



# Corporate Social Responsibility (CSR) & Elder Care

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## Ageing is a Global Issue - Status in India (Elderly > 60 yrs. population)

Year	Millions	% of Population
1951	19.8	5
2011	104	9
2050 (Projected)	323	20

- Population around the world is ageing fast. Mostly in low and middle income countries.
- Fragmentation of joint family systems  
( Nuclear families cropping up & migration from rural to urban )
- Elderly thus are exposed to lack of support :
  - Emotional,
  - Physical
  - Financial
  - Security

If not attended, can lead to :

- Social Unrest
- Human Misery
- Drag on Economy

## Common Problems being faced by Elderly

- Failing health, lack of financial security, isolation, neglect, abuse, fear, boredom, lower self-esteem, loss of control and lack of preparedness for ageing
- Out of around 13 crores of senior citizens presently about 70 % belong to BPL category. 30 % of these are so poor that they cannot even afford two square meals
- There are retirees from un-organized sector which contribute more than 60% of our GDP and for them there is no social security when they become old . There is no reasonable pension in old age
- Number of disabled, terminally ill and many elders are abandoned daily on bus stands, railway stations, hospitals or in temples as they are considered burden. There are not enough old age homes or health care facilities for old although this was mandated in Maintenance & Welfare of Parents & Senior Citizens Act 2007.
- Any Act is good enough if it is implemented on the ground. That has not happened so far. Senior Citizens as a community are ignored by the Society and neglected by the Governments.

## Common Problems being faced by Elderly (Contd..)

- We in fact need hundreds of old age homes, day care centers, nursing homes, geriatric wards in hospitals ,care giver training institutes etc..
- Why then there is so least attention of towards the senior care?

Reason is that we are not organized and we do not have one voice. We are fragmented hence no one cares. Senior Citizen Associations in NCR (Delhi & Around) are not affiliated to (AISCCON ) Mumbai.

- Why cannot we be together under one apex body?

Otherwise there is no logic of withholding the railway concession by present Railway Ministry to senior citizens granted by the previous government decade back. The Government does not care because Senior Citizens is not a priority.

# Corporate Social Responsibility (CSR)

- Government of India through enactment of Companies Act 2013, Section 135 formally involved with effect from 1<sup>st</sup>April, 2014 the Corporate Sector in the development agenda of the country by adopting a process of Corporate Social Responsibility ( CSR).
- Under this Act, the Board of the eligible Companies, having minimum revenue of Rs. 1000 crore or net worth of Rs. 500 crore or a net profit of Rs. 5 crore or more in a year, spend at least 2% of the average net profits made during the three immediately preceding financial years on CSR.
- The Act lists out a set of activities eligible under CSR (Specified in Amended Schedule VII of the Act dated 27<sup>th</sup>Feb., 2014). Actually Senior Citizens Welfare was missing in original schedule but was, however, incorporated in the amended schedule .The schedule makes mention of elder Issues, setting up of Old Age Homes and Day Care Centers,enhancing vocational skills of elderly and such other facilities for senior citizens.
- The CSR landscape has indeed evolved over last couple of years in terms of number of companies engaging actively in CSR initiatives. There is a shift in focus from simply spending money on CSR to measurable impact created and sustainability of the same. Companies have become more serious about CSR spend and level of compliance is going up year after year. The CSR spending in the country presently is around Rs. 25000 Cr per year.
- In contrast to increasing spend on overall CSR, the support to Elder Friendly Causes has been consistently coming down. During the year 2020-21 it was Rs 55 Cr. out of Rs 24865 Cr. i.e. just 0.22% (which is negligible). Elder Friendly Causes are the least favored in CSR spend. While as most of the CSR spend is on Health Care & Education.

## SCHEDULE VII

(See section 135)

activities which may be included by companies in their Corporate Social Responsibility Policies  
activities relating to:—

<sup>1</sup>[(i) eradicating hunger, poverty and malnutrition, <sup>2</sup>[promoting health care including preventive health] and sanitation <sup>3</sup>[Including contribution to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation] and making available safe drinking water;

(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;

(iii) promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;

(iv) ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water <sup>4</sup>[including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga];

(v) protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;

(vi) measures for the benefit of armed forces veterans, war widows and their dependents, <sup>5</sup>[Central Armed Police Forces (CAPE) and Central Para Military Forces (CPMF) veterans, and their dependents including widows];

(vii) training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports;

(viii) contribution to the Prime Minister's National Relief Fund or <sup>6</sup>[Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund) or] any other fund set up by

## What can be done to improve CSR Spend on Elder Care?

1. All Senior Citizen Bodies have to get organized as a proper legal entity. Then prepare a proper Project Report based on the needs identified.
2. Meet the Management of the Donor Corporates. Submit clearly the concerns and the solutions you are looking for. Explain and show to Management that the spend on CSR is included in the Amended Schedule VII of the CSR Act .The report should state about the Organization and the implementation team.
3. Better concentrate on Corporates who are Elder Friendly. Meet them in delegation.
4. While we seek that Government should encourage CSR spend by Corporates on Senior Citizen Welfare, we are also aware that Senior Citizens have to come forward and get involved in various schemes Ministry of Social Justice & Empowerment has been rolling out for last few years.
5. Even if 3 - 4 percent of CSR is diverted to Elder Care programs, we could see lot of projects getting executed in 4-5 years' time.
6. AISCCON CSR Committee has been meeting virtually . Chairman Mr. Manohar Baharani did put in lot of effort during last three years even under Covid conditions.
7. Many recommendations of the committee were circulated to all the affiliated units of AISCCON. No positive result has been obtained on the ground. We have all to get involved at all levels.
8. AISCCON at HQ can take the help of well-known consultants in the field and prepare few model reports for Old Age Homes, Day Centers, Care Giver Training Institutes and other initiatives in productive ageing or in developing Silver Economy.

# Eligibility for receiving CSR funds

- As per CSR policy Amendments rules 2021 all forms of NPO ( Section 8 company, registered Trust or a registered Society need to fulfill the following three conditions :
  1. Have a valid registration under Section 12A and 80G
  2. Have established track record of at least 3 years in undertaking similar activities.
  3. Has successfully registered with Central Government by obtaining Unique Registration Number after filing Form CSR I



# Guidelines to NGOs seeking CSR Funding

- Associations & NGOs should understand CSR Act and Provisions for Senior Citizens Welfare.
- Map and understand the Corporate Donors in your area .Get in touch with concerned CSR /HR team .Convince the team about your right intent of welfare of Senior Citizens falling broadly under the Schedule VII.
- \* It is important to be clear about the resources, intended outcomes and impact of your proposed project.
- \* CSR can be implemented by :
  - 1 Direct implementation
  2. Implementation through NGO partners
  3. Joint implementation.
- \* NGOs need to have personal meetings with the CSR team.
- \* Better seek funds for project implementation rather than funds in cash.

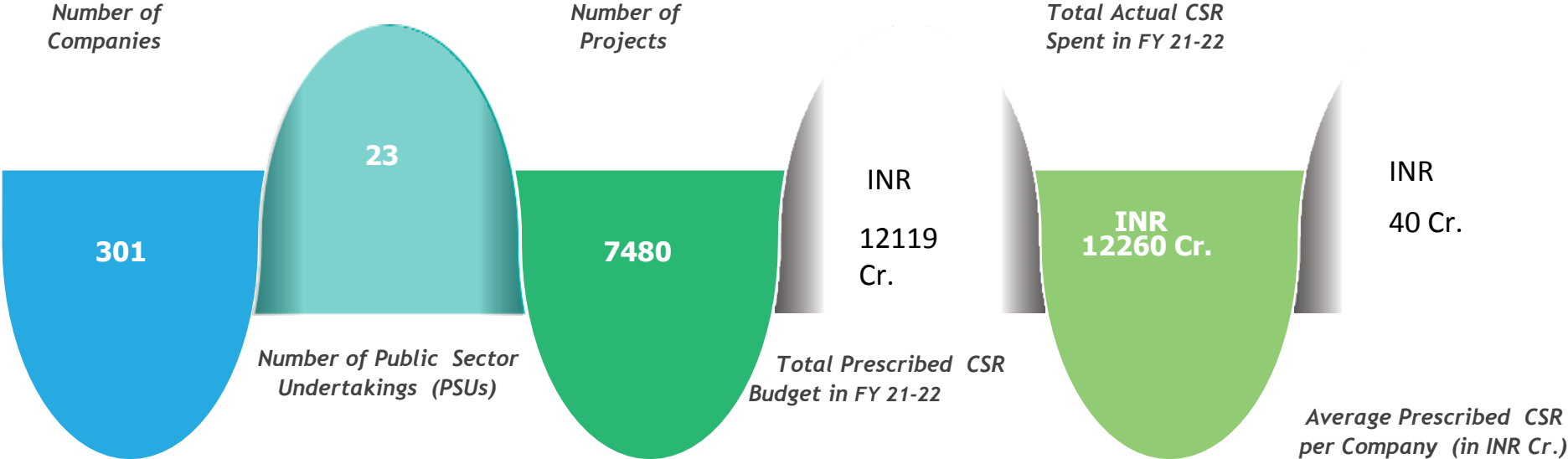
# 2022 India CSR

CSR Analysis of Large **301**  
Listed Companies (FY 2021-  
22)

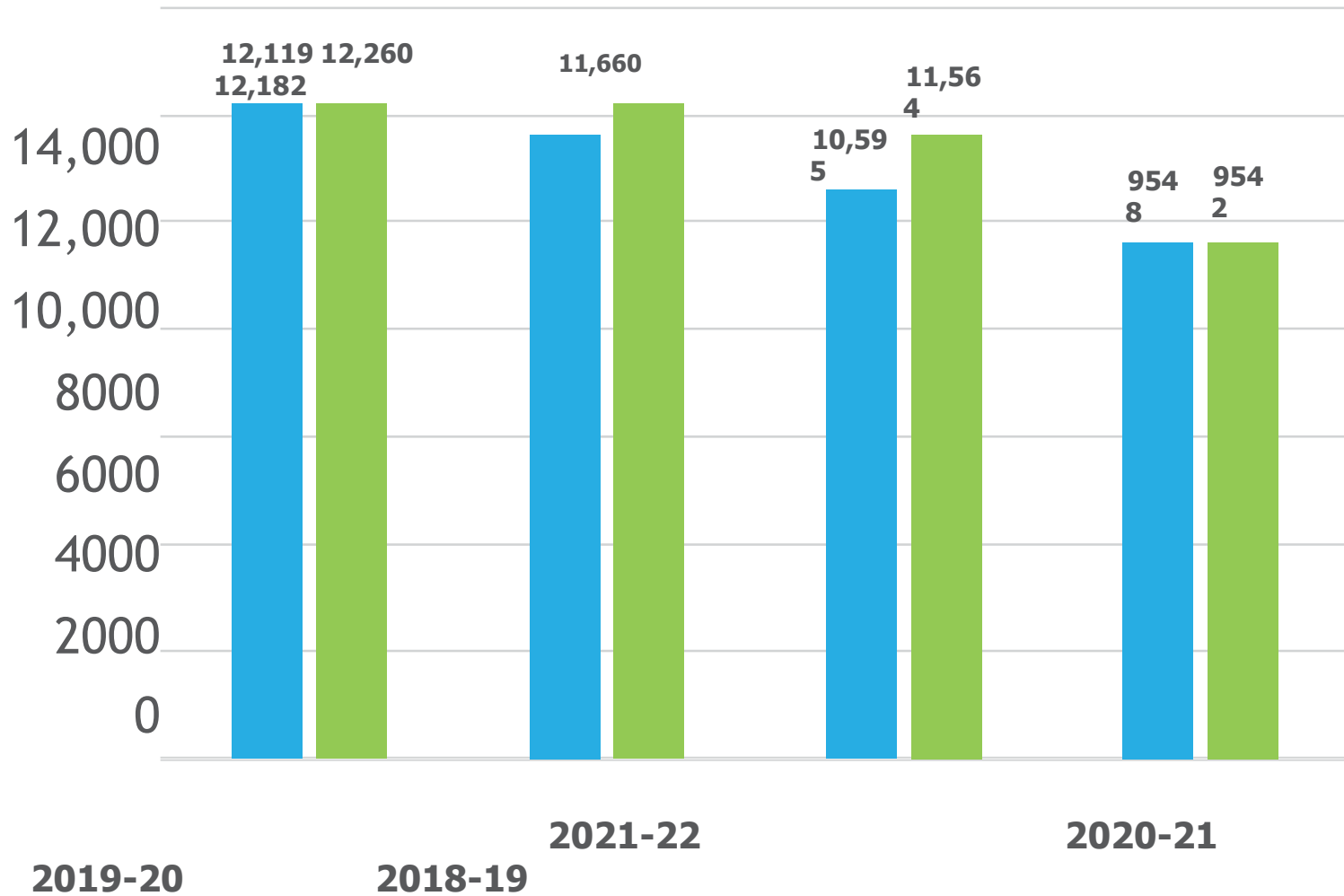
[www.indiacsrsummit.in](http://www.indiacsrsummit.in)

# Key Insights

## CSR in Numbers (FY 2021-22):



**Prescribed and Actual CSR Trends Analysis (Last 4 Financial Years) \* (in Cr.)**  
*CSR Trends Analysis (in INR Cr.)*



\*Note: The above trend analysis cover CSR fund of 301 companies or 90% of the same set of companies with focus on the financial performance.

## Top 10 Companies with Actual CSR Amount Spent

S.No	Name of Company	Actual CSR Spent (in INR Cr.)
1	Reliance Industries Limited	813
2	HDFC Bank Limited	736.01
3	Tata Consultancy Services Limited	727
4	Oil And Natural Gas Corporation Limited	457.99
5	Tata Steel Limited	405.97
6	NTPC Limited	356.72
7	ITC Limited	355.03
8	Infosys Limited	344.91
9	Indian Oil Corporation Limited	298.29
10	National Mineral Development Corporation Limited	287.33

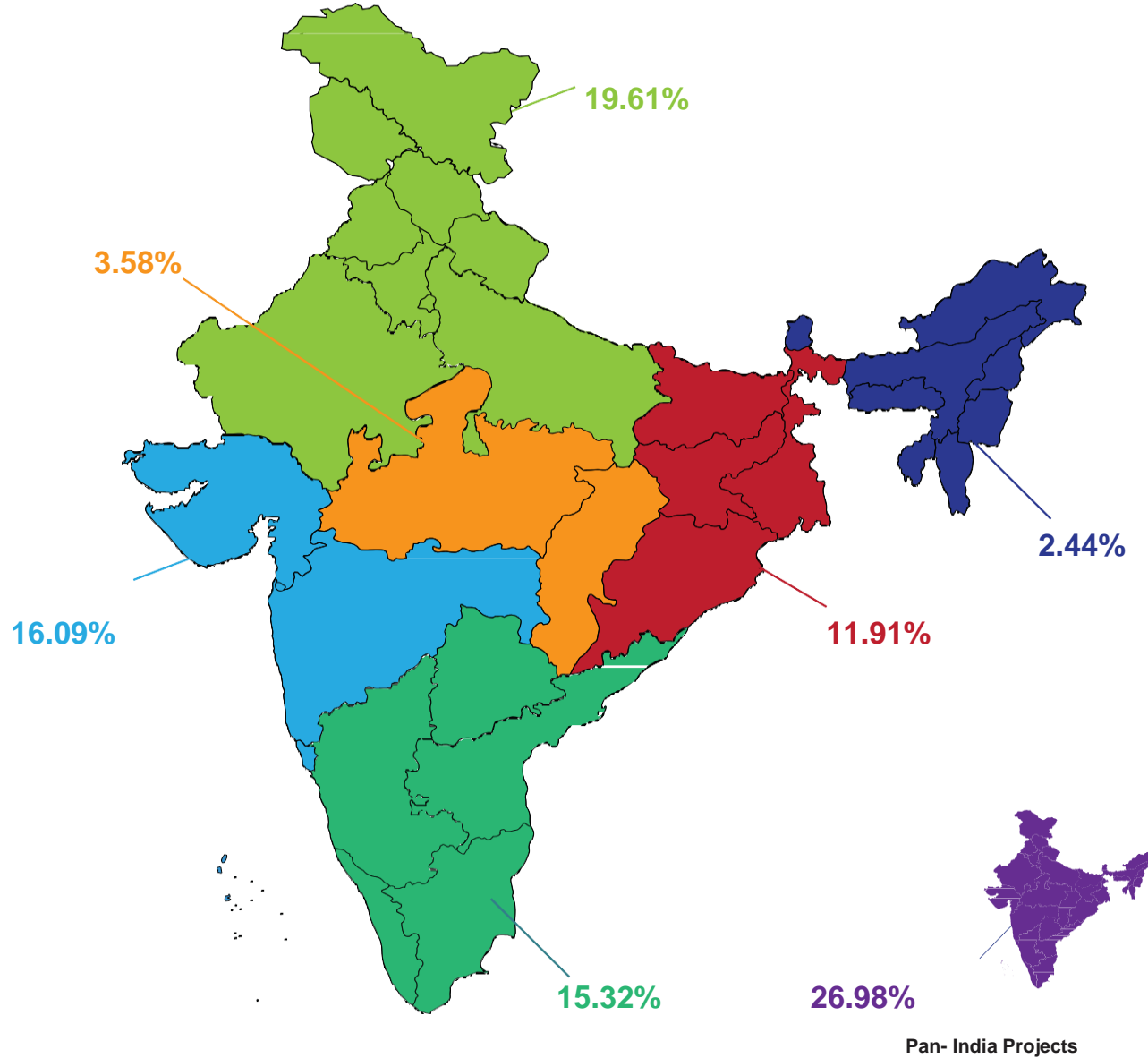
# Top 10 Companies Implementing CSR Projects in Aspirational Districts(by numbers of projects)

S.No	Name of Company	Number of Projects Implemented in Aspirational Districts	Type of Company
1	HDFC Bank Limited	98	BSE/NSE
2	Vedanta Limited	37	BSE/NSE
3	Power Grid Corporation of India Limited	33	PSU
4	South Eastern Coalfields Limited	30	PSU
5	GAIL India Limited	29	PSU
6	Hindalco Industries Limited	24	BSE/NSE
7	Mahindra & Mahindra Limited	20	BSE/NSE
8	Laurus Labs Limited	18	BSE/NSE
9	Rural Electrification Corporation Limited	16	PSU
10	Hindustan Petroleum Corporation Limited	16	PSU

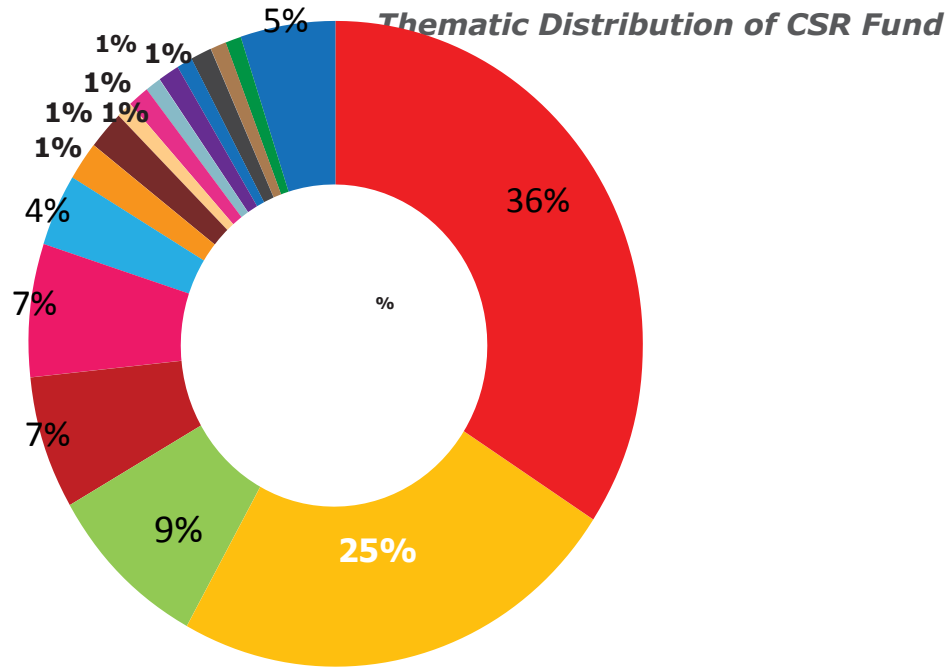
# Regional Distribution of CSR Fund

*Regional*

*Distribution of CSR Fund*



# Thematic Distribution of CSR Funds



- Poverty Alleviation, Healthcare and WASH
- WASH Education and Skills
- Rural Development
- Environment
- Sustainability
- PM National Relief and Other Funds
- Disaster management, including relief, rehabilitation and reconstruction activities
- Gender Equality, Women empowerment, senior citizens and economically backward groups
- Admin Expense
- Rural sports, nationally recognized sports, paralympic sports and Olympic sports
- Protection of National Heritage and health
- Technology incubators within academe
- Benefits to armed forces veterans, war widows
- widows Corpus Fund
- Others
- Slum area development
- Contributions to public funded Universities, IITs, National Laboratories and autonomous bodies



**Mr Baharani Chairman of CSR Committee felt that we must meet Association representatives and try to hand hold them with whatever knowledge we possess on the subject so that there is confidence in each association to identify the proper project for CSR funding. Base work can be done by the individual association and then they can seek some help from concerned agencies too. The proposal was approved by AISCCON HQ (President Mr. Bhadane and GS. Mr. Shri Hari). Mr Ramachandera and his team agreed to host the first workshop here in Secundrabad where we enjoy the blessings of our Patron Mr RN Mital who years before advocated for CSR for Elderly Care and has since been working on the subject.**

**Ministry of Social Justice & Empowerment had planned to appoint an Agency for Advocating CSR spend on Elderly issues. But as understood in the Ministry on 07/11/22 that tender did not materialize and Ministry is not yet in a mood to continue the effort.**

**While there is indifference prevailing in Society and In Governments regarding Senior Welfare but there is lot to do by Senior Citizens themselves. Once we take the first step, help from Persons / Corporate will definitely be extended**

**That first step is here today .**

**THANK YOU**