

Corporate Social Responsibility – A Partner in Development

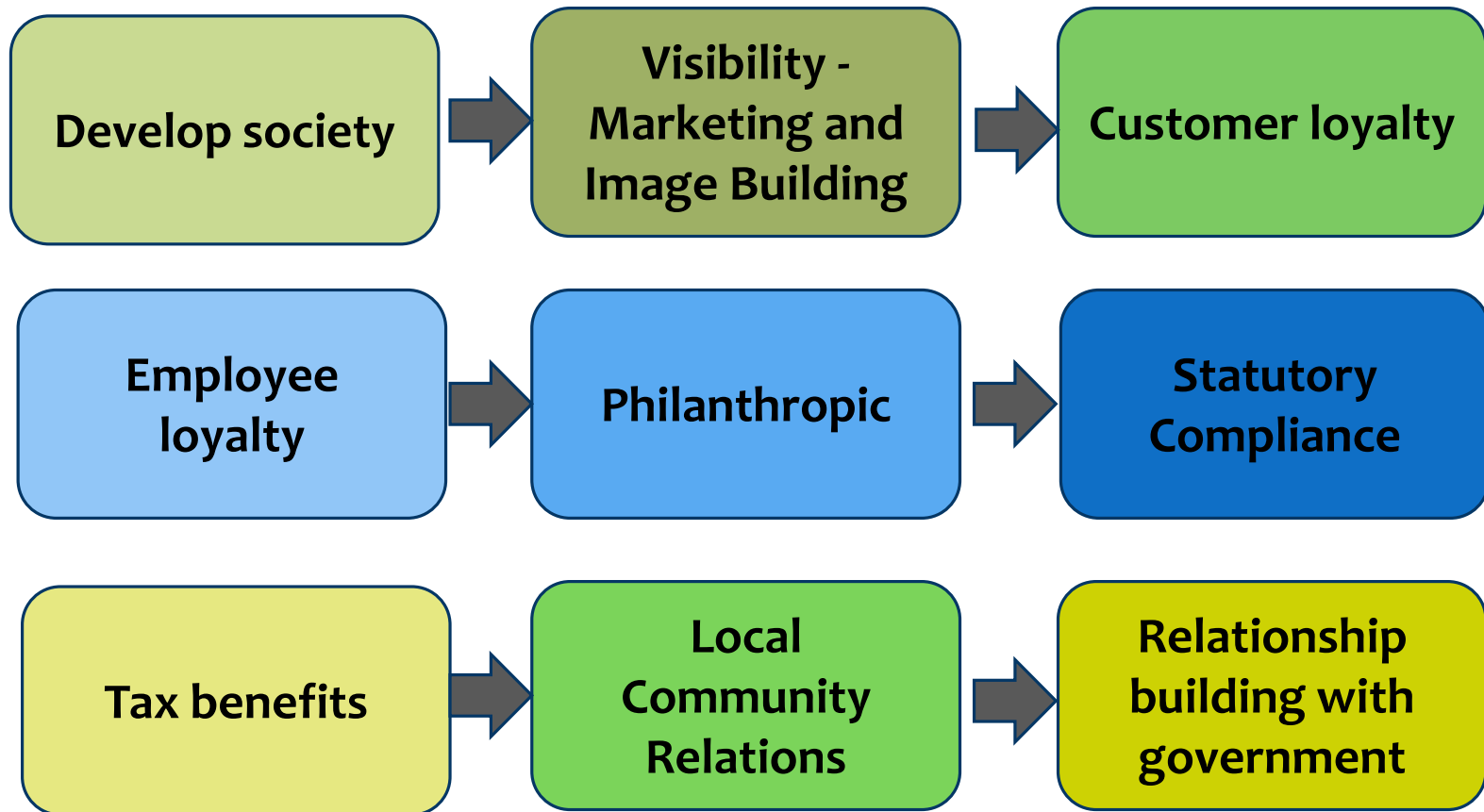
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Understand Motives of Companies for CSR



What do corporate look for in NGOs?

- * Sector – Objectives matching
- * Work and experience – through reports, team
- * Financial Audited report – size of projects managed
- * Need assessment of community
- * Program Activity and Budget
- * Outcome and Result – Change in Society / Problem solved



What do corporate look for in NGOs?

- * Monitoring and Evaluation
- * Community contribution / participation
- * ROI – Invest in projects that are Sustainable
 - * NGOs need Sustainability Plan
 - * How will NGOs manage program after funding period?



COMMUNITY AS PART OF CSR



What Corporate Do Not Approve?

- * Religious based programs / activities
- * Charity activities – Free distribution of services / goods
- * Non – Professional approach

Religious based programs



What NGOs Lack?

- * NGOs do not have compliance documents
- * NGOs do not have documents to showcase work
- * Trustees / NGOs lack professionalism
- * NGOs lack visibility



Match Finding – NGO & CSR Funds

- * Study the donor
 - * Objectives of donor company
 - * Sectors supported
 - * Previously funded projects
 - * Geographic area
- * Build relation with Corporate through communication
- * Build skilled team – Planning, marketing and public relations, social media management, administration
- * Compliance – tax filing, annual activity report.



Navneet in Social Development

- * Navneet has been actively contributing to social development since 4 decades
- * Focus – Education, Health, Animal Welfare, Sports Development, Tribal Development and disaster rehabilitation
- * Guiding Value of Navneet

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What happens to Proposals at Navneet?

- * Primary assessment – objectives, work, proposed activity, geographic reach
- * Presentation of shortlisted proposals at CSR Committee
- * 1st Round approval
- * Visit to NGOs – Ground reality check
- * Presentation of Visit Report
- * Committee approval
- * Compliance – reports, documents, agreement



NGO Partnership – Work together

- * Quarterly visit
- * Mid term report
- * Evaluation report
- * Impact assessment



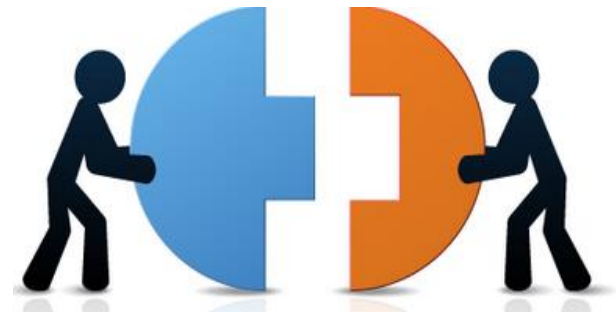
Navneet Corporate Partnerships

- * Navneet implements CSR projects of Corporate
- * Provide Need assessment to Corporate
- * Post implementation monitor quarterly
- * Provide mid term reports
- * Evaluation report at end of year
- * Impact assessment



Build Bridges

- * Corporate need social partners
- * NGOs need resources to develop society
- * Moving Corporate from Donor to **Partners in Change**





THANK YOU



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