



# Challenges in CSR Implementation: A Practitioner's Perspective

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# Company

- CSR ownership – Company Secretary, HR or CEOs office or CSR Manager
- Broad framework/ definition: skewed interpretation of the definition
- Geographical limitations – overcrowded cities
- Solution driven: Charity – Donation – Compliance - Impact funding
- Lack of alignment with government programs
- Collaboration

# Programs

- Lack of logical framework/ theory of change
- Missing need analysis, M&E frameworks and reporting standards
- Short-term with limited scope to scale up
- Lack of documentation and impact reporting
- Lack of scope for employee volunteering
- Collaboration

# Partners

- Conventional vs new age implementing agencies
- Low trust quotient
- Not open to technical inputs, not just monetary grants
- Bombarded with proposals of all kind of numbers - grant driven, not impact
- Collaboration

# Academia

- Need for affordable Leadership/ Executive Development Programs for CSR leads and Board members
- Research and documentation
- Collaboration platforms