for subsequent employment within company.