



Committee Members

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Dr. Deepak Bhattacharjee, Dr. GVV Uma Maheswara Rao & NT Narekar,
IM Bhalla President & TPR Unny Secretary General (ex-officio)*

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From Secretary's Desk...

Dear Fellow Kind Hearted Senior Citizens,

Greetings to enjoy your unique lifestyle by being blissful. Embosom Nice Thoughts. Respecting the scientifically derived timeline of our bon voyage round the sun...let us say Namaste - Good-Bye - Auf Wiedersehen - Dasvidaniya - Alvida to 2021...and aspire for the dawn of New Year 2022 to craft an amazing new social fabric in the real world. Best wishes for maintaining good health & leading an excellent life ahead. We all have attained the grey hair stature; by acquiring skills and rendering competent services in varied fields for over three to five decades that is unique to each one of us. Just on attaining a time scale of 60 years from the date of our entry into this amazing world; the Indian society has conferred on us the "Senior Citizen Stature" without any pre-requisites on qualification, competency maturity tests and / or any efforts. Let us therefore enjoy the privileges attached to our stature in getting the prioritised services, additional interest rates on our deposits and more as a part of inter generational gesture of good will...

We facilitated through Webinar AISCCON's EC and AGM on November 29th and 30th, 2021 that witnessed a series of decisions for the growth and prosperity of our confederation. Tata Trust , Technical Service providers to National Helpline for Elderlies 14567 have also approached AISCCON for suitable intervention in this endeavour. For details please see the website <http://elderline.dosje.gov.in/>. Encouraged with these developments, CSR Committee organised its meeting on December 23rd, 2021 that had gracious presence and participation of the President, Past President, Secretary General and Shri R.N. Mital, the founder of CSR activities in AISCCON. The record notes of discussions are in this Newsletter. All the affiliates, EC, CC and members are requested to kindly go over the minutes and let us know your comments / inputs by January 09, 2022; particularly on the carrying forward the following proposals:

- **Plan holding ASCCON 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**

Besides above; advent of pandemic suspended many activities during past two years. Even the annual conferences couldn't be held. We consider it prudent to place a request to AISCCON HQ to process the case for same committee to continue for another term 2022-2025 so that the fruits of decisions taken / road map drawn could surface on the ground. AISCCON Bylaws has provision to serve upto two terms continually. The above proposals and further inputs from your end, we shall be placing the consolidated agenda in the forthcoming EC meeting scheduled to be held in Mid January 2022. Your valuable inputs shall go a long way in taking the steps forward and fructifying the above proposals. Thanks. Best wishes.

Cordially yours...

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Record Notes - AISCCON CSR Committee Meeting- 23.12.2021

Participants: S/Shri Inder Mohan Bhalla, President, TPR Unny, Secretary General, DN Chapke, Past President, RN Mital, Honourable council member, CSR Committee - MK Raina, Chairman, Dr. GVV Uma Maheshwara Rao, Member, Sarvesh Gupta, Member, Suresh Palgay, Member, and Manohar Lal Baharani, Secretary. The following agenda was sent to all the members and AISCCON HQ on December 18, 2021.

1. Review the past 24 months efforts / outcome / further course of action for the next year.
2. Discuss the methods to encourage affiliate organizations for effective participation in CSR.
3. Discuss the process to avail the needed support from AISCCON HQ on CSR committee proposals.
4. Discuss the possibilities of a CSR Committee members personal meeting in March 2022 / Venue / Dates.
5. Discuss the specific tasks that the CSR Committee can take up for more effective results on the ground.

The meeting was held on December 23, 2021 starting at 5 p.m. through a Webinar, continued for two sessions of 40 minutes with the gracious presence and participation of President, Past President, Secretary General and Shri RN Mital, senior most honourable council member. The meeting commenced with an encouraging address by the President Mr. Inder Mohan Bhalla. President stated that various committees were formed of which CSR committee has been most active circulating useful information to all the affiliates and doing an excellent job with best efforts in the given circumstances. President mentioned that he has been going through the minutes of CSR committee meetings and the Newsletter which made him happy about the functioning of this committee.

Mr. Raina, Chairman, mentioned that CSR in India made a jubilant start in 2014 raising the funding to the tune of Rs.24,000 Crores in 2019-20. Thereafter in pandemic era it fell down to about Rs.9000 Crores in 2020-21. However in 2021-22 CSR act provisions are being pushed at the Board level of Corporates through separate meetings which is a good sign of revival. Institute of Company Secretaries of India has responded to Frequently Asked Questions, by compiling in a 34 page CSR book that is worth going through and is available on google. Schedule 7 of the Act includes elderlies care. Mr. Raina recommended the need to focus our efforts with leading contributors to CSR funding, namely Reliance, Tata, Infosys, ITC, HZL, HCL, Mahanadi Coal Fields. Mumbai, Delhi, Bengaluru, Kolkata, Dehradun, Hyderabad, Chennai, Cochin are some prominent cities where the Corporates needs to be approached. Maharashtra, Gujarat, AP, Karnataka, UP, Rajasthan, Haryana, MP are the vibrant States. As of now mostly CSR funds are going to health and education sector. CSR Committee is also available to associate with Tata Trust for National Helpline 14567 for senior citizens.

Responding to address by Mr. Raina, President Mr. Bhalla made suggestion that most of the industrialist having base in Mumbai, ***we should plan holding ASCCON annual conference next year in Mumbai.*** With that, he expressed firm conviction that we can attract corporates houses for funding support to senior citizens under CSR. We can convince them by explaining our role in building this country in our productive age and influence them to come for the welfare of elderlies. There is a perception of high cost of arranging the annual conference in Mumbai. But that can be managed at optimum cost as we will be able to do it with the help of State Government and we can get free auditorium, hostels where the senior citizens from villages can come and stay on no charge. This should be pursued for fructifying with collective consensus.

Thereafter Mr. Manohar Baharani took over the proceedings in the seriatim of the agenda for the meeting by sharing a presentation through power point slides. Commencing with the two routes of getting funding; namely MoSJ&E grants and CSR from Corporates, Manohar informed that MoSJ&E grants have a number regulations, fixed frame work, conditions, grant value etc., and affiliates have to find ways to fit into the framework stipulated by MoSJ&E for specific areas of grant support and for Corporates the major concern is to influence them offer grants for senior citizens concerns as mostly they are giving to health, education and other sectors. It was informed that :

- ❖ CSR Committee regularly circulates NewLetter with highlights on MoSJ&E, CSR and related information. Details are available in AISCCON website www.aisccon.org for downloading. Summary of 22 months efforts was briefed to CC in September 2021 and available in NewLetter No. 9. Earlier CC was also briefed in December 2020 on the funding prospects and application preparation guidelines for MoSJ&E and CSR from Corporate sector.
- ❖ Noticeable outcomes are, Haridwar, 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. Rs.17 Lakhs MoSJ&E - VIRRD is the only proposal reached to MoSJ&E in March 2021. Efforts by Dr. RK Sharma, (MHU), Dr. TVS Rao (Geriatric / Palliative Care - Rs.2 Crore), Mr. Chidamra Rao, LTC in rural and many more are in the pipeline - reinforcing CSR Committee Proposal to have two young employees in AISCCON HQ.
- ❖ 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.

The two main findings of these 24 months efforts and outcomes were that majority of affiliate organisations are satisfied / complement with their own empire; finding it difficult to even invest ten percent of their time / energy / thoughts for intermingling with other affiliates and / or AISCCON CSR Committee for consolidating collective wisdom. Another finding is that for inching forward proposals development, preparation and followup youth energy is required to be engaged and that why CSR committee had proposed to AISCCON HQ to consider employing two young employees, one from MSW and another from MCA background. With 13 Advisory committees, and large number of affiliates there is huge amount of preparatory work that will keep the young employees fully loaded.

- ❖ 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.
- ❖ Limitations on the followup that is needed to fructify the endeavours...need for presence in Delhi is strongly felt...
- ❖ Networking with decision makers in the Corporate Houses, CII, FICCI, EEPC and related organisations at State Level for influencing CSR funds for senior citizens concerns.

Mr. Baharani summed up the agenda points with a request to consider youth blending, employing two young employees at HQ, offered the details of Vietnam's model of Intergenerational self help groups (70% elderlies + 30% youth combination) to desirous affiliates, forwarding CSR Committee proposal of Rs. 36 lakhs to MoSJ&E before March 31, 2022 and sought the guidance / further advice from the senior dignitaries in the meeting.

Mr. Sarvesh Gupta from Haridwar informed that they met the manufacturers association and requested for 500 sq. m. land to develop a Day Care & life long learning centre in the upcoming industrial area. Mr. Gupta mentioned that the request was sportingly received and they are hopeful of getting the land allowed on subsidised rate soon after the plotting of area takes place.

Mr. Inder Mohan Bhalla, intervened and made a proposal that once the pandemic concerns are over, omicron in particular, ***we shall plan a ten member delegation to meet the President of CII and President of FICCI and seek their support in what ever are our areas of concern. We shall work out 4-5 agenda points in simple form where we can get instant responses from CII and FICCI who have a very large pool of resources on their command and having access to utilise once they are convinced of the objectives.*** This action plan is to be implemented once the normalcy in movements is restored. Shri RN Mital strongly supported the move of President Shri Bhalla and added that Mr. Bhaskar Chatterjee is the person facilitated entry of CSR in Government. In his meeting with Mr. Chatterjee and other dignitaries Shri Mital informed that generally the Corporate houses are unaware of the needs of senior citizens and therefore we should push our concerns to them by ***meeting dignitaries like Mr. Bhaskar Chatterjee (who is now with Vedanta Group for CSR) and other who could do a lot for AISCCON*** with the amount of funds at their disposal. Shri Bhalla made note of it and advised to put this in record.

Mr. Suresh Palgay pointed out to include Haridwar in the list of cities proactive with CSR committee, suggested that we should activate relations with companies who are inclined towards senior citizens concerns like ITC and Wipro. Shri Suresh appreciated the need for youth blending and mentioned that they had a gathering on November 14, 2021 and trying to sensitise the youth by making specific programs for schools and colleges in Haridwar. They have identified Munjal and DPS Schools in particular for this. As an when further developments takes place Shri Suresh assured to keep the CSR Committee informed on updates.

Dr. GVV Uma Maheshwara Rao informed that the situation in old age homes in pandemic has been quite serious for paucity of funds. He solicited funding to the tune of Rs. 10 lakhs / old age home to cater to needs of about ten inmates. Mr. Baharani informed that Dr. Rao had only one sketch of the building and not supported by any plan to establish the sustainability of the operations of OAH. Request was also made to Shri Hanumantha Rao and Dr. Deepak Bhattacharjee to come forward for assistance on this endeavour. Shri Raina informed that Shri Hanumantha Rao is travelling today so not able to join. Dr. Deepak though had confirmed but could not join the meeting. Accordingly ***Dr. GVVUM Rao was requested to establish the contact with Dr. Deepak Bhattacharjee for furtherance of endeavour.***

On the issues raised by Shri Baharani while soliciting support from AISCCON HQ, Secretary General Shri Unny clarified that the proposals are under considerations. However due to internal issues of complaint to Charity Commissioner by one of our affiliates, the proposals are pending. Shri Unny stated that the matter is getting resolved by 1st week of January and ***by middle of January the CSR committee proposals shall be placed in the Executive Committee meeting for their approval and further action of taking up with MoSJ&E.*** On the need of registration under Section 8 of the Company's Act, the apprehension of Shri Unny was clarified by Shri Raina that it is not required now and we can go ahead.

Mr. DN Chapke, Past President expressed happiness on the working of CSR Committee and stated that though pandemic and legal issues have affected working we shall soon take the work forward. Mr. Chapke mentioned that ***we should spend the money we have including for taking Webinar arrangements licence costing about Rs. 18,000 per year so that continuous meetings could be held. Shri Chapke recommended that for those affiliates who are interested in CSR, we should organise a 3-4 days training in our HQ where the staying facility also exist.***

Mr. RN Mital explained that most of the affiliates are not equipped to prepare the project report with data / information that is required by Corporate houses and AISCCON HQ should create a facility for assistance in this regard. Shri Baharani described the background efforts done in this direction for engaging two employees. Shri Sarvesh Gupta mentioned that with the prohibitive cost of full time young employees, ***we could think of engaging the Consultants. This was supported by the President and Past President. Secretary General also agreed to this line of action. Shri Baharani mentioned that the proposal of Dr. TVS Rao for Rs. 2 Crores CSR fund could be the first one by taking Dr. Rao into confidence. The cost of consultant is to be shared by affiliate and AISCCON.***

Mr. R.N. Mital recommended that besides individual affiliates coming forward for the project, ***AISCCON at its level should take one or two National Projects.*** We have 1850 registered old age homes and most of them are lacking the basic facilities; crucial one is toilets. AISCCON Trust could consider enhancing its resources and take up this. Another could be Day Care in the walking distance of about 10,000 seniors in the vicinity. In this case the earlier experience could not fructify due to limitation on raising of the funds to the tune of Rs.60,000 per month for running cost of the Day Care. Shri Raina mentioned that this could be one of the agenda for meeting CII / FICCI. Shri Savesh Gupta mentioned to circulate the check list to affiliates before going over to the Consultant.

Finally, on the query of Mr. Baharani, President Mr. Bhalla stated that all these points (marked in bold & italics) should be proposed as the recommendations of CSR Committee. These shall then be placed in the next executive committee meeting for their approval. Thereafter taken up for the implementation cycle to see the results on the ground soon.

Meeting concluded with a positive note and warm greetings for the upcoming New Year.

Brief guidelines for developing CSR projects:

The following inputs are normally envisaged in a project proposal aimed at convincing the Corporate houses to grant funding under their Corporate Social Responsibility domain:

1. Personal information, brief profile & contact details of the Head of the organisation & key personnel involved in the ongoing activities of the Federation / Association.
2. Organisation details i.e. name, date of registration, nature of organisation, (whether Charitable Trust, NGO, Section 8 - not for profit company or any other), city, brief on past experiences , achievements and current activities, current sources of revenue for undertaking the ongoing activities (from donors / volunteers / government support etc.,). Preceding three years statement of accounts.
3. Problem statement ; key drivers to resolve the concerns of elderlies in the region ; proposed strategy. The issue should have impacts on social fabric in quantifiable / measurable terms.
4. Project details - the facilities, implementation methodology, agencies in the implementation, organisation supervising the implementation, commissioning, taking over and project life time operations. The project ownership until its life cycle including sustainability is to be established.
5. Financial Analysis : For project implementation & operation, sustainability for project life cycle.
6. Meeting donors concerns for funds getting utilised in trust worthy, transparent and credible manner for the intended purpose, progress reporting on implementation and social impact analysis / benefits. Donors may have some specific guidelines on the reporting formats.
7. Credentials of the promoters of the project & organisation like past awards / certificates, recommendation letters from dignitaries, bank statements, home work done (like field survey / back up offers obtained for project implementation etc.,)

Associated Federations /Associations may find above checklist useful. Comments are welcome.

Food for thought under AVYAY & further actions by all the Affiliates:

The Ministry of Social Justice & Empowerment notified on March 31, 2021 an Action Plan for the financial year 2021-22 under Atal Vayo Abhyuday Yojana (AVYAY) (A Centrally Sponsored Scheme for welfare of Senior Citizens). The eleven page notification covering various schemes worth Rs. 533.81 Crores were studied by CSR Editorial Board and then discussed it on digital platform on April 23, 2021. We also prepared a proposal to seek one assignment for catalysing CSR funds in favour of Senior Citizens and sent it to AISCCON HQ on April 27, 2021 for further action. The brief details of all the schemes notified are available in our 8th CSR Newsletter.

1	Promoting Silver Economy Budget Rs. 20 Crores SCWF	This is most innovative step of the Action Plan. Promoting Silver Economy. The affiliates may discuss and come out with an interesting plans / projects. Examples could be Senior Citizens getting into teaching the moral science and other subjects to Youth.	CSR Committee is available for one to one brain storming sessions on this through digital platform
2	Catalysing CSR funds for senior citizens through Corporate Houses. An advocacy route having the budget of Rs. 5 Crore to raise Rs.250 Crore projects during the year 2021-22 under AVYAY scheme.	To influence the Corporate Houses for giving more CSR grants for the concerns of Senior Citizens. Rs. 5 Crore is the funding to be spent in catalyst efforts for raising CSR funds to the tune of Rs. 250 Crores during 2021 - 22	CSR committee willing to share its proposal to any desirous affiliates upon request.

Editorial Board

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