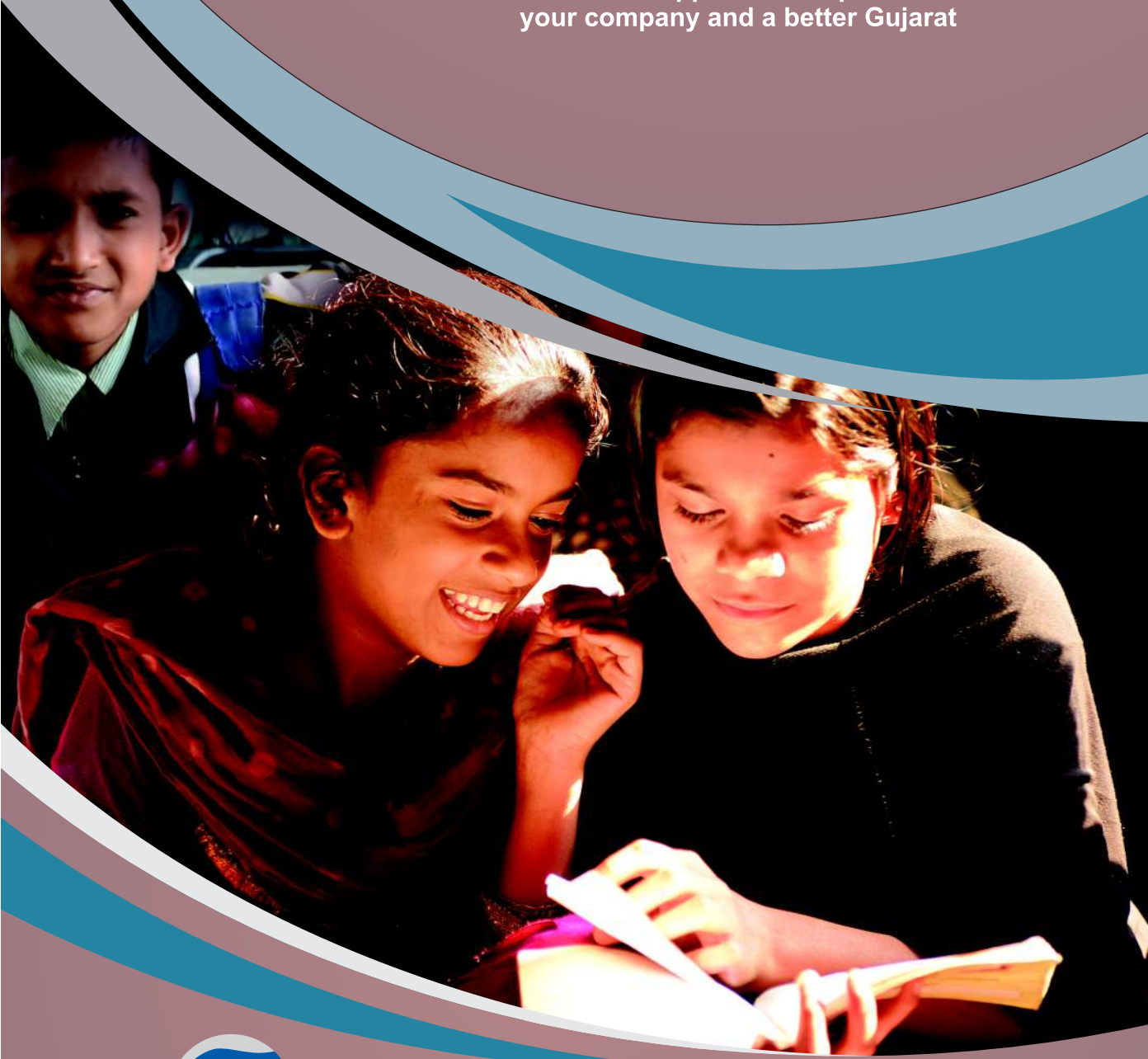


# SEVEN WAYS TO GIVE

Your support will help to build  
your company and a better Gujarat



Gujarat CSR Authority

## **Gujarat CSR Authority**

With the legislation of Companies Act, 2013, Corporate Social Responsibility (CSR) has now assumed greater significance. The Government of Gujarat, with a view to optimally utilise the CSR funds of public and private sector companies for the welfare of the State, set up the Gujarat CSR Authority (GCSRA). The Authority has been established under the Industries and Mines Department, Government of Gujarat for the purpose of managing CSR funds and for coordinating, monitoring and implementing the various CSR activities in the State.

## Sector-specific Funds: Pooling in Resources for a Better Gujarat

GCSRA has created seven sector-specific Funds for companies to effectively and meaningfully manage their CSR obligations. Sectoral priorities indicated as per the Human Development Index and the needs of the 50 most backward talukas in Gujarat have determined the different heads for channelizing CSR funds.

The seven sector-specific Funds are:

1. Gujarat Education Equity Fund
2. Malnutrition Control Fund
3. Health & Sanitation Fund
4. Livelihood Security Fund
5. Vocational Training Fund
6. Rural Entrepreneurship Promotion Fund
7. Special Children's Fund

The individual company can support any of the listed projects under the different Funds or develop a tailor-made project with the help of GCSRA. A general grant for activities covered under the Funds can also be made.

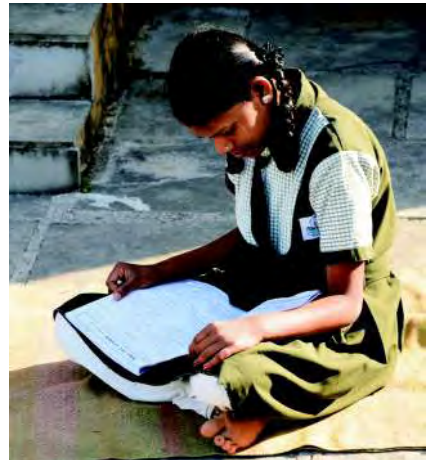






### How Sector-specific Funds Can Help Companies

These Funds offer an effective mechanism to small and mid-sized companies to implement CSR projects either jointly or alone. Companies have the option of either directly implementing their programmes as part of the Fund, or by contributing to a specific Fund. The seven sector-specific Funds also help companies, small or large, that have unspent CSR budgets at the end of the year. The unspent budgets can be deposited with any of the seven Funds, and the company can give specific instructions for how it wishes the amount to be spent.



### Advantages to Donor Companies for Contributing to Any Fund

- Every facility or asset created with the help of the donor company will carry the name of the company
- Donations made by the company and its utilisation will be mentioned on GCSRA's website
- Progress under individual Funds will be published in the Annual Report of GCSRA and 50 copies of the Report will be given to every donor company

## I. Gujarat Education Equity Fund

*Minimum contribution: Rs. 10 lakh*

The aim of this Fund is to ensure equal access and opportunity for education for all children, with specific focus on poor segments, and rural & tribal areas. The different projects being considered with the support of this Fund are:

- **Guest lecture series for college faculty for better teaching support to students:** Government and grant-in-aid colleges will be supported for engaging a reputed retired lecturer or a working faculty from another college for up to 64 hours of teaching per year.
- **Centres for English & Math teaching:** The centres, run by retired teachers and subject experts, would offer diploma courses for improving the quality of teachers in these subjects.
- **Institute of Radio and TV based education:** This futuristic institute will offer courses for remote colleges and schools; industry and vocational training; special children; women and girls; and farmers.
- **Weekend colleges for girls:** These are intended for girls who wish to attend college but are unable to do so due to family responsibilities or other constraints.
- **Support for strengthening existing institutional libraries:** GCSRA will explore the possibility of funding a new library on any of the campuses of IIMA, IIT Gandhinagar or IRMA and in return, their existing Library would cater to the learning needs of other deserving students from the State.
- **Setting up students' libraries in major towns:** The Fund could support initiatives for establishing academic libraries in major educational towns such as Ahmedabad, Anand, Vadodara and Surat.





- **Student-managed libraries in primary schools:** The collection of books in existing libraries could be expanded to include child-friendly material that would actually be read by children.
- **Computer tablets:** The Fund can be used to provide about ten tablets per school to a cluster of schools to encourage computer literacy.
- **Translation of major English language books into Gujarati:** Popular stories and reading material in English can be translated into Gujarati to improve the access of good reading material to Gujarati-speaking children.
- **Additional English and Math teachers:** To improve the quality of English and Maths in remote schools, the Fund can be used to engage more teachers in these schools.
- **Setting up science labs in rural schools:** State-of-the-art science labs can be set up in village schools with the help of the Fund.



## II. Malnutrition Control Fund

*Minimum contribution: Any amount*

Undernourishment among children is a widespread problem in Gujarat. Poverty is often the root cause of insufficient food intake, child malnutrition, and child mortality. The following are among the projects being considered under this Fund:

- **Supplementary nutrition for expectant mothers:** A project for the improvement in the nutritional intake of expectant mothers can be taken up for the healthy growth of the child.
  - **Support for Severely Acute Malnourished (SAM) children:** Such children can be linked with health services and supplementary nutrition to mitigate the incidence of child malnutrition and child mortality.
  - **IEC activities for awareness generation and behavioral change:** Information, Education and Communication activities especially for expectant and lactating mothers would help improve nutrition and health levels among mothers and their infants.
  - **Preliminary health check-ups:** These could be organized among specific target groups like women and children to identify the medical causes of malnutrition.



### III. Health and Sanitation Fund

*Minimum contribution: Rs. 10 lakh*

- **Construction and management of state-of-the-art urban community toilets:** This project seeks to create benchmark public toilets with sophisticated construction and maintenance standards. The design, layout and maintenance of these toilets will be done in consultation with leading architects, experts and manufacturers of sanitary ware, and the project will be executed along the public-private-partnership model.
- **Construction and management of clean school toilets:** The lack of clean toilets is a pressing concern, especially for adolescent school-going girls. Access to clean toilets in schools is seen as one of the key factors in preventing school drop-outs.
- **Chain of maternity homes in underserved areas:** Maternal health during pregnancy, delivery or shortly after delivery is an area of major concern in remote rural areas due to the lack of access to professional delivery care. The Fund seeks to set up maternity homes where professional antenatal and delivery care is available at affordable rates.
- **Chain of generic medicine stores:** These can be set up in civil hospitals as a joint venture where generic medicines are available at considerably lower rates than pharmacies.
- **Chain of diagnostic centres:** These can be introduced in civil hospitals where such facilities are lacking for patient-friendly medical treatment.
- **Sanitary napkin production unit:** The aim of this project is to provide access to high quality sanitary napkins at affordable prices in rural areas to improve the hygiene and health status of women.
- **High quality tertiary care hospitals:** These can be set up in Tier-3 industrial towns where multi specialty tertiary care is hard to come by even though these towns are a hub for large companies with a sizeable workforce.





## IV. Livelihood Security Fund

*Minimum contribution: Rs. 5 lakh*

This Fund seeks to support a range of initiatives that can support wealth creation in rural areas. The following projects are currently under consideration:

- **Construction & repairing of check dams & lift irrigation schemes for farmers:** Integrated schemes with check dams and lift irrigation aim to create water security along with equitable distribution of water among farmers. Such schemes will help increase agricultural productivity and returns to farmers who will be able to harvest at least two crops annually.
- **Agricultural diversification projects:** These projects, by providing assured access to quality seeds, fertilizers and extension services, will help farmers to change over from low value crops to high value varieties with modern farming methods.
- **Dairy projects:** These are poverty removal initiatives where dairy farmers will be provided with quality milch cattle, along with assured supply of fodder and water and implements like chaff cutters and stainless steel cans. Milk collection centres at the village level will also be modernized to improve the life and quality of milk.
- **AI-based cattle breed improvement project:** Technology-based inputs through artificial insemination and veterinary services will help improve the breed quality of milch cattle. There is a short supply of quality livestock, and improved breed varieties will help raise milk production in the State.
- **Low-cost agriculture inputs depots:** These will help improve the availability of quality inputs such as seeds and fertilizers at affordable prices for poor farmers. Currently, a large section of farmers have problems with the timely procurement of critical agricultural inputs.





## V. Vocational Training Fund

*Minimum contribution: Rs. 5 lakh*

The purpose of this Fund is to provide the unemployed youth with inclusive skill training programmes to endow them with the knowledge and skill sets that are mandatory to secure employment on a sustainable basis. GCSRA will also prepare a database of unemployed youth who have completed Class X/XII to help private companies that are looking at skill upgrading as part of their CSR activities. The Projects under consideration are:

- **Sector-specific vocational training centres:** These would be for industrial, health & medical; agriculture-related; entertainment and media; services; hospitality; personal grooming related vocations. The training programmes supported by the Fund would be monitored online.
- **Sponsoring youth to existing skill training centres:** The Fund can support the vocational training of interested youth.
- **Skill development courses for special children:** Such courses will help special children become financially independent.





## VI. Rural Entrepreneurship Promotion Fund

*Minimum contribution: Rs. 10 lakh*

This Fund is intended for encouraging rural entrepreneurship among youth. The Fund will help rural entrepreneurs get self-employed through the following activities:

- Identifying and promoting rural youth interested in entrepreneurship
- Providing support to skilled youth to become self-employed
- Setting up pilot centres to help new entrepreneurs stabilise in their enterprise
- Arranging angel investment for new rural entrepreneurs

## VII. Special Children's Fund

*Minimum contribution: Any amount*

GCSRA proposes to seek CSR funding to set up a Fund to support mainstreaming of this large but invisible group of children suffering from physical handicap or learning difficulty. Projects under this Fund would include:

- **Therapy centres:** This component would involve setting up or strengthening of specialised centres for therapy-cum-remedial education.
- **Vocational Skills Development Centres:** These centres would impart a range of skill training courses for the meaningful mainstreaming of this target group by the time they reach adulthood.
- **Advocacy support:** The Fund will support advocacy-related activities such as networking of institutions working in the field; awareness generation; and research development of meaningful courses for the target group.





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