

Proposed CSR report

Commissioned by Gujarat CSR Authority

Introduction

Objective: To produce a comprehensive document that records what, how and why of CSR in India – assesses the state of CSR activities

Readership: CSR professionals, Academics and scholars, Implementing NGOs, Thinktanks, students and researchers

Why

- CSR a recent, but continuing initiative
- Not enough information in public domain – need to build a body of knowledge among all stakeholders
- Good practices remain islands, good institutions remain unheralded
- Lessons from challenges not available for internalisation
- Qualitative assessments and feedback not available to government and corporate sectors

This report would seek to fill the gaps and document available knowledge and experience; offer insights

Who are behind this

- Gujarat CSR authority is commissioning this report
- Will be brought out through a reputed publisher
- Joint Authors:

Girija Srinivasan – Author and International expert on livelihoods and finance

Narasimhan Srinivasan – Author, Expert advisor and international consultant on livelihoods and finance

Collaborating institution: M.S. University Baroda led by Prof Bhavna Mehta and team

Proposed outline

This is the initial, unrefined thinking – your feedback will help us to come-up with a report that provides value to all stakeholders

- Introduction and background - Evolution of CSR, objectives of legislation and expectations of the government
- Last three years of experience - extent and significance of CSR – The aftermath of CSR regulations – year by year progress
- Financial performance across the years.. analysis of sectoral and geographical spread – different slices from MCA data and inferences

Proposed outline - continued

- Design and implementation.... models of implementation..source of project ideas.. availability and competence of implementing agencies
- Comparison of public and private sector performance
- Challenges and problems .. legal, operational, HR and others
- CSR in Gujarat.. review of developments.. institutions, types of projects, good practices
- Impactful projects and initiatives.. examples from the field – Case studies
- Path ahead... some ideas

Information sources

- Data from MCA, specific companies
- Secondary information from studies and assessments
- Interviews and visits to select projects
- Focus group discussions with CSR professionals from the corporates, implementing agencies

Please offer feedback – suggestions for change, additions to improve content would be most helpful. Pointers to good practices, projects and institutions highly welcome.

Thanks