

CSR Portals – Multiple Projects (India)

Summary:

Several State governments and projects play a facilitating role and create a platform or use existing CSR portals for directing private funding to city/state initiatives. This ensures transparency and accountability in the transfer of funds towards the initiatives.

Objectives:

To establish CSR Portals to facilitate, direct and track private funding through CSR to relevant initiatives.

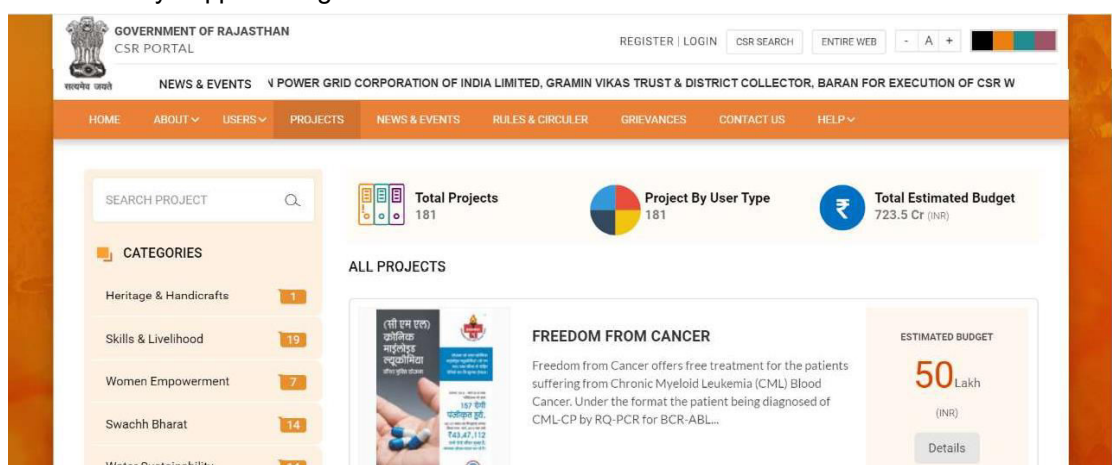
Key Stakeholders:

- School Education Department of Government of Telangana
- Government of Rajasthan
- Government of Uttarakhand
- Government of Madhya Pradesh
- Government of Odisha
- Private Corporations
- Individual Donors
- Implementing Agencies
- SBM-U

Implementation strategy:

Some of the state/national level initiatives are outlined below:

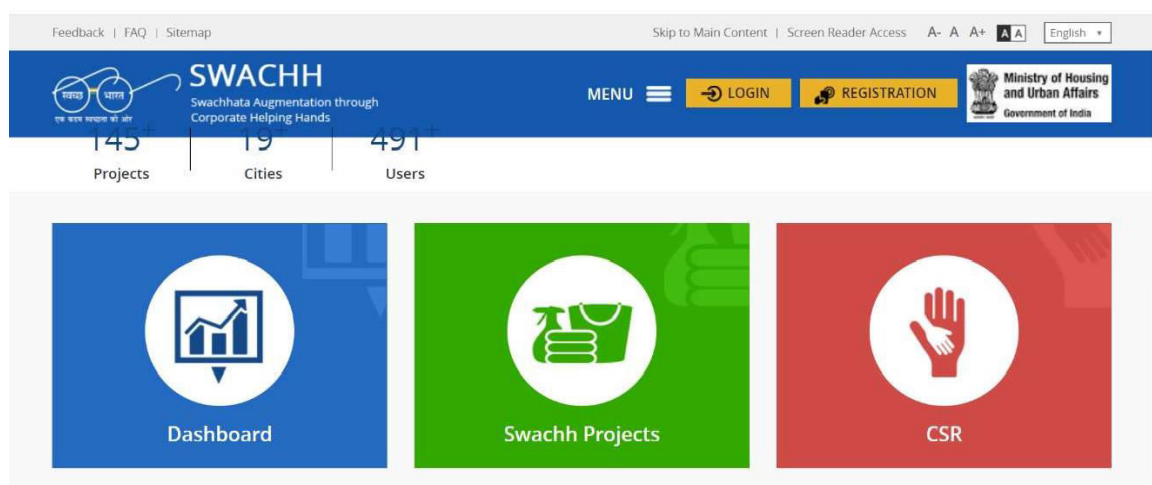
- The School Education Department of Government of Telangana has recently launched a CSR portal (<https://csrisredu.telangana.gov.in/home.htm>) to synchronise the government and CSR initiatives towards creating more amenities and enhancing the quality of education in public schools. Private companies can contribute in cash and kind towards building school infrastructure, digital education, ICT facilities or science labs, water and sanitation facilities, transport, green spaces/playground, sports, hostels etc.
- Government of Rajasthan has a CSR portal (<https://csrrajasthan.gov.in/>) that seeks to 'identify and list projects and programmes of the State Government and monitor and evaluate the progress in sourcing and channelising the CSR Funds to the projects/programmes of the State Government' (Government of Rajasthan). Furthermore, Government of Rajasthan has a sector-specific CSR portal Gyan Sankalp (<https://gyansankalp.nic.in/Home/HomePage.aspx>) which seeks to systematically address the education funding gap by linking government initiatives to individual/CSR donors who can directly support the government in these initiatives.



Source: (Government of Rajasthan)

- Sahyog (<https://csr.uk.gov.in/index.aspx>) is the CSR portal launched by the Government of Uttarakhand to act as a one-stop solution for stakeholders involved in CSR-related activities in the state.

- Government of Madhya Pradesh has developed a CSR portal (<http://csr.mp.gov.in/>) to allow stakeholders to collaborate in CSR activities. It provides a list of the companies interested in CSR activities, identifies projects for investment, and provides an update on the ongoing and completed CSR activities.
- The CSR portal of Government of Odisha (<https://csr.odisha.gov.in/Default.aspx>) guides the corporates about the human development indices and priority gap areas for various sectors. It collates and provides information on the government's requirements, implementing agencies, preferences and interest of the companies, status of the projects and success stories.
- At the national level, SBM-U has developed a 'crowd-funding platform to spearhead involvement of private sector in city-level initiatives of Swachh Bharat Mission (SBM)' called SWACHH (<https://swachh.org.in/index.htm>). The platform's main objective is to connect municipal bodies with private individuals and companies for city-level SBM projects of building toilets and solid waste management infrastructure/services. The platform also has a monitoring mechanism which lists the projects from conception to completion stage, showcased with stage-wise progress of projects and utilisation of funds.



Source: (SBM-U)

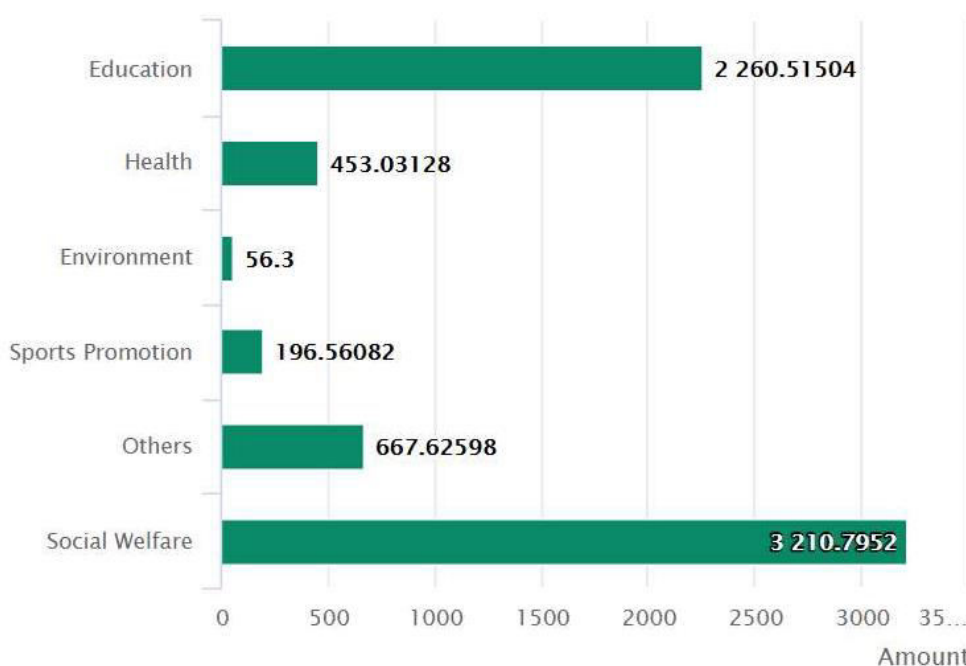
Resource Utilisation:

CSR Portals prove to be hands-on tools to bring forth priority areas at the State and the National level for the generation of finances.

Impact/ Outcomes:

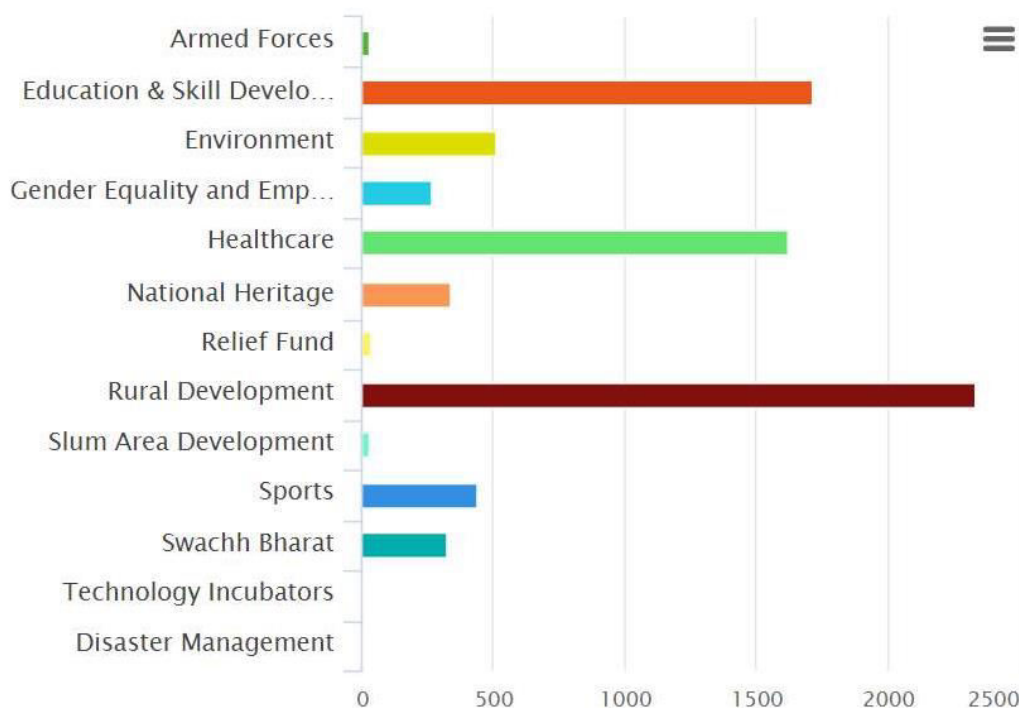
- For Telangana, as of August 2019, donations worth more than Rs. 7 lakh were received through the portal within a month of the portal's launch (Yuvraj Akula, 2019). The funds have been provided for development, including providing infrastructure, laboratories, toilets and drinking water facilities, among others in government schools (ibid).
- The CSR portal for Rajasthan presents 181 running projects with an estimated budget of Rs. 733.5 Crore.
- Currently, Sahyog, the CSR Portal for Uttarakhand presents 39 running projects with 41 registered donors.
- The CSR portal for Madhya Pradesh presents 170 projects with an estimated budget of Rs. 6845 Lakh. The figure below depicts progress made by Madhya Pradesh.

CSR Project Chart



Source: (Pradesh, About CSR Portal)

- Currently, CSR portal for Odisha presents 7782 projects with an estimated budget of Rs. 274990 Lakh. The figure below depicts the progress made by Odisha.



Source: (Odisha)

- The SWACHH portal currently presents 145+ projects with 491+ users.

Challenges/ Lessons Learnt:

- Provide ground-level data to make informed decisions.
- Create structures to build capacity for operation and maintenance.
- Constantly reassess and adapt to the changing needs of the ground and the donors. (Walker, 2020)

Replicability & Sustainability:

- As long as there is a feedback loop from ground realities and donor presence, these CSR Portals can prove to be an efficient system for a streamlined flow of private funds towards development actions. (Walker, 2020)

Fact Sheet:

Thematic area	CSR Portals
First-year of the program	2017-2020
Responsible institution	Several State Governments, SBM-U
Target audience	Private Corporations Individual Donors Implementing Agencies
Coverage	Telangana, Rajasthan, Madhya Pradesh, Odisha, Uttarakhand National (for SBM-U)