

## Final Report of CSR Advisory Committee for AISCCON - 2019-2022 Term

On behalf of AISCCON CSR advisory committee, comprising S/ Shri MK Raina (Chairman), TV.Hanumantha Rao, Sarvesh Gupta, Suresh Palgay, Ms Pushpalatha Yelisetty, Dr. Deepak Bhattacharjee, NT Narekar, I Manohar Baharani, Secretary take the pleasure of placing the final report of CSR Committee in AISCCON EC meeting held on June 05, 2022 in Hyderabad. The purpose of this report is summarise our efforts and hand over a baseline of activities for take off by the upcoming CSR Committee after September 2022 i.e the term of present committee.

CSR committee began its voyage from the first takeoff meeting held in Mumbai on January 10, 2020. Preparatory to the meeting; we sent messages to a number of affiliated organisations and held telephonic discussions with Mr. Diogo M Da Costa, Goa, Mr. C.W. Deoras, Bilaspur, Mr. Madan Mohan Prasad Sinha, Rohtas, Mr. V. Narayan Murty, APSC, AP, Mr. Girish Chandra Vardiwale, Vadodara, Mr. Dinesh C Desai, Surat, Mr. Mallappa S Mudakavi Belgavi, Mr. KNK Nambudiri, Kollam, Mr. Arvind Jain, Ujjain, Mr. Krupasindhu Sahoo, Bhubaneswar, Dr PK Das, Bhubaneswar, Mr. SP Karkare Ludhiana, Mr. HS Mand Mohali, Mr. Bhanwar Seth, Udaipur, Mr. Shankar Lal Somani, Bhilwara, Mr. D Rajasekaran,, Chennai, Mr. B. Omprakash, Hyderabad. Mr. BB Dixit, Jhansi and Mr. I S Puri, Chandigarh. These interactions provided us a good insight of their ongoing activities in CSR domain and immensely contributed in drawing up our road map.

We began with the twin objective namely (1) identifying the avenues and implementing CSR projects under AISCCON portfolio (2) performing as a catalyst / facilitator for affiliated senior citizen forums, associations and federations. The first initiative was to start a bi-monthly newsletter for dissemination of information / CSR updates and maintain interactions. These news letters are being sent through email / Whatsapp regularly and readily available for downloading from our website [www.aisccon.org](http://www.aisccon.org).

The second initiative was holding a bi-monthly meeting amongst us. Due to COVID19 our plans of meeting at Vijayawada / Mumbai / Shirdi / Udaipur did not mature, but we resorted to well structured virtual meetings through Webinars. The salient outcomes of our meetings are also outlined in the newsletters. So far we have released 11 editions of CSR news letters, one interim review and one presentation on CSR. All these documents were sent to EC / CC members and are also available in our website [www.aisccon.org](http://www.aisccon.org) under the icon csr&news. These could be downloaded from our website. The final 12th edition of CSR Newsletter shall be released by us on June 30, 2022. During subsequent three months of our term we shall be available for any consultative process that AISCCON affiliates would like to have with us. Some of the highlights of our efforts are summarised below:

- ❖ 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.
- ❖ We have immense potential to harness our collective ingenuity through MoSJ&E and CSR avenues. 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 AISCCON 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 affiliates.
- ❖ 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.
- ❖ In the 9th CSR Newsletter we circulated the points that may be looked into by the Federation / Associations for funding under CSR projects. This edition of Newsletter also brought out the projects / programs that came into pipeline during the preceding 22 months of deliberations besides giving an insight into the avenues of relevance under AVYAY scheme of Government of India.
- ❖ 23.12.2021 has been the most vibrant CSR meeting, the record notes of the same are available in 10th CSR Newsletter. Besides a number steps the leads to the following emerged:
  - Plan holding AISCCON annual conference next year in Mumbai to attract CSR funding.
  - Plan a ten member AISCCON delegation to meet the Presidents of CII and FICCI.
  - Propose Webinar arrangements licence for AISCCON costing about Rs. 18,000 per year.
  - Organise a 3-4 days training for affiliates in our HQ for awareness on CSR avenues.
  - Propose engaging outside consultants for making CSR proposals for affiliates.
  - Propose that AISCCON takes up one or two projects at National level.
  - Organise a consultative process to frame out 4-5 proposals for meeting with CII / FICCI
- ❖ Ministry of Social Justice & Empowerment and Ministry of Corporate Affairs have been upbringing new initiatives, some of them at variance with just the welfare schemes. In the 11th CSR News letter dated March 31, 2022, we brought out the details of National HelpLine 14567 for elderlies and the access to the resources it offers, changes brought out by MCA for CSR, AGRASR

scheme for social reconstruction, SAGE for startups, SACRED for employment of senior citizens. Majority of them are good catalyst / drivers of active ageing.

The third initiative by CSR committee has been enhancing the interactions with affiliated organisations. Here our findings are as follows:

- For taking the CSR projects under AISCCON banner; we found that each of the affiliated organisation is having very limited financial outlay including AISCCON. Normally CSR donors look past at the past three years financial indicators. Therefore we tried to explore the possibility of preparing a project with combined efforts / credentials of affiliates. Here out of 42 affiliates, we got just two interim responses. Therefore there is dire need to retrospect.
- As we all know; majority of CSR funds are diverted to COVID19 / PMCaes. We circulated the detailed information on the grants of Ministry of Social Justice for this year and 2021-22. For next year the applications were to be made online by March 31, 2021. This is an opportune time to complete the formalities of registration with Ministry / Niti Aayog and prepare the project proposals. We did offer the assistance to forums in Chattisgarh, Goa, AP, Punjab, Bihar, upon requests. Guidelines for registrations / preparation of proposals are available in our Newsletters.
- CSR donors normally look forward to the project sustainability; after the initial grants; and this calls for a detailed study and compilation of details. We circulated the formats for preparing the required informations. As of now AISCCON and most of the forums are working on self help concept. Being senior citizens; we are of the opinion that youth energy needs to be blended in our efforts. By having minimum two full time young employees in AISCCON (one for office work in digital environment and another MSW background) to support all the affiliated organisations; besides AISCCON activities; amazing outcomes can emerge in the foreseeable future; we believe.

In this process we also facilitated webinars for all the EC & AGM meetings besides three webinars on other subjects; one for "Living Will" on January 13, 2022, second Alzheimer day September 21, 2020, third through NNDC-IF on October 05, 2020 and third . These were participated by many forums across the country. Besides receiving the kind words of encouragement, got good suggestions as well. These include organising such Webinars on a regular basis; particularly addressing the topics of concern for senior citizens in rural India. We continued to focus our activities and review at regular intervals aimed at knitting a good fabric with affiliated organisations to attain results with collective efforts for common good in the measurable and quantifiable mode.

The recommended next steps are:

- Continuing the nurturing of collective ingenuity of affiliated organisations.
- Blending youth energy in our efforts for fructifying the endeavours.
- Making use of the our Consultative Stature with UN-ECOSOC.
- Taking license for conducting uninterrupted webinars.
- Attract CSR funding through ASCCON annual conference.
- Plan a ten member AISCCON delegation to meet the Presidents of CII and FICCI.
- Organise a 3-4 days training for affiliates in our HQ for awareness on CSR avenues.
- Engage outside consultants for making CSR proposals for affiliates.
- Endeavour for AISCCON taking up one or two CSR projects at National level.
- Organise a consultative process to frame out 4-5 proposals for meeting with CII / FICCI

Thanks for patient listening.....

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