

CORPORATE SOCIAL RESPONSIBILITY

BLUEPRINT

STRATEGIC BLUEPRINT OF CSR METHODOLOGY



SERIES : BLUEPRINT

SOCIOSTARK.COM/PUBLICATION

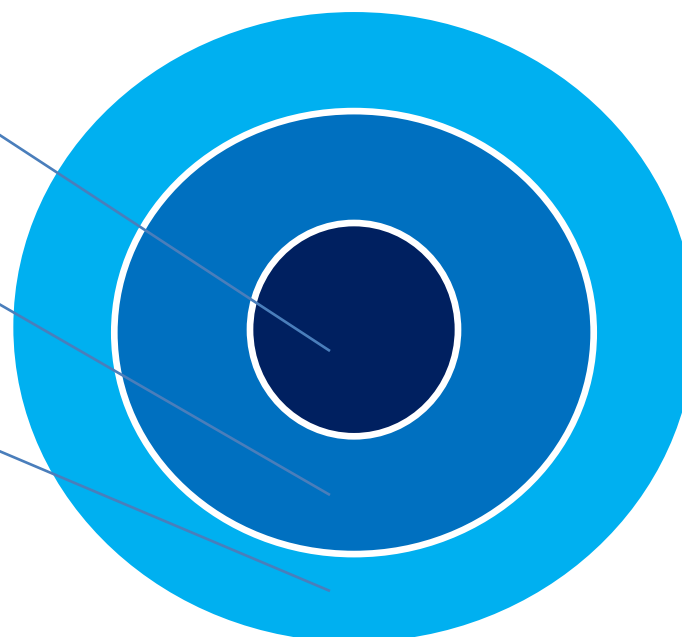
DECIDE CSR INITIATIVE PRIORITIES AS PER BUSINESS & SOCIETY

- PAP/PAV/Peripheral Villages/External areas.
- Single Sector/2 or 3/Some/All.
- One Time/Short Term/Long Term.
- Total Investment by Company/Participation with Govt./NGOs
- Awareness/Capacity Building/Permanent Structure/Supportive.
- Change in Habit/Change in Consumption/Change in Culture.

CORE VILLAGE PROJECT ←

AFFECTED VILLAGE ←

PERIPHERAL VILLAGES ←



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CSR Methodology

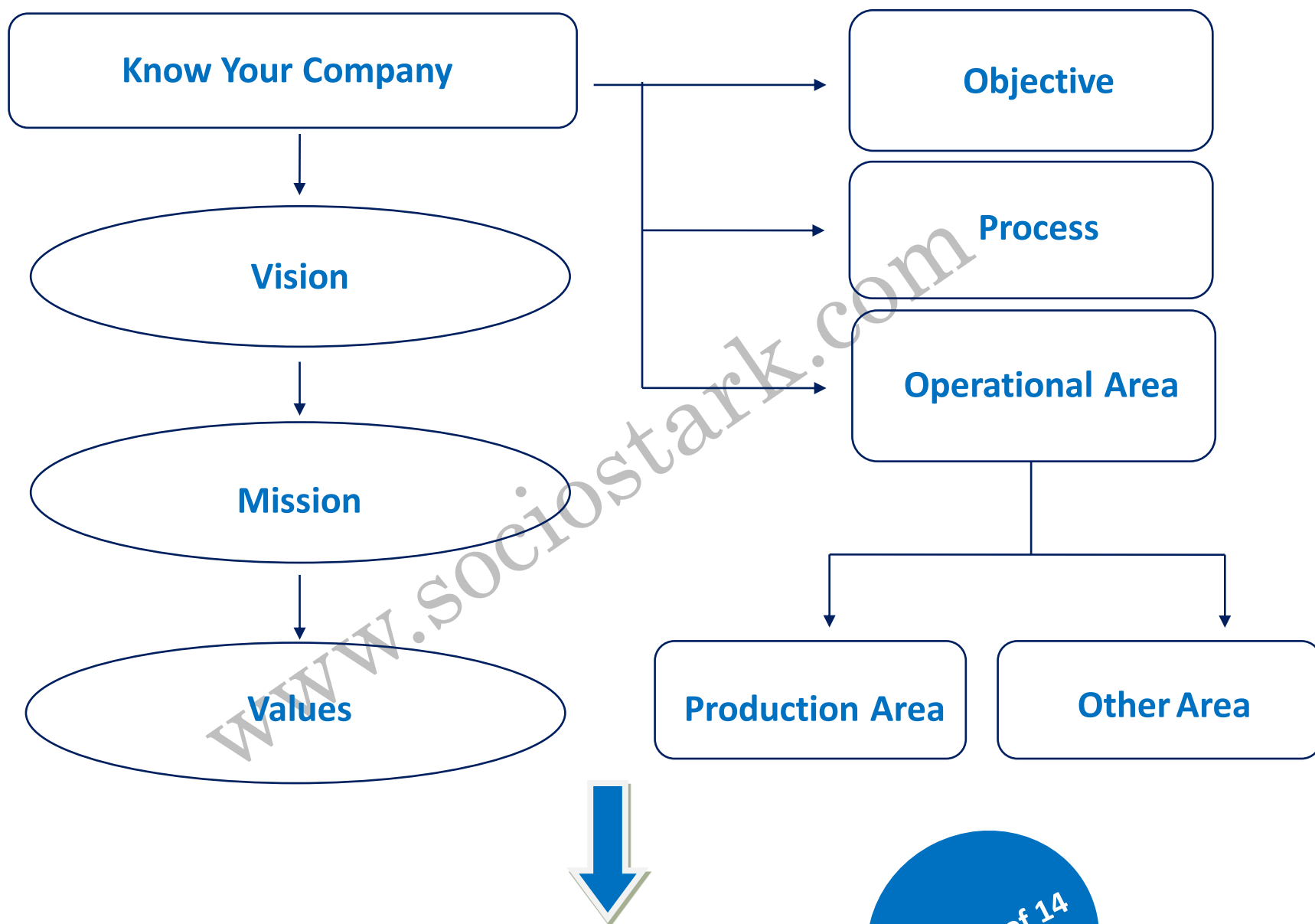
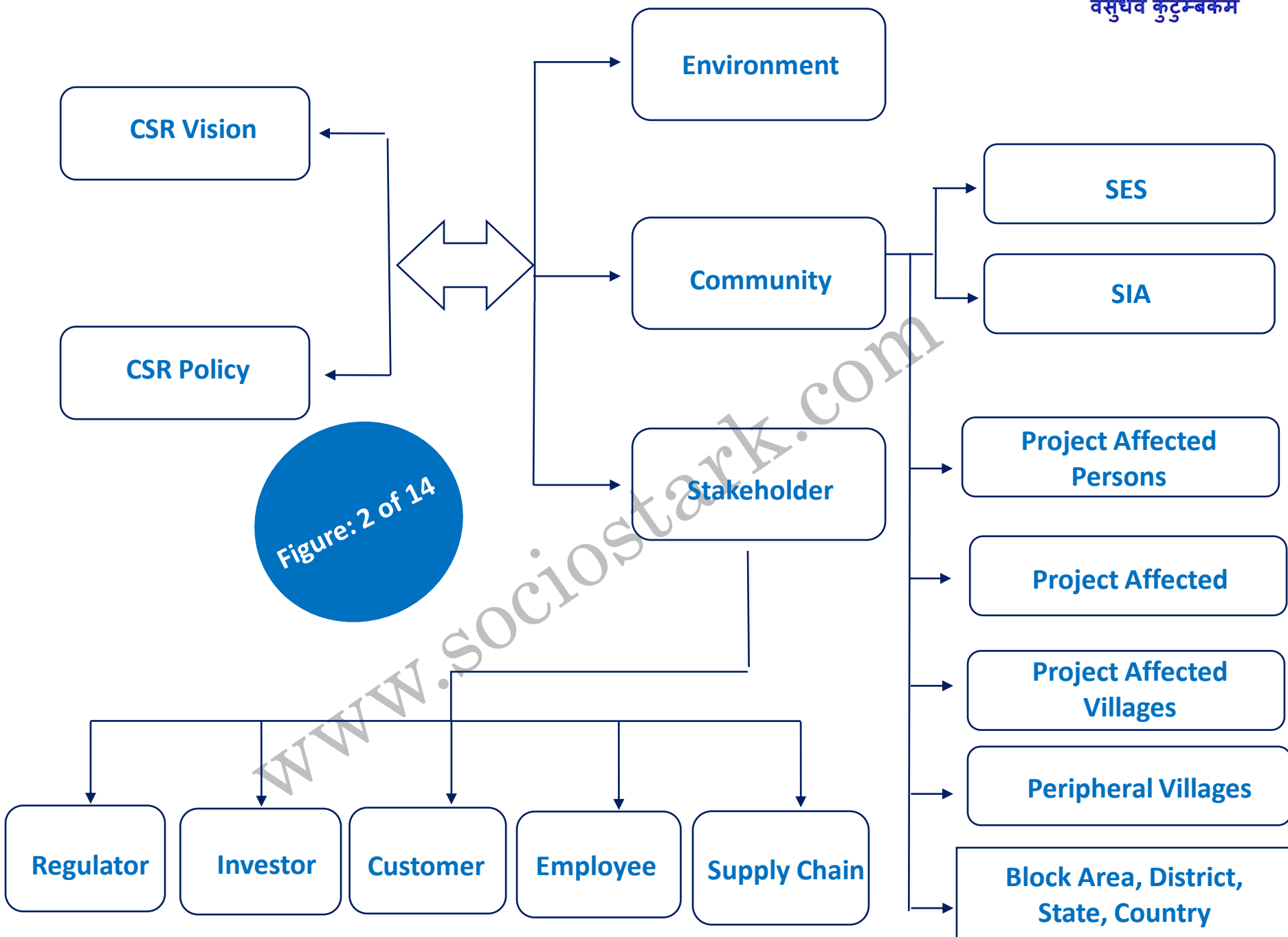


Figure: 1 of 14

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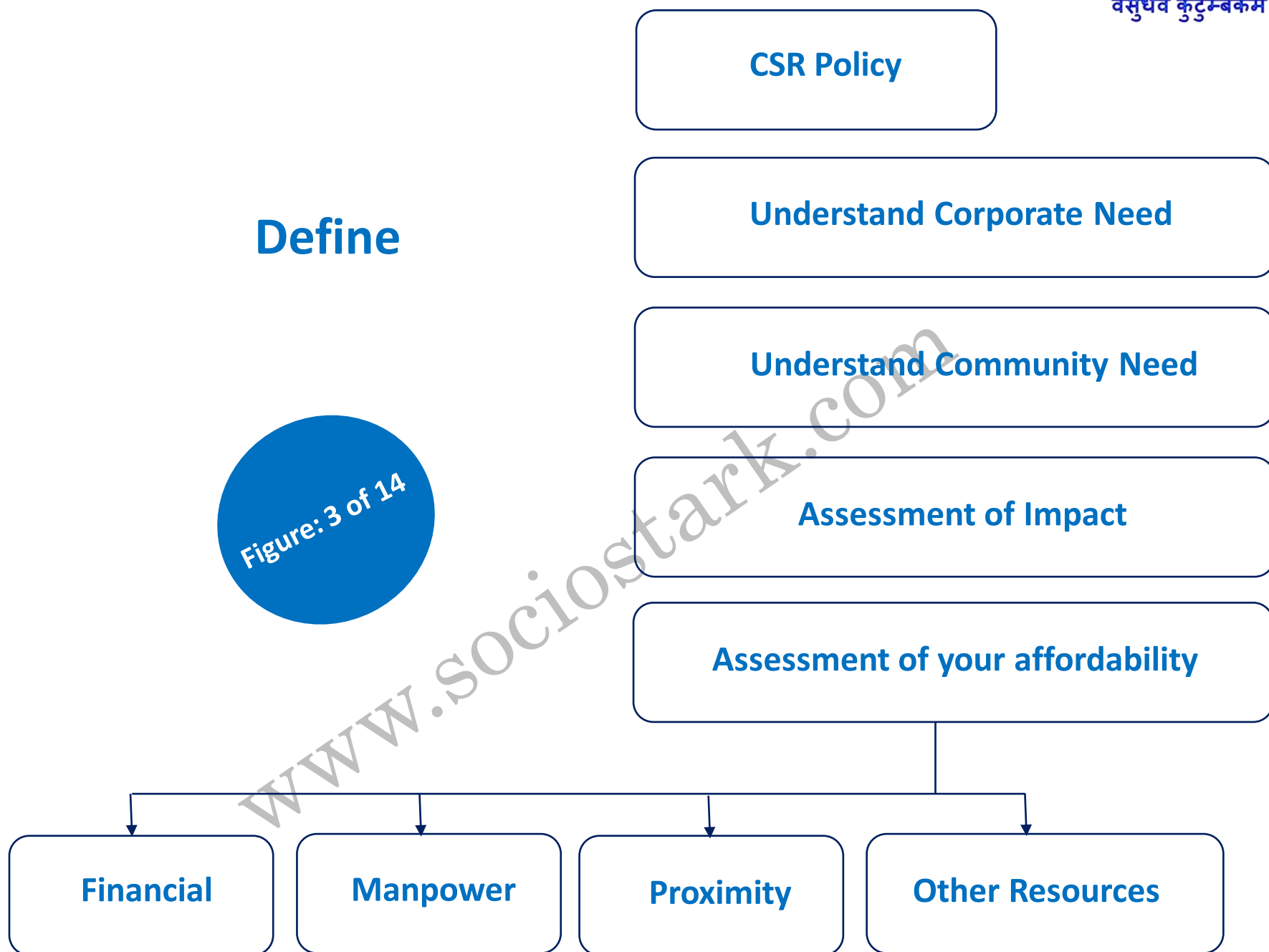
“Corporate” Social Responsibility



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Define

Figure: 3 of 14



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Figure: 4 of 14

**Identify Sectoral &
Core areas of CSR for
Inclusive Growth**

Education

Health

Livelihood

Infrastructure

Sports, Art & Culture

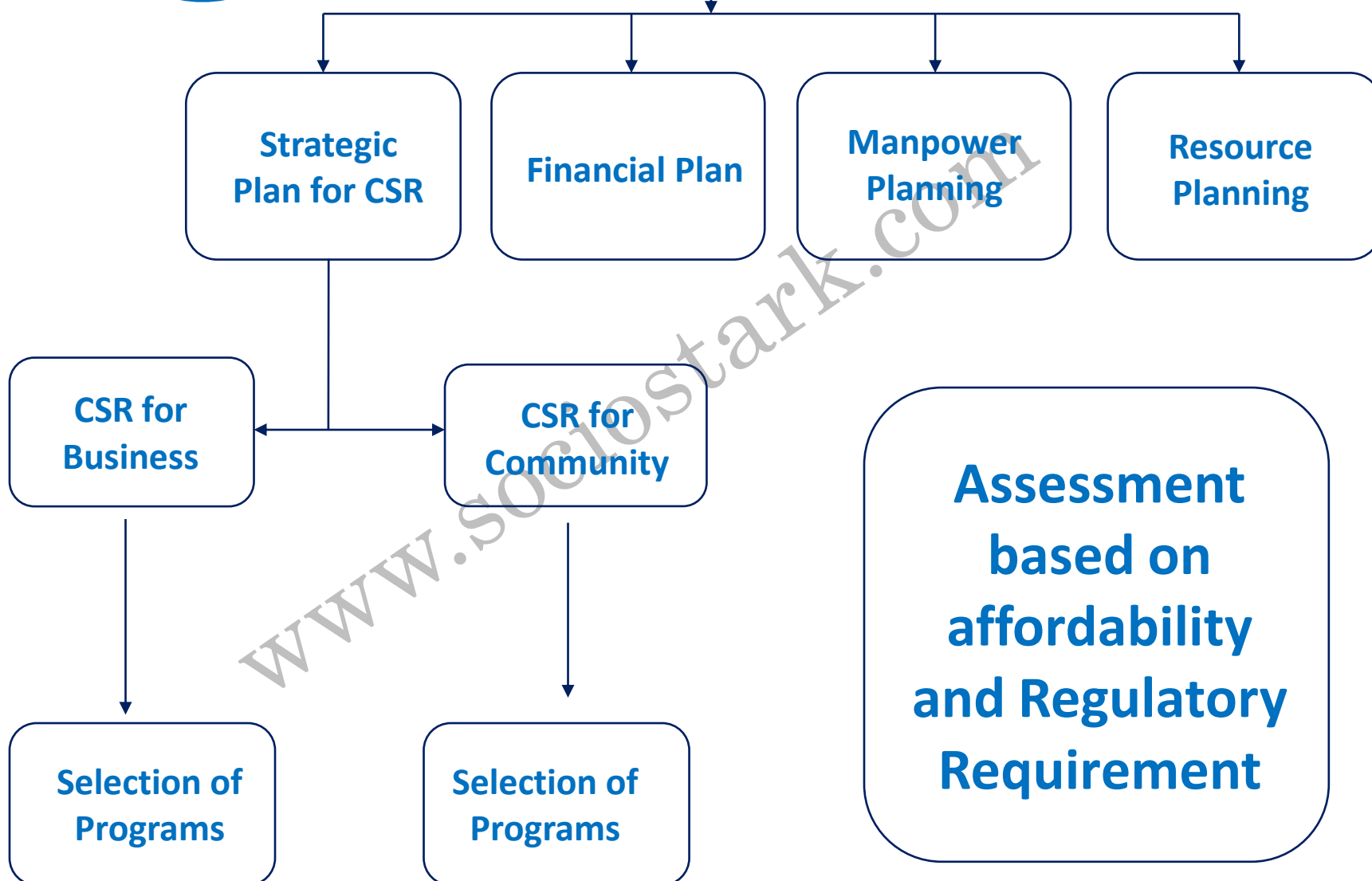
Welfare Activities

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Board of Directors

CSR Committee

Figure: 5 of 14



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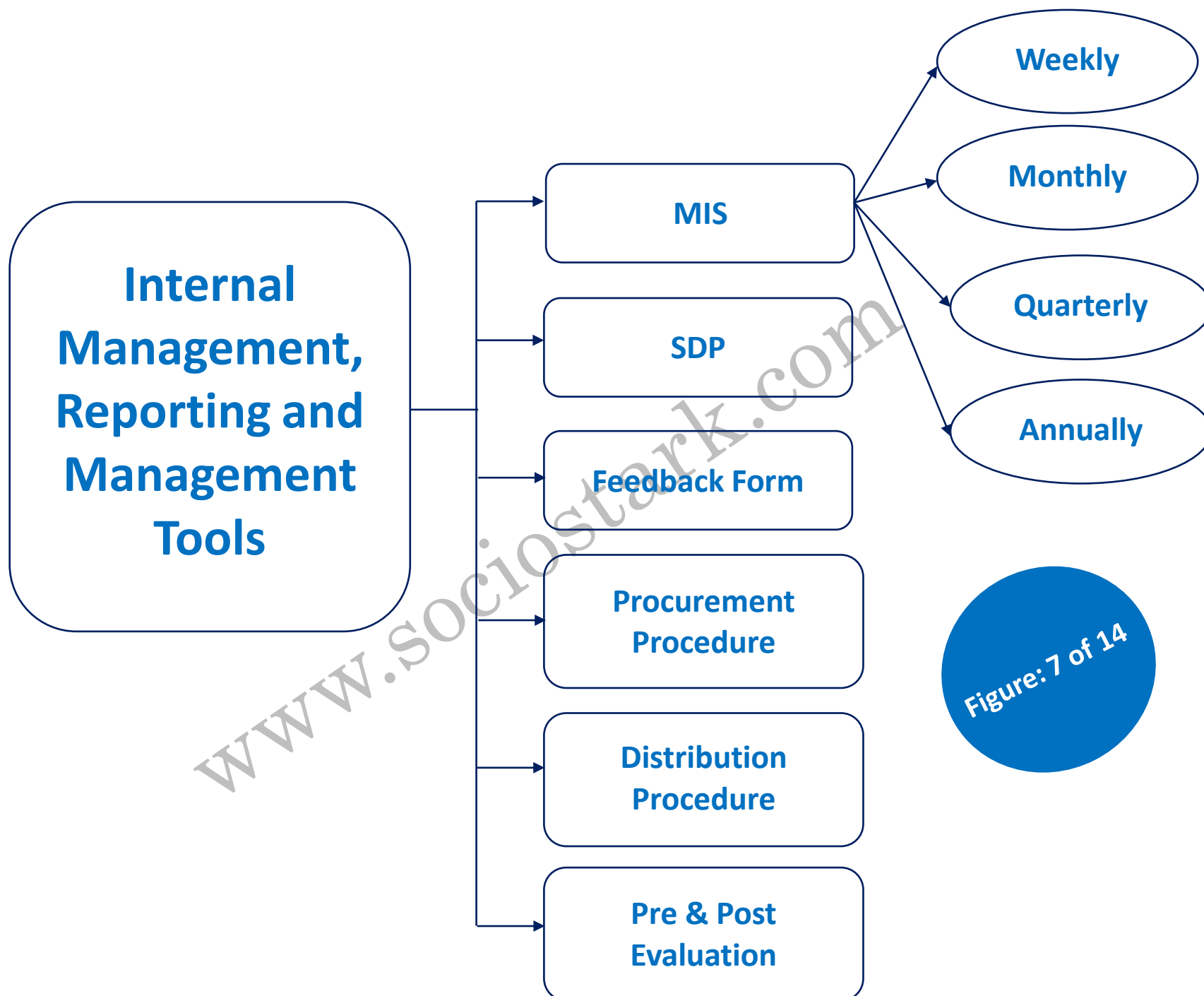


Figure: 7 of 14

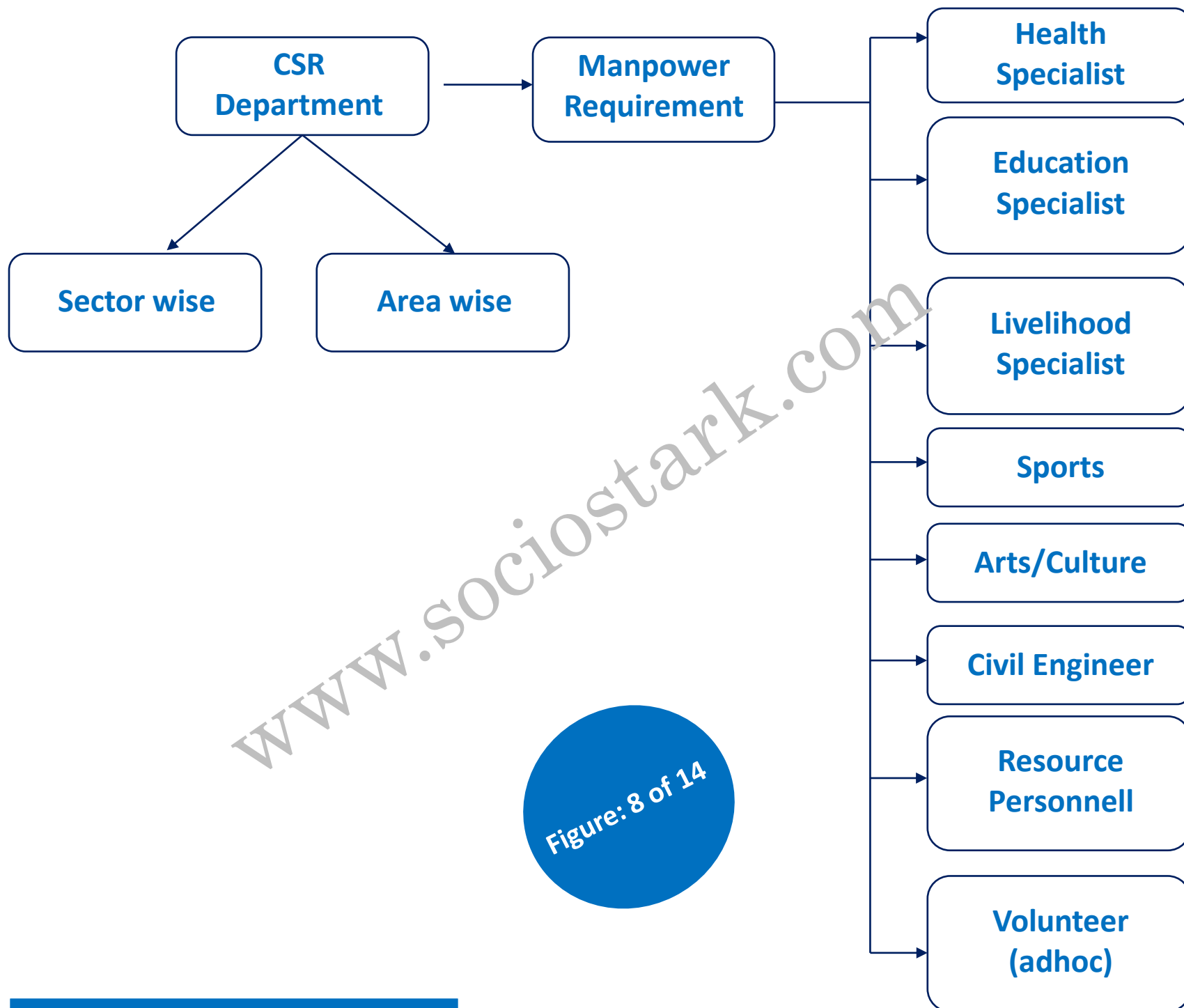
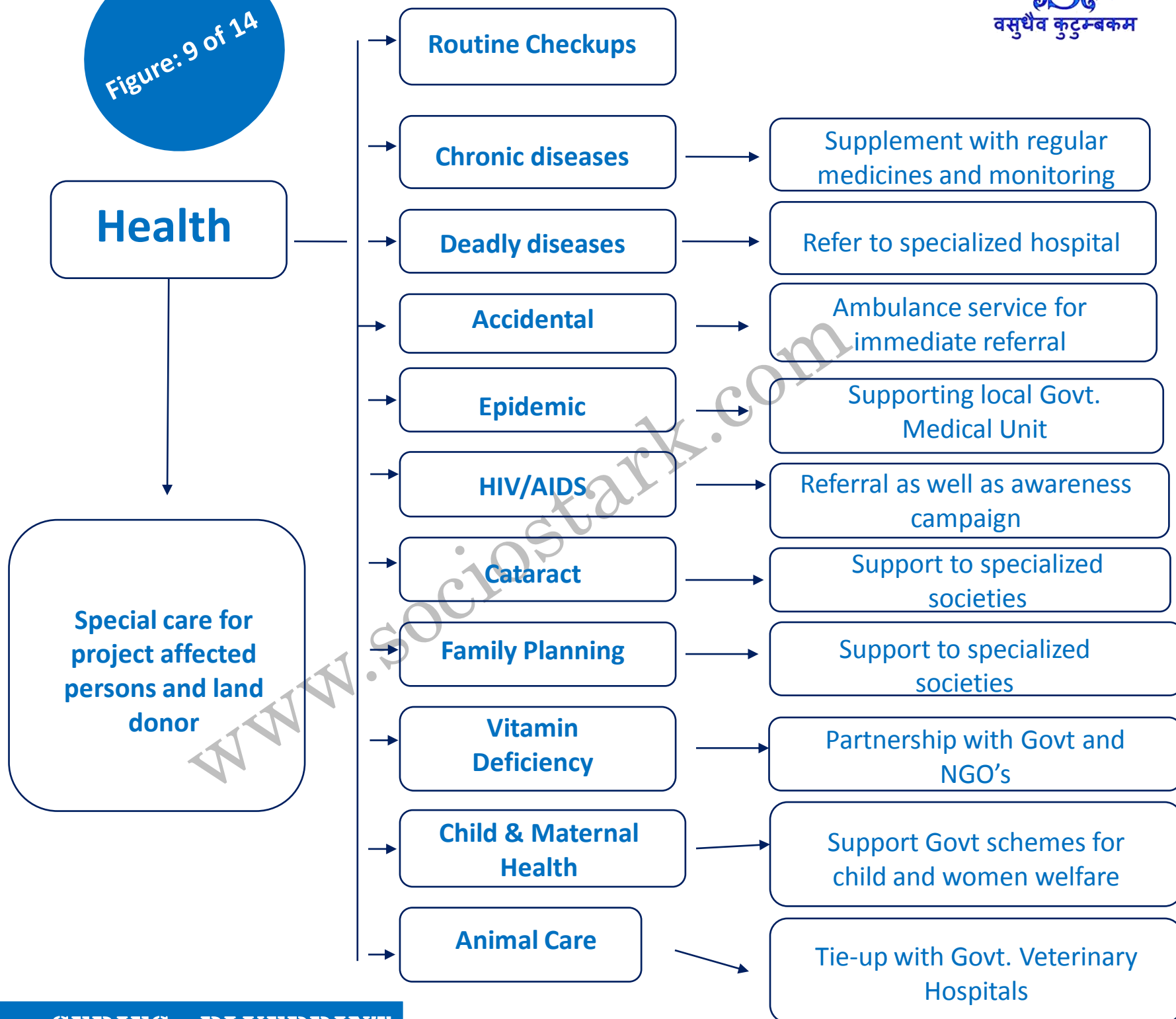


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Figure: 9 of 14



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Education

Awareness

Pre
Schooling

Primary Education
upto 6th Standard

Secondary
Education

Higher Education

Education of Girls

Sanitation in
Schools

Teacher Student Ratio

Absence of Basic
Infrastructure

Lack of Extra Curricular
Activities at School Level

Project affected
Villages

Project affected
Families

Peripheral
Area

•Sensitization of Parents

•Infrastructural Support

•Lab & Computer

•Financial Support for BPL, Land
Losers & Project affected
families

•Financial Support to
Meritorious Students

•Volunteer by Employer

•Single Village Teacher System

•Community Teachers

•Partnership with Government
Agencies

Figure: 10 of 14

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Livelihood

Figure: 11 of 14

Laborer

Semi Skilled Laborer

Skilled Laborer

Agricultural Laborer

Laborer + Livestock

Traditional Castework

Laborer + Diary

Laborer + Shopkeeper

Laborers + Small Landholding

Marginalized farmer + Shopkeeper

Marginalized farmer + Business

Big Farmer

Elderly & Physically Challenged

Women

- Microfinance
- Self help groups (SHG's)
- Seed Capital
- Skill Development
- Support for increase in productivity to artisan
- Technical training for employability
- Technological support for better agricultural production
- Promotional support in small service sector
- Training for promotion of local arts and crafts
- Empowering traditional professions

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Infrastructure

Figure: 12 of 14

- Village approach road
- Solar powered street lamps/
pumping set
- Potable Water
- Water for daily needs and
requirement for animals
- Renovation & repair of existing
units.
- Any other things facilitating local
community

Sports, Arts & Culture

Figure: 13 of 14

- Organise sports groups for Youth
- Organising women groups for folk music & dance
- Provide equipment for sports & cultural activity
- Sponsoring Tournaments & Cultural Programmes
- Support Local cultural groups
- Development of proper facilities for sports activities

Calamity & Disaster

Man Made

Preparedness with
affordable capacity for :

- Industrial hazards
- Engineering hazards
- Waste disposal
- Power outage
- Fire
- Environmental hazards

Natural

Preparedness with
affordable capacity for :

- Fire
- Flood
- Earthquake
- Cyclone
- Storm
- Tsunami
- Heavy rainfall
- Flash Floods
- Draught

Figure: 14 of 14



Contact us

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SNPL's social development team

The social development team at SNPL advises clients on the impact that the social development environment may have on their businesses, combining vision, policy and mandate with data analytics to help them develop their strategies for sustainable development and better SROI.

With the social environment expected to remain diverse and at large, risks as well as opportunities to integrate business with inclusive holistic growth of society. At the same time, organizations can benefit themselves by benefitting society, adhering ethics, social policy, regulations and socio economic development with an aim to contribute society, nation and ultimately the world.

The Sociostark team helps clients to identify risks and opportunities in their current and future social development investment for better SROI.

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