

CORPORATE  
SOCIAL  
RESPONSIBILITY

**BLUEPRINT**

STRATEGIC BLUEPRINT OF CSR METHODOLOGY



**SERIES : BLUEPRINT**

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**[SOCIOSTARK.COM/PUBLICATION](http://SOCIOSTARK.COM/PUBLICATION)**

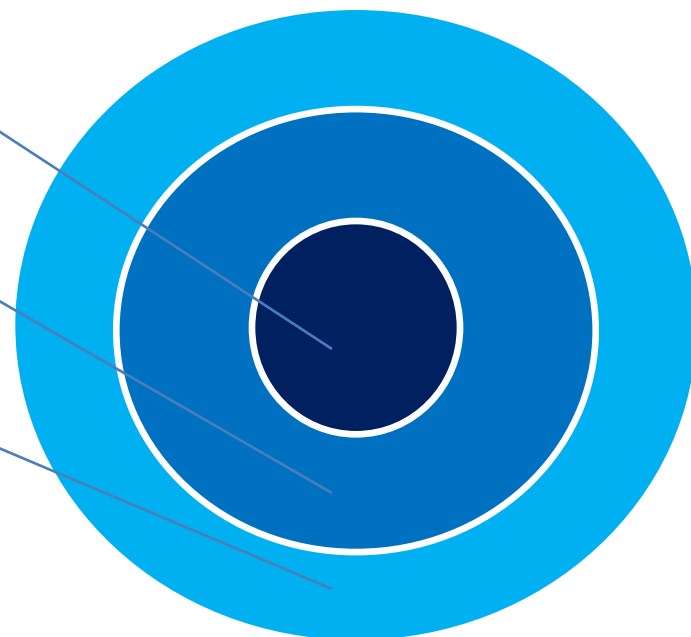
## DECIDE CSR INITIATIVE PRIORITIES AS PER BUSINESS & SOCIETY

- PAP/PAV/Peripheral Villages/External areas.
- Single Sector/2 or 3/Some/All.
- One Time/Short Term/Long Term.
- Total Investment by Company/Participation with Govt./NGOs
- Awareness/Capacity Building/Permanent Structure/Supportive.
- Change in Habit/Change in Consumption/Change in Culture.

CORE VILLAGE PROJECT ←

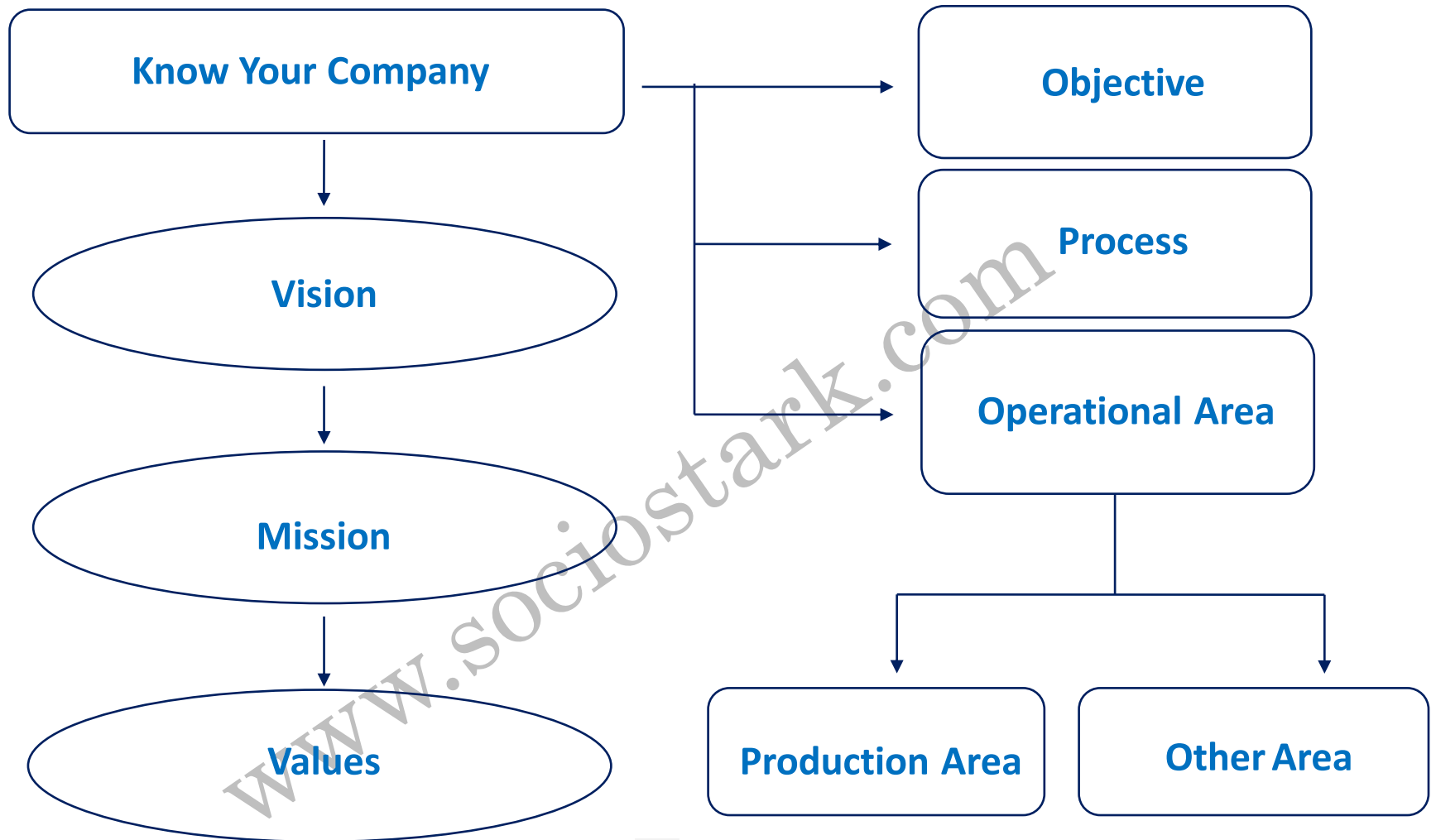
AFFECTED VILLAGE ←

PERIPHERAL VILLAGES ←



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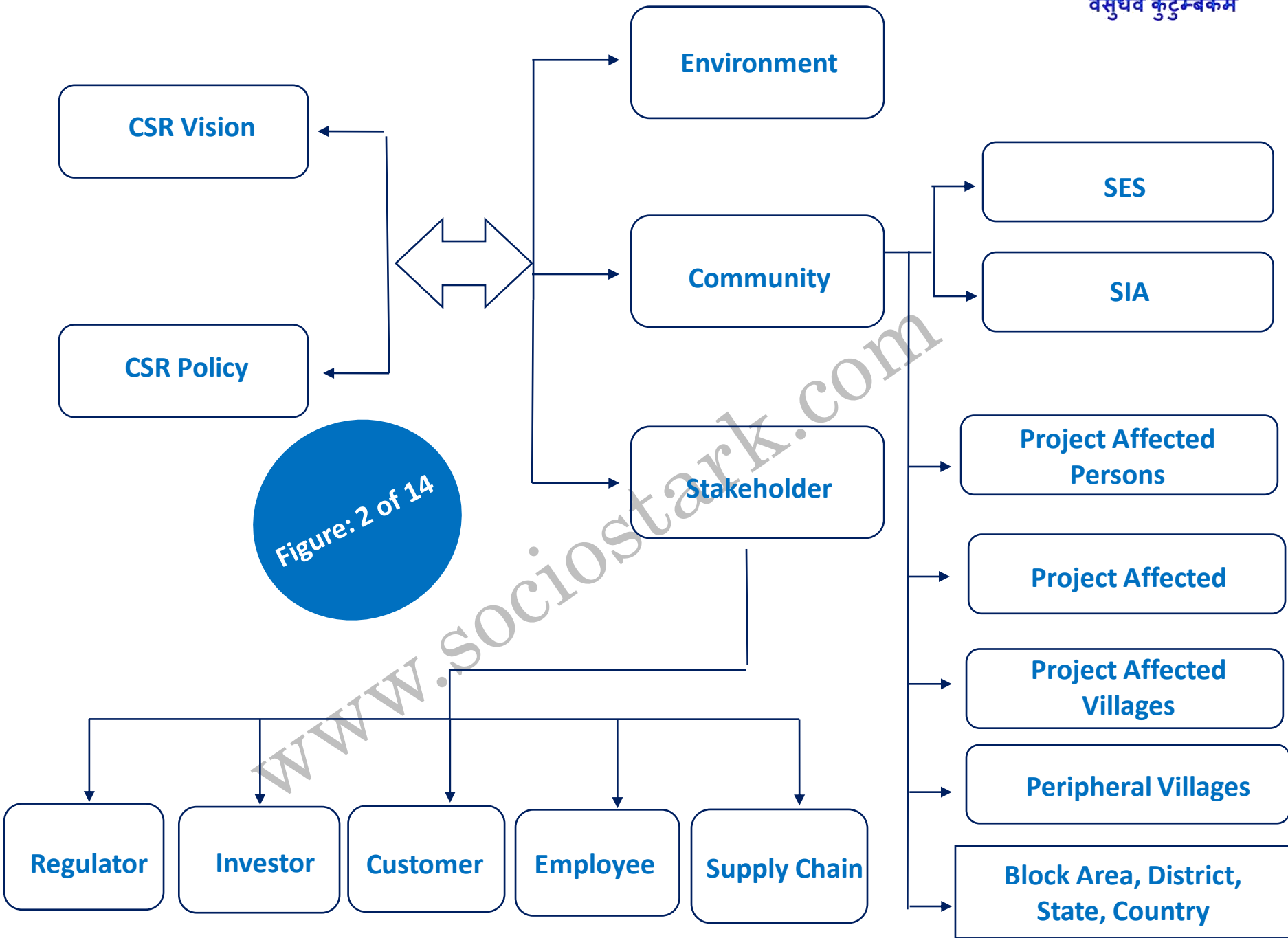
# CSR Methodology



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Figure: 1 of 14

# “Corporate” Social Responsibility



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## Define

Figure: 3 of 14

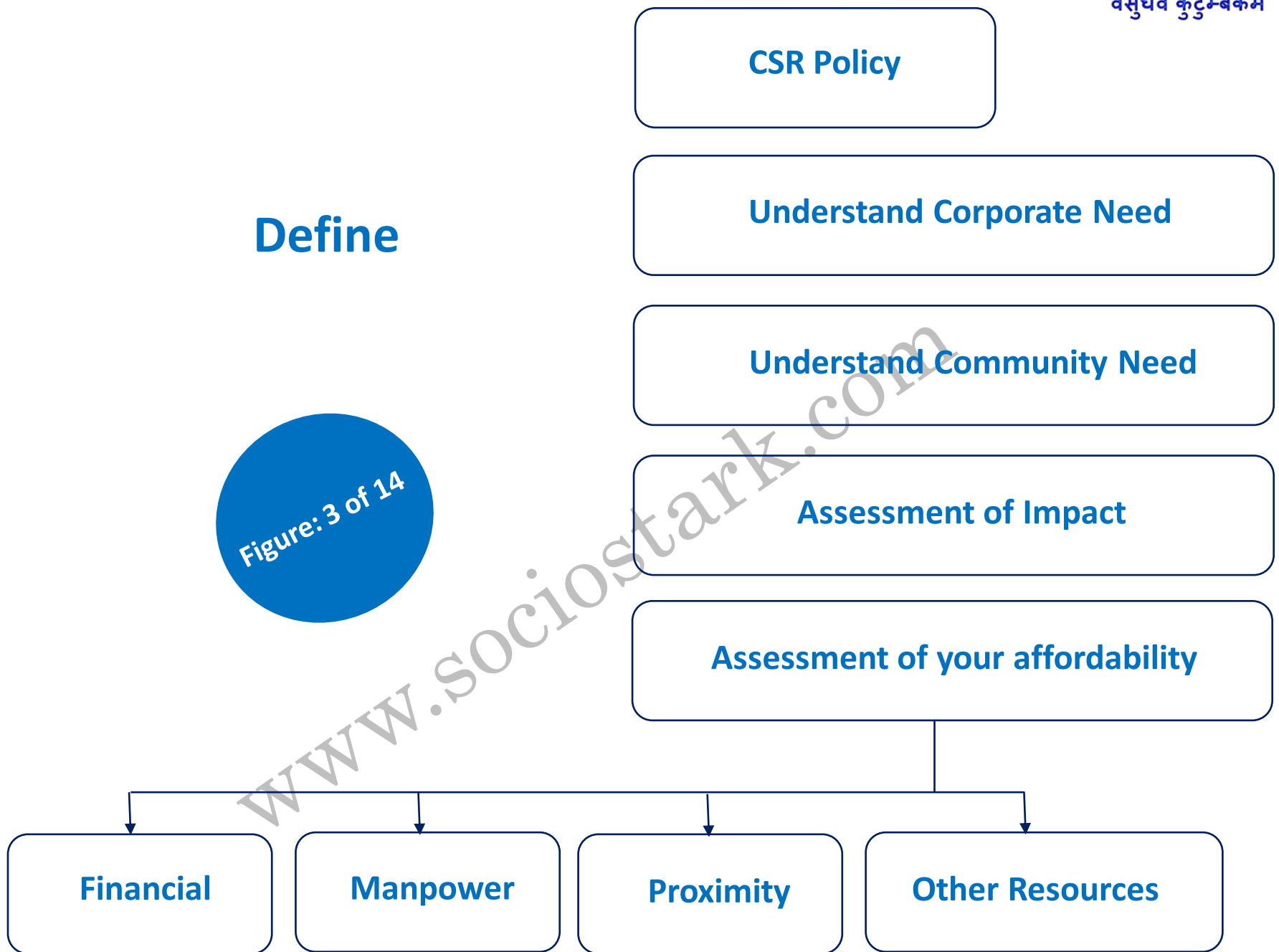


Figure: 4 of 14

**Identify Sectoral & Core areas of CSR for Inclusive Growth**

**Education**

**Health**

**Livelihood**

**Infrastructure**

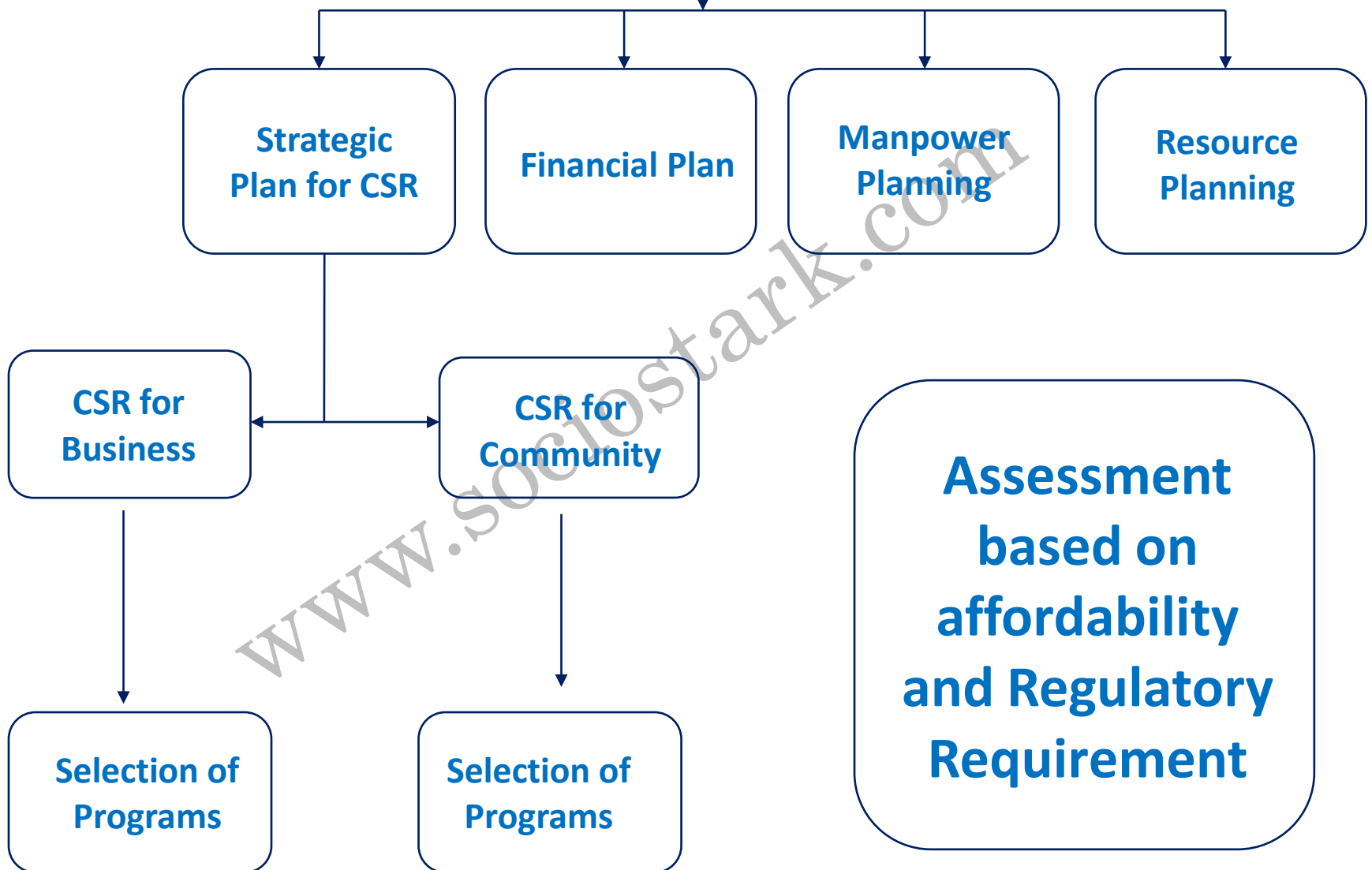
**Sports, Art & Culture**

**Welfare Activities**

# Board of Directors

## CSR Committee

Figure: 5 of 14



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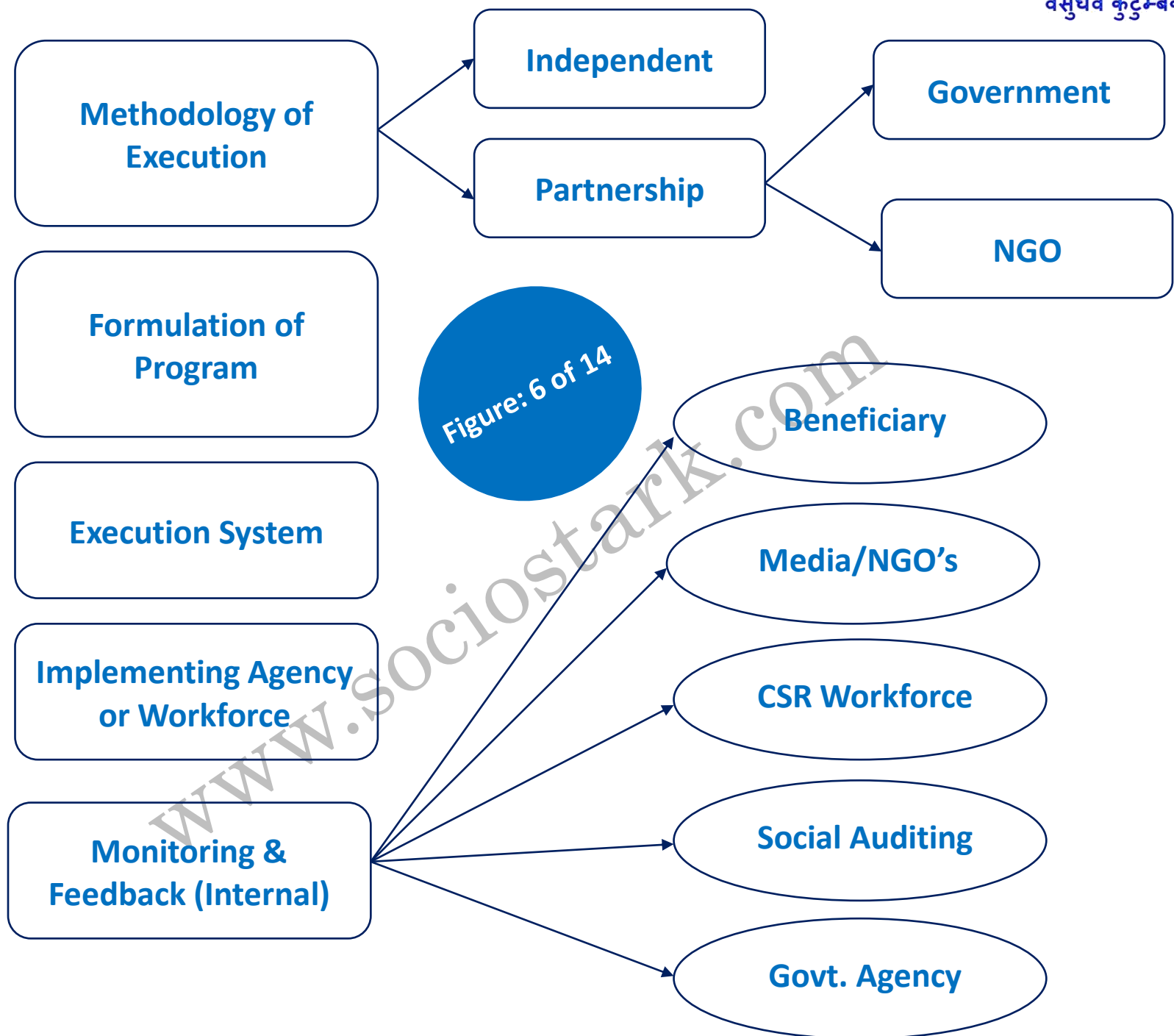


Figure: 6 of 14



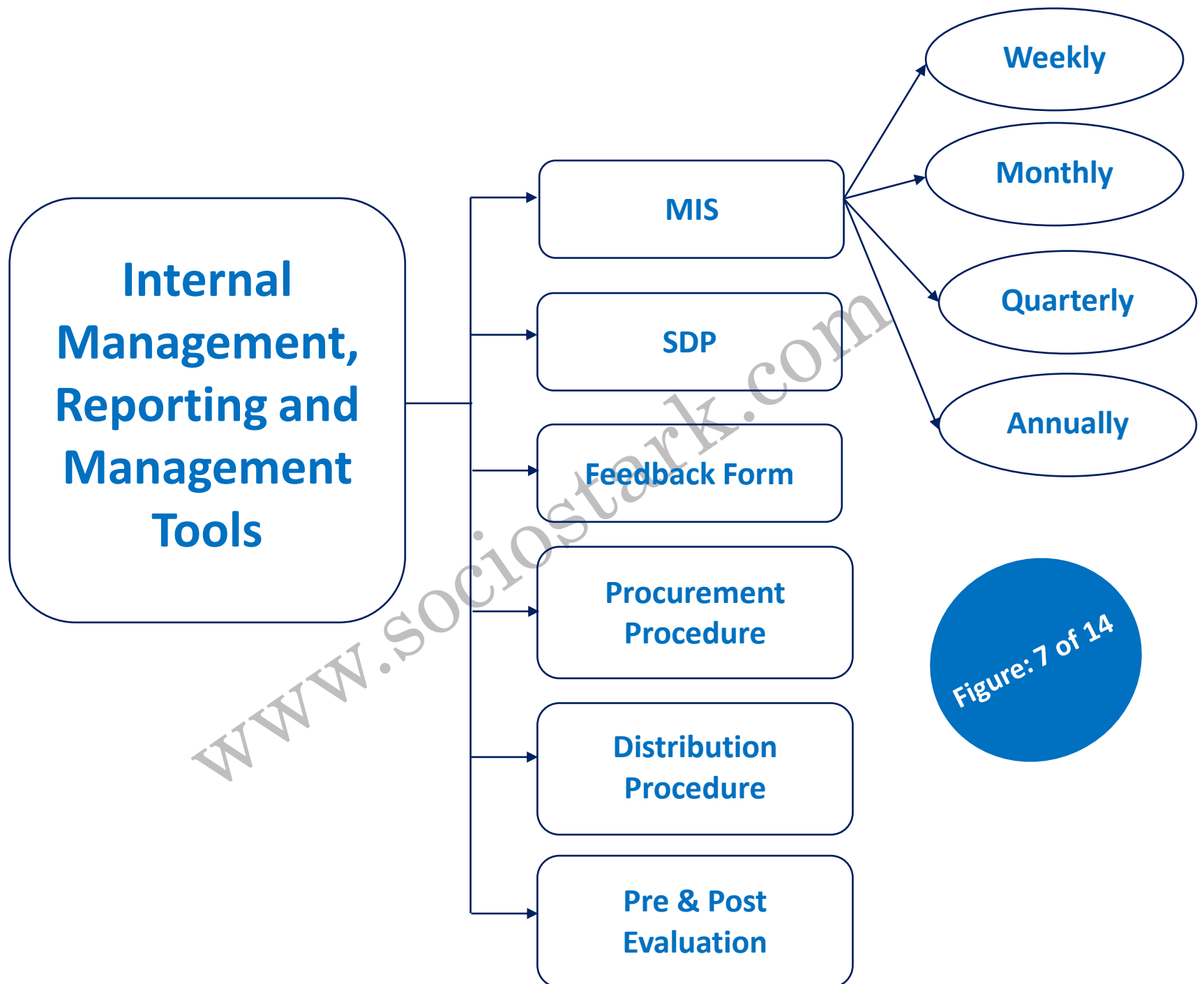


Figure: 7 of 14

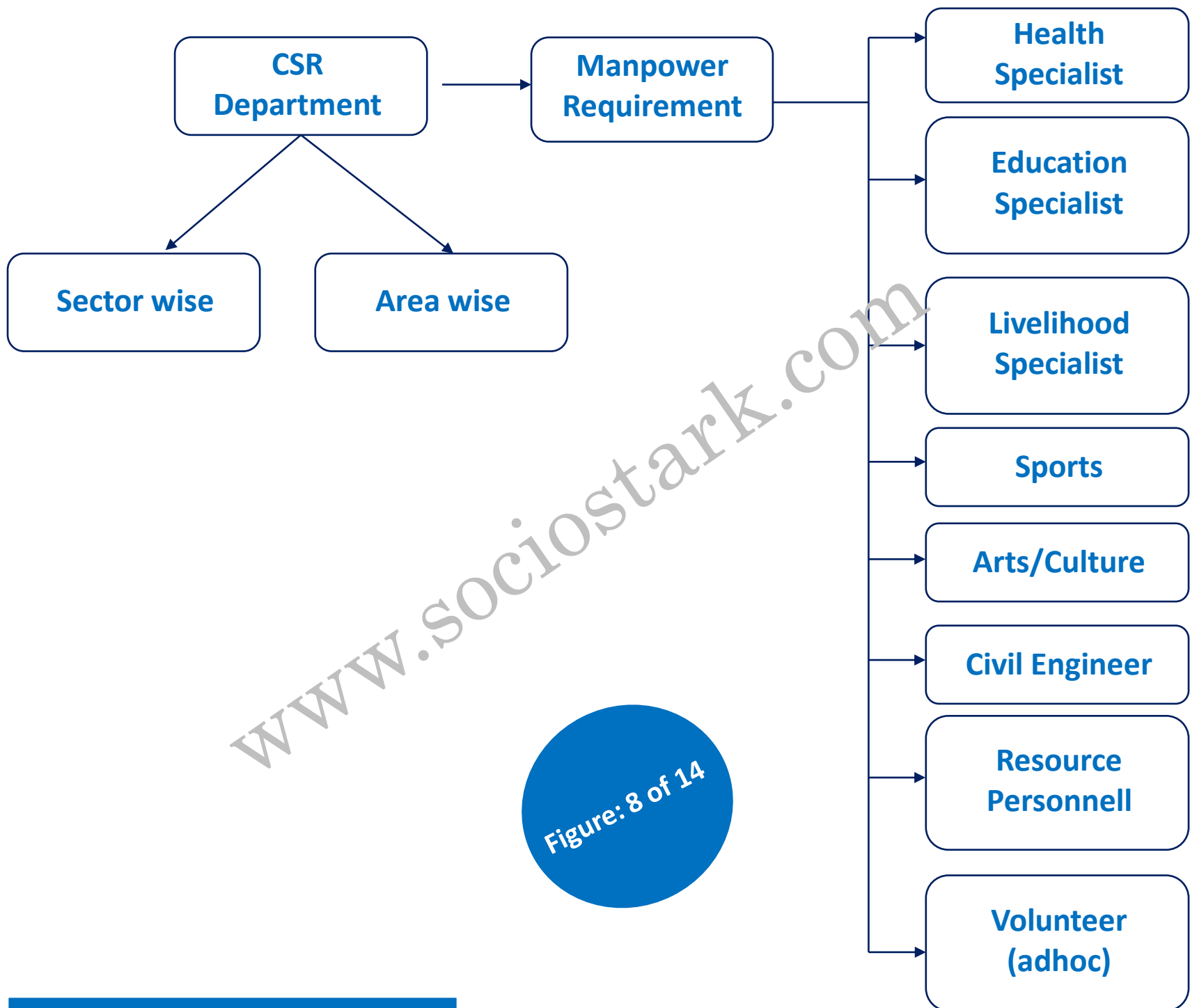
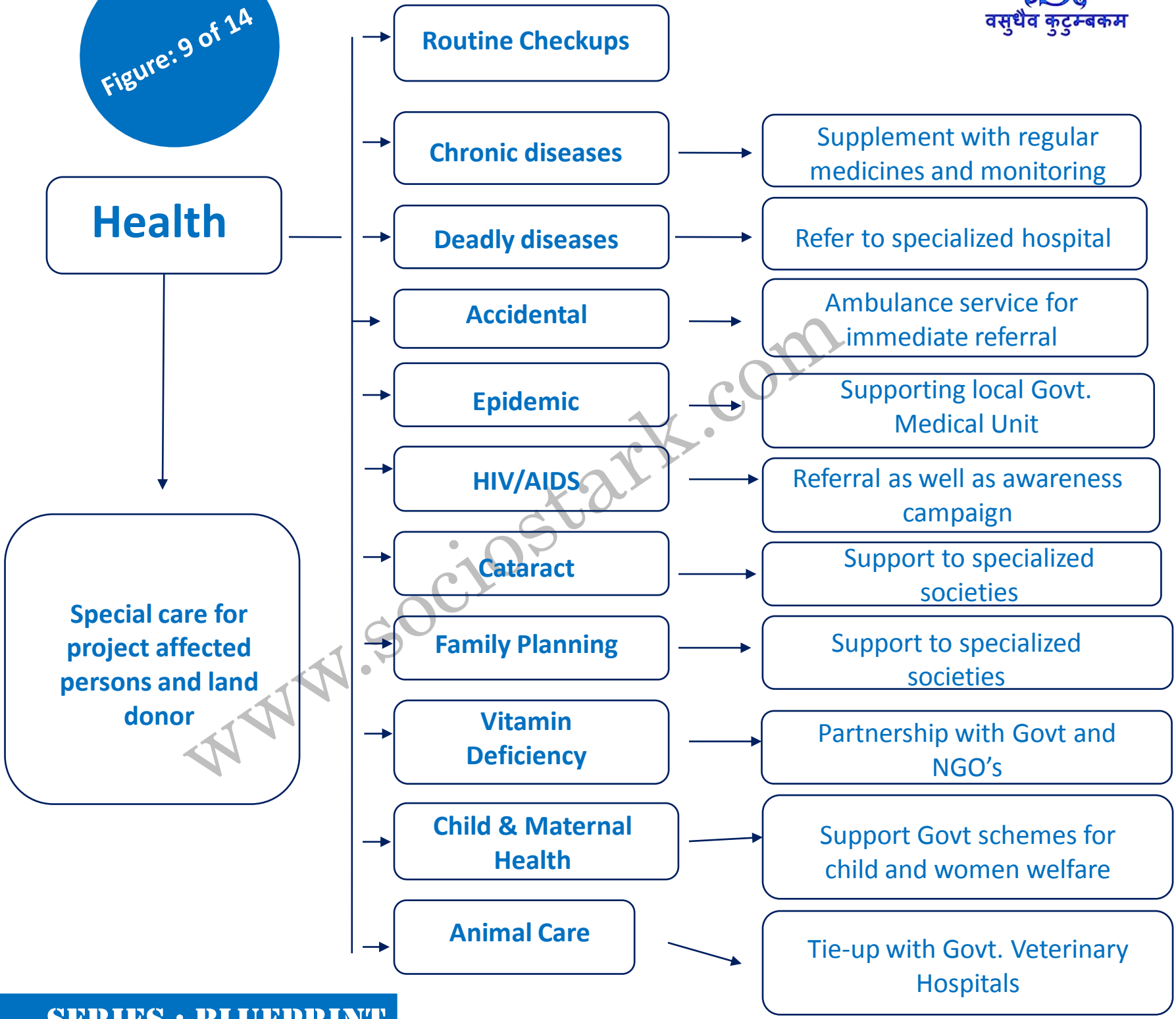


Figure: 8 of 14

Figure: 9 of 14



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## Education

Awareness

Pre  
Schooling

Primary Education  
upto 6<sup>th</sup> Standard

Secondary  
Education

Higher Education

Education of Girls

Sanitation in  
Schools

Teacher Student Ratio

Absence of Basic  
Infrastructure

Lack of Extra Curricular  
Activities at School Level

Project affected  
Villages

Project affected  
Families

Peripheral  
Area

- Sensitization of Parents
- Infrastructural Support
  - Lab & Computer
- Financial Support for BPL, Land Losers & Project affected families
  - Financial Support to Meritorious Students
  - Volunteer by Employer
- Single Village Teacher System
  - Community Teachers
- Partnership with Government Agencies

Figure: 10 of 14

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# Livelihood

Figure: 11 of 14

- Laborer
- Semi Skilled Laborer
- Skilled Laborer
- Agricultural Laborer
- Laborer + Livestock
- Traditional Castework
- Laborer + Diary
- Laborer + Shopkeeper
- Laborers + Small Landholding
- Marginalized farmer + Shopkeeper
- Marginalized farmer + Business
- Big Farmer
- Elderly & Physically Challenged
- Women

- Microfinance
- Self help groups (SHG's)
  - Seed Capital
  - Skill Development
- Support for increase in productivity to artisan
- Technical training for employability
- Technological support for better agricultural production
- Promotional support in small service sector
- Training for promotion of local arts and crafts
- Empowering traditional professions

## Infrastructure

Figure: 12 of 14

- Village approach road
- Solar powered street lamps/  
pumping set
- Potable Water
- Water for daily needs and  
requirement for animals
- Renovation & repair of existing  
units.
- Any other things facilitating local  
community

## Sports, Arts & Culture

Figure: 13 of 14

- Organise sports groups for Youth
- Organising women groups for folk music & dance
- Provide equipment for sports & cultural activity
- Sponsoring Tournaments & Cultural Programmes
- Support Local cultural groups
- Development of proper facilities for sports activities

# Calamity & Disaster

## *Man Made*

Preparedness with affordable capacity for :

- Industrial hazards
- Engineering hazards
- Waste disposal
- Power outage
- Fire
- Environmental hazards

## *Natural*

Preparedness with affordable capacity for :

- Fire
- Flood
- Earthquake
- Cyclone
- Storm
- Tsunami
- Heavy rainfall
- Flash Floods
- Draught

Figure: 14 of 14





**SNPL**

## Contact us

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## SNPL's social development team

The social development team at SNPL advises clients on the impact that the social development environment may have on their businesses, combining vision, policy and mandate with data analytics to help them develop their strategies for sustainable development and better SROI.

With the social environment expected to remain diverse and at large, risks as well as opportunities to integrate business with inclusive holistic growth of society. At the same time, organizations can benefit themselves by benefitting society, adhering ethics, social policy, regulations and socio economic development with an aim to contribute society, nation and ultimately the world.

The Sociostark team helps clients to identify risks and opportunities in their current and future social development investment for better SROI.

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For full details of our professional approach please visit at [www.sociostark.com](http://www.sociostark.com)

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