

CSR Committee - Welcomes you on an interim review briefing session for discussions, munching & wisdom building...leading to influence....  
CSR grants flow for senior citizens...and draw the road map to avail...

*MoSJ&E grants*

*Assist in process*

*Influence availability*

*CSR Funds*

*Pre-requisites and process*

*Thoughts for brain storming...*

*Execution & sustainability*

*Ingredients of the schemes...*

*Youth blending*

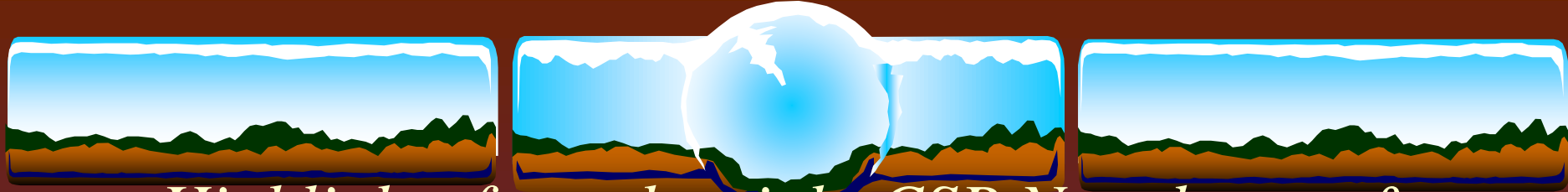
*Dampening of physical activities*

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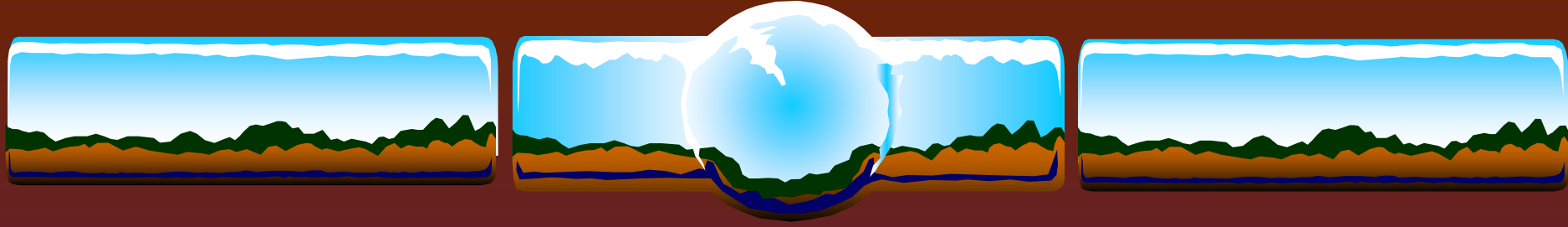
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*Highlights from the eight CSR Newsletters & December 2020 presentation available on AISCCON website....[www.aisccon.org](http://www.aisccon.org) under icon “CSR & News”*

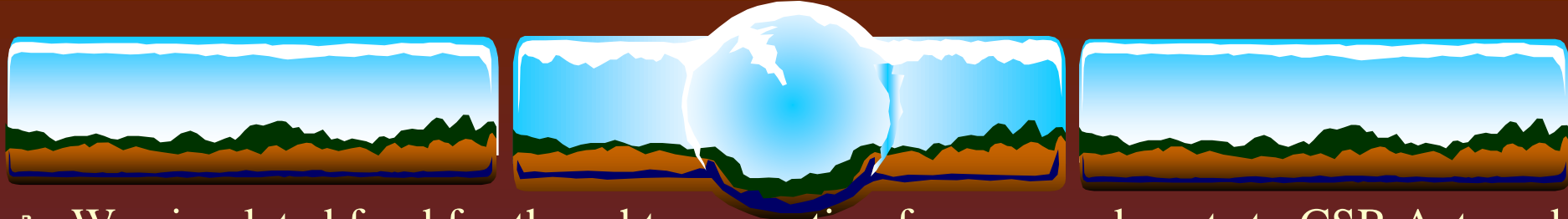
- ✚ During December 2019 to January 2020 we had discussions with various affiliated forums / federations and got good suggestions for schemes / insights into the ongoing praise worthy activities.
- ✚ We circulated in March 2020 the details of ten pre-requisites for seeking the MoSJ&E grants, inclusion by MCA in CSR the schemes of COVID19 & CSR project proposal making guidelines. (refer to 2nd CSR Newsletter).
- ✚ We had received an interim responses from Ludhiana and Rohtas to our request for mootng out a unique CSR project under AISCCON name; to overcome the barriers of limited financial outlay of each affiliated forums / federations. (refer to 3rd CSR Newsletter)



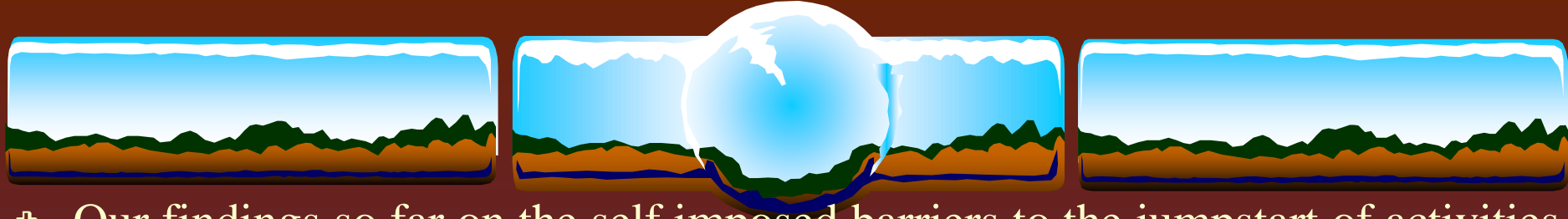
- ✦ A good number of suggestions / updates on MoSJ&E umbrella scheme, Schedule VII, Section 135 of Companies Act on CSR, HCL foundation scheme etc, surfaced during our Webinar meeting held on July 18,2020 (for details please refer to 4th CSR Newsletter).
- ✦ Sequel to conducting a webinar on Alzheimer's day; participants offered good leads for prioritising focus on the "mal-nutrition", "primary health" , "digital literacy drive", "old age homes", "elder abuse", "caregiver training" , "livelihood projects and more issues of concern to senior citizens in the rural domain.
- ✦ So far Chennai, Hyderabad, Goa, Vijayawada, Visakhapatnam, Ludhiana, Rohtas, Bilaspur, Udaipur, Indore have given interim responses, a few recommendations as well - however the formation of concrete proposals with clearly defined objectives and ownership on sustainable basis is long way ahead. The results of collective intelligence could be amazing too!!!



- ✦ We have immense pool of talents, working knowledge / diverse experiences. Many activities are underway for serving the seniors concerns. But in fragmented and isolated situations. We have immense potential to harness our collective ingenuity through MoSJ&E and CSR avenues. This seminar on Alzheimer's day (September 21, 2020) has been an attempt to synergise our complementary strengths for collective good of seniors - need for blending of youth was felt. (refer to 5th CSR Newsletter)
- ✦ December 19, 2020, we organised a briefing session for the central council members to take up further actions on submitting the online applications for MoSJ&E grants on various projects / programs by March 31, 2021. VIRRDD submitted an online proposal for Rs.17.03 lakhs to MoSJ&E.
- ✦ The leads from participants - proposals for taking up projects at AISCOON level (Dr. TVS Rao), (Shri R.N.Mital) & LTC, MHUs, OAHs, Physiotherapy...a finding emerged that we are primarily focussed on recreation / active ageing needs. Let us imbibe the spirit of service that is sporadic that too for temporary activities. (refer to 6th CSR Newsletter).

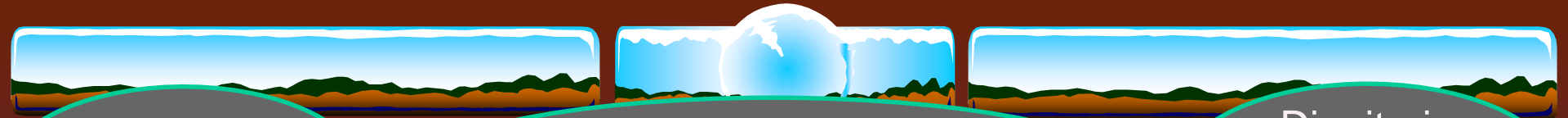


- ✦ We circulated food for thoughts emanating from amendments to CSR Act. and a proposal at AISCCON level to harness the treasure of indigenous medicinal knowledge amongst the senior citizens of rural / tribal / remote areas of India. Collective efforts by all affiliates in acquisition, compilation, peer review, consolidation can go a long way. (refer to 7th CSR Newsletter)
- ✦ Inspired by an encouraging developments in annual plan 2021-22 under Atal Vayo Abhyuday Yojana (AVYAY) scheme, CSR committee of AISCCON prepared a proposal dated April 30, 2021 on “Advocacy for CSR. There is a provision of Rs. 5 Crores for raising Rs. 250 Crore worth of CSR projects during 2021 - 22 i.e. 2% cap. Our proposal is aimed at raising the CSR funding in excess of Rs.18 Crores with a Rs.36 lakhs budget for Advocacy. It is awaiting approval of AISCCON management for its prudence before sending to MoSJ&E for securing the grant. We can share the details to desirous Federations for taking it forward at their level.
- ✦ Various provisions of an annual plan 2021-22 under Atal Vayo Abhyuday Yojana (AVYAY) scheme by MoSJ&E & Manodarpan scheme were circulated in 8th CSR News letter highlighting what could of interest to our



- ✦ Our findings so far on the self imposed barriers to the jumpstart of activities both in securing CSR grants from Corporates and from MoSJ&E are : appreciation for & addressing (a) blending of youth energy (b) limited financial outlays (c) containment from business as usual (d) harnessing collective potential (e) secrecy of our action - example: ignorance on credentials & prospects for affiliates from AISCCON's consultative stature with ECOSOC (f) brain storming (g) ownership of the programs / projects.
- ✦ CSR committee proposed deployment of two young officials as employees at AISCCON HQ. One from computer background and another MSW to take care of regular communications and keep pursuing all the activities that are required for securing CSR funds from Corporates / MoSJ&E & assist affiliates as well. The proposal continues to be under consideration.
- ✦ Like our ESHG, Vietnam has Intergenerational Self Help Clubs (70% elders and 30% Youth) ISHC. It is a nationally recognised and successful concept in operation for over a decade. They are able to secure good funding from International sources as well. Details can be shared with desirous affiliates.





Excellencies steering....

Professionals fructifying humanity aspirations

Dignitaries on wealth empire

Economically sound / sunk

Emotionally sound / sunk



Urban

Multi coloured social fabric of senior citizens marching to holy life transition

Rural

Earning livelihood lifetime

Welfare recipients...

70+80+90+

Living on charity in OAHs...

*Filter choice*

Living on charity under sky

Graceful...

sun shining minds, sun rising intellects, springs of joy, encapsulated within an ageing bodies, fastest growing now

Demanding



*Let us sail life by blending with youth to enjoy fragrance of the society of all ages...*

Sensors...



Emotions...

Perceiver...



*Explore the options of blending with youth  
be it Vietnam model (70-30) Intergenerational Self Help  
Clubs and / or Employ two young employees at AISCCON  
HQ and / or Networking with youth organisations and more*

Thinker...



Actions...

*Let us collectively work on select programs / projects*

Thoughts...

## Wisdom - Decision - Experience

**8 pillars : Social/Cultural, Food & income, Health & care, Community based services, Self help, Life long learning, Rights, Resource mobilisation & 13 characteristics watch at**


[https://www.youtube.com/watch?v=z6Q6wt6zB\\_8&t=229s](https://www.youtube.com/watch?v=z6Q6wt6zB_8&t=229s)

<https://www.youtube.com/watch?v=z724I9kakRc&t=342s>

*The “Present” is “Dynamic”...*

**Be the driver of Change....or...catch up with the Change...**



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- Let us assess our resources, pre-requisites, plans, decide on the route for grants - CSR and / or MoSJ&E, ownership, sustainability, youth blending...
  - Prospects / implementation of our proposal for employing two young graduates (one each with computer & MSW backgrounds).
  - Prospects of sending the CSR committee proposal of Rs.36 lakhs to MoSJ&E seeking grants to facilitate raising Rs.18 Crores worth proposals
  - Federations to come forward for taking up new the CSR projects at AISCCON level

*Sense...*

*We look forward to collective synergy of thoughts leading to prudent actions and enjoy the amazing outcomes.....*

*Think...*

*Act...*

To work for the society of all ages...let us explore the prospects of blending with youth

Due diligence is required to select the focus areas



*Best Wishes...  
Manohar*