

Ministry of Women and Child Development

Pankhudi - Corporate Social Responsibility

1. Vision for Corporate Social Responsibility

- The Ministry of Women and Child Development (MoWCD), through Mission Saksham Anganwadi and Poshan 2.0, Mission Shakti and Mission Vatsalya, works extensively in the field of nutrition, education, children's welfare and women empowerment. There is great scope to work with corporate organizations through their Corporate Social Responsibility (CSR) ventures. Collaborating with the private sector through CSR contributions will help harness the strength of the sector and accelerate the work already underway through the Anganwadi program and other programs at the village/district/State level. This will be especially beneficial to the work being done in the Aspirational Districts.
- In FY 2021-2022, CSR funds were spent by many companies in the following projects that relate in some way to the current mandate of the MoWCD as per CSR report available on the National CSR Data Portal of the Ministry of Corporate Affairs.

Education - 6482.72 crore INR

Malnutrition -1885.01 crore INR

Women Empowerment - 253.86 crore INR

Gender Equality - 97.86 crore INR

- The aim is to create guidelines that can facilitate collaboration with corporate organizations through CSR contributions, in the work of the Ministry in the areas of nutrition, education and women's empowerment.

2. Current CSR status in various other States/Union Territories (UTs)/Ministries/ Departments

Currently all CSR policy in India is governed by the Ministry of Corporate Affairs (MoCA), with CSR rules for companies coming under the Companies Act of 2013. Companies can conduct CSR in activities presented in Schedule VII of the Act which consists of 12 areas that can benefit from CSR¹. For CSR contributions to the MoWCD, the following first three (i, ii, iii) points are relevant as they include- nutrition, education, and gender equality and women empowerment.

¹The full list is available in Annexure I

- i. ***Eradicating hunger, poverty and malnutrition, promoting health care including preventive health and sanitation, Including contribution to the Swatch Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water;***
 - ii. ***Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;***
 - iii. ***Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;***³.
- Multiple Ministries and Departments of the Government of India have specific rules and guidelines for CSR contributions. These include Ministry of Education, Ministry of Culture, National Disaster Management Authority, Ministry of Rural Development etc.

4.

- i. The Ministry of Education has a robust portal called Vidyanjali through which they invite contributors and volunteers to improve the schools, at the district level. One part of this portal deals with CSR contributions. Through the portal interested parties can create a profile, search for an existing project where a particular school is looking for contributions, or create their own projects based on the needs of the State/UT or the schools. Then contributors send a proposal through the portal. If approved, a Memorandum of Understanding (MoU) is signed offline, and regular tracking and updates are mandatory through the portal and otherwise till completion. Contributions are invited for civil infrastructure, digital infrastructure, classroom needs, electrical infrastructure, maintenance and repair, teaching/learning material, office needs, safety aids etc. In case of material/ asset contributions, no funds are exchanged, and materials are directly provided by the contributors.
- ii. The Ministry of Culture also has CSR guidelines based on the rules presented by MoCA in the Companies Act. The Ministry of Culture runs CSR contributions through the National Culture Fund.
- iii. The Ministry of Health and Family Welfare also makes use of CSR funding. Indian Council of Medical Research has a robust CSR policy that details the

purpose of funding, the authorities set up for the review of the funding etc.

- iv. Ministry of Rural Development makes use of CSR funds for various schemes, including schemes that are run in convergence with other partners, such as Saansad Adarsh GramYojana and Shyama Prasad Mukherji Rurban Mission

5. Several States like Uttar Pradesh, Rajasthan, Karnataka, Tamil Nadu and Odisha also have their own State initiatives that collaborate with volunteers and CSR contributors to improve the quality of school education. Karnataka State also has a portal Akanksha for CSR contributions in healthcare.

6. Activities to be covered under the CSR

MoWCD can utilize CSR contributions under the missions namely – Mission Saksham Anganwadi & Poshan 2.0, Mission Shakti & Mission Vatsalya. Some of the areas, where contributions can be made are as under:

i) Infrastructure For AWCs-

- a. Basic Civil Infrastructure- Additional rooms for AWC, Toilets for Girls/Boys/ Divyang children, Toilets for staff, Drinking Water Facility, Overhead Water Tank, Playground with Equipment, Ramps/ Barrier Free Access, Functional Kitchen and dining facilities, Rainwater Harvesting Structures, etc.
- b. Basic Electrical Infrastructure- Ceiling Fans, Tube Light with Fitting, Exhaust fan for Kitchen / Toilets, Solar Panel / Electrical Equipment, Generator / Inverter Sets, Cooking equipment, etc.
- c. Office Need- Desks, Chairs, Tables, Cabinets, Stationary, etc.
- d. Educational Needs- White Boards/ Green Boards, Tables, Chairs / Benches, Stationery, Cupboards, Braille / Large Font Textbooks, Early Childhood Care and Education (ECCE)/ Building and Learning Aid (BALA) material, etc.
- e. Digital Infrastructure- LED Monitor/ Equipment, Smart learning devices, Wi- Fi/ Internet Connectivity and Related Equipment, Computers, Printers, etc.
- f. ECCE Equipment: Toys and games (including physical and digital toys/games), Swing sets for outdoor playgrounds, Balls, Racquets, Bats, etc.
- g. Infrastructure for POSHAN Vatika: Gardening Equipment, Food/Plant seeds, other resources.

ii Health and Safety aids- First Aid Kit Water Purifier Disinfectants &

- iii. **Health and Safety**- First Aid Kit, Water Purifier, Disinfectants & Sanitizers, Masks, Infrared Thermometer, Hand Wash Facilities, Hearing Aids, Wheelchair, Fire Extinguisher, etc.
- iii. **Maintenance&Repairs**- Electrical Fixture Change, Fans Regulators Change, Generator Repair /Maintenance, Painting (per sq.ft.), Pumps /Motors Repair, LED Equipment maintenance and repair, Smart learning devices maintenance, Wi-Fi Maintenance, etc.
- iv. **Outreach Infrastructure**- Posters, Sign boards, Display boards with information about MoWCD schemes, Information Education Communication (IEC) through posters on road transport (trucks, buses, auto rickshaws, etc.)and hoardings on petrol pumps, IEC at block/village level to provide information, facilitating radio/ television advertisements about MoWCD schemes and helpline number, facilitating nukkad natak and street plays, etc.
- v. **Transport Facilities**- Pick and drop services for adolescent girls to and from training centres, pick and drop for Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs) to facilitate home visits, etc.
- vi. **Poshan Maah and Poshan Pakhwada**- This includes facilitating activities for Poshan Maah and Poshan Pakhwada through outreach, providing resources like halls, grounds tools and materials for the event, etc.
- vii. **Providing nutritious food through Take Home Rations (THR) and Hot Cooked Meals (HCM)**- This includes making provision of nutritious food based on local tastes and diets, providing diverse and nutritious food by providing raw rations that can be prepared at AWC or fresh prepared rations.
- viii. **Vocational training/ On-the-job training**- This includes vocational training for jobs in local industries for adolescent girls, on-the-job training, setting up classes for vocational training etc.
- ix. **Women's Safety**- This includes working in convergence with State/ UT Authorities to conduct safety audits, set up streetlights in dimly lit areas, setting up display boards with helpline numbers, etc.
- x. **Facilitating Training for Anganwadi functionaries**- This includes providing specialised and supplementary training for Anganwadi Workers (AWWs)/ Anganwadi Helpers(AWHs).This also includes providing resources like halls, training materials and kits to support the training activities being conducted and accommodation for non-local attendees.
- xi. **Facilitating setting up of camps**-This includes helping the authorities set up camps for improving linkages that may be required to be set up from time to time.
- xii. **Adoption of AWC/OSC/CCIs**- Contributors can adopt AWCs/OSC/CCI.
- xiii. **Strengthening Private Sponsorship component under Mission Vatsalya**

Scheme: As per Mission Vatsalya Scheme guidelines there is provision of Sponsorship assistance through Private Aided Sponsorships through which interested sponsors (individuals/institutions/company/banks/industrial units/trusts etc.) can provide assistance in kind and through financial support to one or two children of an institution or a family and assistance in kind and through financial support may be provided to CCI itself for the purposes of strengthening of infrastructure facilities, improvement of service quality, to extend skill development and vocational training opportunities, extend sports facilities and training, coaching classes, medical assistance and facilities, support for library and computer lab, etc. The District Magistrate have to take measures to encourage individuals or Public/Private Sector Organizations to sponsor a child or a group of children or an Institution.

xiv. The corporate houses under CSR can donate to National Children's Fund (NCF) under MWCD. NCF utilizes its funds for children affected by natural calamities, disasters, distress or are in difficult circumstances. Currently the Fund is providing financial assistance in the form of scholarship to meritorious students studying in Classes IX, X, XI, & XII living in Child Care Institutions for ensuring quality education for their development.

xv. **SANKALP:HEW:**

a. Infrastructure

- Provision of office furniture such as laptop, printer, smart board, projector, generator for HEW offices at district level.
- Health and Safety aids- First Aid Kit, Water Purifier, Disinfectants & Sanitizers, Masks, Infrared Thermometer, Hand Wash Facilities, Hearing Aids, Wheelchair, Fire Extinguisher, etc.
- Maintenance & Repairs- Electrical Fixture Change, Fans Regulators Change, Generator Repair / Maintenance, Painting (per sq. ft.), Pumps / Motors Repair, LED Equipment maintenance and repair, Smart learning devices maintenance, Wi-Fi Maintenance, etc.
- Transport Facilities- Pick and drop services for women coming to DHEW for any training/activities.
- Women's Safety- This includes working in convergence with State/ UT Authorities to place CCTVs/street lights in the approach road to HEW offices.
- Any other items decided by State/UTs.

b. Activities

- Organizing vocational and sensitization trainings aligned to women's safety and empowerment in coordination with SANKALP:HEW.
- Facilitating setting up of camps- This includes helping the authorities set up camps for improving linkages with different women-related that may be required to be set up from time to time.

xvi. **Palna:**

a. Infrastructure

- Building additional rooms, toilets, play-area in Anganwadi-cum-creche (AWCC)
- Provision of toys, stationary, learning materials, audio-visual systems for child development for AWCC and standalone creches.
- Establishing model creches/day-care centres for children near to the employment hubs, training centres
- Supporting Anganwadi-cum-creches for turning them into model creches in remote areas such as mining areas, areas near forest based product processing centres etc.
- Provision of aids/devices for children with disability.
- Operationalization of creches/day-care centres for community within the premise/nearby hospitals, commercial hubs, IT hubs, residential areas, etc. for supporting working mothers and those aspiring to join the workforce.
- Any other items as decided by State/UT.

b. Activities

- Curating projects for training and developing care work professionals in different fields such as child-care, geriatric care, care for disabled etc.
- Conducting activities for children on basic numeracy and foundational learning.

xvii. **Pradhan Mantri Matru Vandana Yojana:**

a. Activities

- Conducting awareness camps, registration camps for awareness generation on scheme.

7. Recommended Procedure and Guidelines

- i. On the pattern of 'Vidyanjali' a portal is to be developed by IT department. There should not be any human interface.
- ii. Potential contributors can create a profile on the portal, including the company name, address, PAN details, details of the implementing agency they wish to work with, and details of the project they wish to contribute to. These details will be sent to Steering Committee for approval.
- iii. Child Development Project Officer (CDPO) for AWCs /DPO for OSC/CCIs etc. will identify projects within their charge where there is potential for inviting CSR contributions. These projects will be approved and verified by a District Project Officer (DPO) in charge. Once verified, these will be uploaded on the CSR portal for the MoWCD.
- iv. For CSR projects concerning components of Mission Shakti, DHEW may verify the proposals prior to submission to CDPO/DPO
- v. A Steering Committee shall be set up at MoWCD that will be headed by the

AS/ Joint Secretary level officer, nominated by Secretary, and will include a Deputy Secretary each from Mission Poshan, Mission Shakti and Mission Vatsalya and IFD. The purpose of this Steering Committee will be to verify and approve agencies that wish to contribute to projects within the mandate of the MoWCD. Director(Coord) will be the member secretary of the Committee.

- vi. A contributor may also conduct Suo Moto surveys and identify projects they wish to contribute assets/material/equipment, resources, repairs, or training to that may have not been identified already. In such cases the process of verification of the contributor will be the same, however, they must give additional details pertaining to the needs identified through their surveys, that they wish to fulfil.
- vii. Once approved, the contributor may start work on the project. Once the project is in the execution stage, there will be regular updates from the contributor and the concerned DPO/CDPO on the portal to maintain full transparency for all parties involved.
- viii. In case of contributions made for outreach activities like posters and hoardings on properties managed by the contributors, photos post completion can be shared by the contributors on the portal.
- ix. It is to be noted that contributions will **not** be in the form of direct funding and must only be in the form of either assets/ material/ equipment, resources, repairs, or training provided etc.
- x. All material contributions should be at least Bureau of Indian Standards (BIS) marked. Infrastructure donated should be in working condition.
- xi. The MoWCD may sign MoU with organisations that wish to provide specific services through their CSR funds. For example, a radio/television broadcaster who might contribute to outreach activities by providing airtime, businesses with busy commercial space may set up hoardings and posters, or a food vendor might provide THR in their area etc.
- xii. The MoWCD may also sign MoU with organisations like Federation of Indian Chambers of Commerce and Industry (FICCI), Confederation for Indian Industry (CII), PHD Chamber of Commerce and Industry (PHDCCI) and National Association of Software and Service Companies (NASSCOM), wherein these organisations can motivate their members to contribute towards projects on nutrition, ECCE, children's welfare and women empowerment.
- xiii. NCF can provide a Social Audit Report of the utilization of the funds.

Annexure I

Schedule VII (Section 135) of the Companies Act 2013

Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to:—

- i. Eradicating hunger, poverty and malnutrition, promoting health care including preventive health and sanitation, Including contribution to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water;*
- ii. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;*
- iii. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;*
- iv. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga;*
- v. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;*
- vi. Measures for the benefit of armed forces veterans, war widows and their dependents, Central Armed Police Forces (CAPE) and Central Para Military Forces (CPMF) veterans, and their dependents including widows;*
- vii. Training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports;*
- viii. Contribution to the Prime Minister's National Relief Fund or 6 [Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund) or any other fund setup by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;*
- ix. (a) Contribution to incubators or research and development projects in the field of science, technology, engineering and medicine, funded by Central Government or State Government or Public Sector Undertaking or any*

agency of the Central Government or State Government; and (b) Contributions to public funded Universities; Indian Institute of Technology (IITs); National Laboratories and autonomous bodies established under Department of Atomic Energy (DAE); Department of Biotechnology (DBT); Department of Science and Technology (DST); Department of Pharmaceuticals; Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH); Ministry of Electronics and Information Technology and other bodies, namely Defense Research and Development Organisation (DRDO); Indian Council of Agricultural Research (ICAR); Indian Council of Medical Research (ICMR) and Council of Scientific and Industrial Research (CSIR), engaged in conducting research in science, technology, engineering and medicine aimed at promoting Sustainable Development Goals (SDGs)

- x. Rural development projects.*
- xi. Slum area development. Explanation.— For the purposes of this item, the term ‘slum area’ shall mean any area declared as such by the Central Government or any State Government or any other competent authority under any law for the time being in force.*
- xii. Disaster management, including relief, rehabilitation and reconstruction activities.*