

Date: 28/10/2015

**The corporate social Responsibility Cell
(CSR Cell)
Navi Mumbai Municipal corporation.**

Ref: Sub No. 341/ Proposal No. 363/ Dated: 13 Aug 2008

CSR India:

India's new Company Act 2013 (Companies Act) has introduced several new provisions which change the face of Indian corporate business. One of such new provisions is Corporate Social Responsibility (CSR). The concept of CSR rests on the ideology of give and take. Companies take resources in the form of raw materials, human resources etc from the society. By performing the task of CSR activities, the companies are giving something back to the society.

Ministry of Corporate Affairs has recently notified Section 135 and Schedule VII of the Companies Act as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014(CRS Rules) which has come into effect from 1 April 2014.

Applicability:

Section 135 of the Companies Act provides the threshold limit for applicability of the CSR to a Company i.e. (a) net worth of the company to be Rs 500 crore or more; (b) turnover of the company to be Rs 1000 crore or more; (c) net profit of the company to be Rs 5 crore or more. Further as per the CSR Rules, the provisions of CSR are not only applicable to Indian companies, but also applicable to branch and project offices of a foreign company in India. Every qualifying company requires spending of at least 2% of its average net profit for the immediately preceding 3 financial years on CSR activities.

Activities under CSR:

The activities that can be done by the company to achieve its CSR obligations include eradicating extreme hunger and poverty, promotion of education, promoting gender equality and empowering women, reducing child mortality and improving maternal health, combating human immunodeficiency virus, acquired, immune deficiency syndrome, malaria and other diseases, ensuring environmental sustainability, employment enhancing vocational skills, social business projects, contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed.

Local Area:

Under the Companies Act, preference should be given to local areas and the areas where the company operates business models with social and environmental priorities and process in order to create share value.

NMMC CSR Cell:

According to the subject this is the proposal for initiating independent 'CSR Cell' in Navi Mumbai Municipal Corporation. The objective of NMMC CSR cell is primarily to encourage the companies to use their CSR funds in the local area of their existence, which is also mentioned in CSR Act.

It is also the paramount objective to make available the funds under CSR for the various social cause activities of the corporation.

CSR cell will be to bridge the gap between the haves and the have not. The CSR cell will work for all the stakeholders in the vicinity of corporation area including the corporate Houses, Business establishment, NGO'S and society at large. Navi Mumbai is a well-planned city where almost all the needs of the society are taken into consideration. The cosmopolitan nature of the city also attracts many migrates to earn a living. This creates avenue for unplanned and undesirable growth. The cell will be aiming to bring together all the forces to strengthen and weave a thick blanket of secured city and society.

The cell will be Instrumental in guiding various deserving section to move ahead and achieve holistic wellness. This cell will certainly work to bring the Navi Mumbai city climb up the ladder into the countries leading desirable city to live in and gradually make its way into the world cities.

The Navi Mumbai Corporation has initiated many projects like Recreational centers for senior citizen, Roadside beautification, model public toilet facility for women, Centre for PWDs. Such project will exhaust scarce funds of the corporation when implemented in large scale but all know the importance of implementation of such mass scale projects. The cell will play active role in promoting such project and many more like, green building housing societies (use of more natural resources like solar energy, rainwater harvesting, wind mill etc.) The Health department has many facilities to procure like vaccination, blood banks, machineries and equipment etc. Various awareness campaigns can be taken up for sanitation, girl child, clean city, women empowerment and security, Education of all children up to 18 years including children with special needs. The cell will recognize areas and project on priority bases for implementation. The selected initiatives will get funds from the companies under CSR and the resources will be successfully streamlined. This is the proposal for initiating the CSR cell in NMMC. Municipal Corporation of Greater Mumbai has been successfully running the CSR Cell; the copy of the curricular is attached from page 1 to 13 for your kind perusal please.

Definitions:

Abbrevia tion	Details
NMMC	Navi Mumbai Municipal Corporation
CSR Cell	CSR cell is constituted by NMMC to encourage the companies to use their CSR funds in the local area of their existence and to work for all the stakeholders in the vicinity of Navi Mumbai area.
CSR cell Head	Responsible person for overall functioning of the cell & one point contact person for corporate ,
Stakehold ers	Employees, Investors, Shareholders, Customers, Business Partners, Clients, Civil Society Groups, Government and Non-Government organizations, Local Communities, Environment and Society.
CSR Partner	Industrial Organization, Company, Government Non Government Organization, who are interested in sponsoring projects with NMMC CSR Cell.
CSR Funding	Full or partial in kind sponsorship for desired project, for which NMMC CSR Cell will not accept in-cash funding.
Menu Card	List of the project with approximate budget.
MoU	A legal document that includes scope of work ,implementation strategy , span of activity ,stages of projects , estimated time line , fund estimates , monitoring , evaluation plan & maintenance

Venue:

The CSR cell should be located centrally in the city so as to commuting will be feasible to all. The venue needs to speak for the cause by itself.

Decision:

A CSR Cell in NMMC will be hereby created to act as a link between the needs of the city and Private Companies, desirous to helping such causes.

The CSR Cell would be a platform to engage with all its stakeholders and bring them together to not only discuss and create solutions but also cooperate and coordinate on different projects and activities that fall under the realm of NMMC to further the interests of this vast metro town.

The CSR Cell would be the link and a communication channel between various NMMC departments and the corporates and would engage corporates for appropriate intervention for different NMMC's projects. CSR cell would thus be an apex body that would play a crucial role of bridging the gap.

- 1) Any project can be sponsored partially or entirely by CSR Partners

- 2) NMMC will not accept cash in form of sponsorship for any projects. The sponsorship will be in kind of completion of the project as per the commitment.
- 3) CSR Cell has setup rules and regulation for smooth functioning of the project. If any of the rules and regulations is deterring the process it can be altered or modified for better solutions with the consent of NMMC CSR Cell and CSR partners.
- 4) NMMC will provide certification of completion of project.
- 5) Along with certification NMMC will also display the name of the company in the specific format on the site of the project.

Structure of the cell:

The structure of CSR cell will be as follows

- 1) CSR Cell Head of NMMC (selected by the Hon Commissioner of NMMC) will head the cell and will be responsible for overall functioning of the cell and achievement of the aim and objective of the point contact. The CSR Head would be a one point contact for corporate to engage with the development of project of NMMC.
- 2) CSR Fellows-2/3 coordinators will be working under to CSR head as per projects undertaken. They would work for smooth functioning of projects. They would work as facilitator between various stakeholders.
- 3) Data Entry Operator-One Data Entry Operators will be required for maintenance of records and generating the reports. The number of persons can be increased or decreased as per the requirement of projects under implementation and will be hired on contract which will be renewed on performance bases. Qualification and Job Description attached separately.

Governing Committee:

The Governing Committee will consist of following members-

- 1) Hon. Commissioner- Chairman
- 2) Member Secretary - CSR Head
- 3) Members (5-7)- Officials of NMMC
- 4) Member/s- Special invitee from Corporate sector
- 5) Member/s- Special invitee from NGO
- 6) Member- AMC(s), DMS(s), Officers concerned with the projects submitted for approval

The Governing Committee will meet at least once a year and as per requirement.

Functions of Governing Committee

- 1) To review the overall performance of CSR Cell
- 2) To review the outcomes of completed projects
- 3) To review and guide the ongoing projects.
- 4) To take strategic decisions on the promotion of CSR activities.

Executive Committee:

The Executive Committee will consist of following members-

- 1) Additional Municipal Commissioner (City) – Chairman
- 2) CSR Head - Member Secretary
- 3) Officials of NMMC - Members (3)

The Executive Committee will be responsible for day to day activity of CSR Cell. Committee will meet at least once a month and as per requirement. Executive committee would be reorganized every year (preferably in month of April).

Functions of Executive Committee's

- 1) To discuss and approve projects
- 2) To review and guide the ongoing projects
- 3) To formulate MOUs with stakeholders.
- 4) To review the outcomes of projects completed
- 5) To tap new avenues for developments
- 6) To approve the financial expenditure for projects to be implemented.
- 7) To review the overall performance of CSR cell
- 8) To take strategic decisions to promote CSR cell
- 9) Any other matter pertaining to working of CSR cell with permission of Hon. Chairman

Work procedure:

- 1) To identify various sectors of NMMC where CSR intervention is possible
- 2) To assess the needs of the sector
- 3) To make project proposal for the identified sector
- 4) To publish the proposal on NMMC portal to seek CSR partners
- 5) To discuss the projects with CSR partners and concerned sector members along with implementing partners
- 6) NGO/s, Social Enterprises, companies set up under section 25 of companies act, 1956 etc. can be chosen as implementation partner/s. Implementation Partner/s will be selected by consensus between the CSR Partner/s and the Dept. concerned. The CSR Cell will then place the proposal for approval before the Executive Committee.
- 7) After Executive Committee's approval, the CSR Cell will sign a MoU, with the concerned partner. The MoU will include the scope of work, implementation strategy, span of activities, stages of projects and its estimated time line, fund estimates, monitoring and evaluation plan etc. A draft MoU will be prepared by the CSR Cell with approval from the Legal Dept. of NMMC. The MoU will be modified as per the requirements of different projects.
- 8) Monitoring & Reviewing the ongoing and completed projects by CSR partner and NMMC CSR Cell

Acknowledgment:

- 1) NMMC will provide certification of completion of project.
- 2) Along with certification NMMC will also display the name of the company in the specific format on the site of the project.