



Vol-1

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CSR SETU

Connecting Keshav Srushti with Corporates

Keshav Srushti Gram Vikas Yojana

Keshav Srushti was established in the year 1997 and has been working relentlessly towards various social causes since then. Keshav Srushti has its own 200-acre lush green campus located in Uttan, Bhayander. We initially focused on developing an integrated campus consisting of an Agricultural College, Gaushala, Residential CBSE and International school, Vanaushadhi Research Center and a Training and Research Academy. Keshav Srushti Gram Vikas Yojana (KSGVY) started 5 years back on 1st May 2017. We are currently working in 5 tribal talukas of Palghar District. The broad areas of our work include –



**EDUCATION
SANSKAR**



**HEALTHCARE
CLEANLINESS**



**AGRICULTURE
WATER - ENVIRONMENT**



**UDYOG
SKILL DEVELOPMENT
WOMEN EMPOWERMENT**

There has been a considerable impact on thousands of families through this initiative and We have also been successful in creating 10 model villages. A lot has been accomplished but, still a lot has to be accomplished. An empathetic team of urban and rural Karyakartas work towards Gram Vikas in a very dedicated and professional way with paramount importance to ethics and morality.

This was possible with our generous contribution of CSR funds given by companies like yours. We have partnered with various corporates and wish to connect with you on a regular basis so that this partnership can be nurtured to the next level.

We have started this Bulletin as a new process where we will update you about the progress made in the past few months and our future plans. This will also help maintain transparency. In addition, we will make efforts to bring to you any policy updates or recent happenings in the field of CSR, curated by subject matter experts.

Tree Plantation Programs



**802 Volunteers
From Corporates**



578 Beneficiaries Farmers



11,962 Trees

Azadi ka Amrit Mahotsav - Creation of Amrutvatika

- 75 fruit trees (Amrutvatika) were planted in each of our centres on 15th Aug, 2022 at Wada, Khodala, Jawhar, Vikramgad and Kasa.
- Mumbaikars participated in tree plantation festival and witnessed traditional aarti and folk dance.
- Within 2 -3 years, Amrutvatika will be helpful to villagers to get sustainable source of income.
- This Amrutvatika village is to be developed as tourist attraction.



Taluka	Village	No Of Trees Planted	Participants From	No Of Volunteers	No Of Beneficiary Farmers
Wada	Pali	250	NCDEX E Markets Limited	25	25
	Khariwali	220	Lions Club Thane Pride	14	14
	Chikhale	300	Gokuldharm Group, Goregaon	16	16
	Sai Nishet	900	Abhimanyu Prabhat Shakha	70	22
	Nishet	1310	Vaibhav Ashok Goel Charity Foundation 'Mottlal Oswal Foundation & Bharat Vikas Parishad	92	27
	Gale	540	Citizens Group From Bhandup	120	12
	Kumbhiste	951	Sirmaxo Chemicals Pvt. Ltd.	5	29
	Pimplas	2000	Mahindra & Mahindra Financial Services Limited	40	55
	Ravacha Pada	400	Ion Foundation	25	23
	Tilgaon	210	Citizens Group from Khar	38	16
Vikramgad	Madachapada	310	Citizens Group	31	23
	Zap Pada	1100	Arihant Capital & Soch Sayani	96	23
Jawhar	Balkapara	651	HDFC Life Insurance Company Limited	45	KSGVY Bamboo Plantation
	Garadwadi	350	Bhageria Industries Limited	32	28
	Nangarmoda	575	Ram Ratna Vidya Mandir, Uttan	37	124
	Dhadhari	480	Citizens Group	19	44
	Manmohadi	240	Citizens Group	10	22
Kasa	Ghodipada	174	Citizens Group	12	17
	Ambeghar & Bhoypad	1000	State Bank Of India	75	58

Atmanirbhar Annadata



Solar Irrigation Project Inaugurated at Zugarepada by Nirmal Misrilal Bang Charity Trust on 09 August 2022

Project details -

- 42 farmers families will be directly benefited
- Drip irrigation installed and commissioned in 42 acres of Agricultural land. Enabling farmers to take up to 3 crops a year which was earlier not possible.

Water taps to each household was provided in Bochalpada village Inaugurated on the occasion of World Tribal Day by the Nirmal Bang Parivar and Keshavsrushti trustees in the presence of 250 villagers.

Empowerment Through Skill Development (Raksha Bandhan)

Tiranga Rakhis made by the Vanvasi artisans of Palghar district were sent to battalions of our Brave Indian soldiers by **Gems And Jewellery National Relief Foundations** in 8 regions of the country including the "Kibithoo" village of Arunachal Pradesh. In Jammu & Kashmir, Raksha Bandhan was celebrated by distributing sweets to soldiers through Aseem Foundation. Soldiers were very happy after seeing these Tiranga Rakhis. Also, Bamboo Rakhis made by the Vanvasi of Palghar district were sent to sisters studying in SNTD women's University, Mumbai. SNTD University distributed 10,000 Rakhis to their students who tied these Rakhis to their brothers. This year, more than 40,000 Rakhis were made by the Vanvasi artisans of Palghar district.





Recent amendments in the CSR Rules

CA Rakesh Mittal
(Treasurer, Sewa International)

Ministry of Corporate Affairs, Government of India came out with Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021 which were notified in the official Gazette on 22nd January, 2022 to be effective from that date. We will be discussing here some of the most important points evitable through these changes:

Eligibility

Now it is clearly defined about the eligible legal entities who could receive CSR funds. These are: A company established under section 8 of the Companies Act, 2013, OR a Registered Public Trust OR a Registered Society are eligible to receive CSR funds now, if they are Registered under section 12A and 80G of the Income Tax Act, 1961 and having an established track record of at least three years in undertaking similar activities.

Further, such entities can be created by the donor company itself, or by the Central or State Governments or by an Act of Parliament or a State Legislature.

CSR Reporting

From financial year starting on or after April 01, 2020 CSR Reports shall be made in Annexure II, for previous years Annexure I shall continue.

Annexure II mandates additional disclosures regarding:

- Impact Assessment
- Amount available for Set Off
- CSR amount spent against ongoing projects / other than ongoing projects
- Administrative overhead
- Unspent amount against ongoing projects / other than ongoing projects
- Details regarding capital assets

Impact Assessment

A company having the obligation of spending average CSR amount of Rs. 10 crores or more in the three immediately preceding financial years in pursuant of section 135(5) of the Act, shall undertake impact assessment.

Impact assessment to be done by an independent agency.

Impact assessment to be done in respect of CSR projects having outlays of one crore rupees or more and which have been completed not less than one year before undertaking the impact study.

Ongoing Projects

“Ongoing Project” means a multi-year project having timelines not exceeding three years excluding the financial year in which it was commenced.

This means that CSR Projects duration cannot be more than 3 years.

Projects which were initially not approved as multi-year projects can be made ongoing by extending the duration beyond one year by the Board based on reasonable justification.

Administrative Overhead

The administrative overheads (definition added) shall not exceed 5% percent of total CSR expenditure of the company for that financial year.

Treatment of Unspent Amount

Unspent amount should be transferred with in a period of 30 days for ongoing projects, from the end of the financial year to a special account to be opened by the company for that purpose for that financial year in any scheduled bank to be called as Unspent Corporate Social Responsibility Account (UCSRA).

Such amount shall be spent with in a period of 3 financial years from the date of such transfer, failing which, the company shall transfer the same to a fund specified in Schedule VII, with in a period of thirty days from the date of completion of the third financial year.

Unspent amount not relating to ongoing projects, in case of failure to spend the same, shall be transferred to a fund specified in Schedule VII, within 6 months of close of financial year with reasons for not spending in the form of Board Report.

Consequences of non-transfer

Company shall be liable to pay penalty twice the amount of default or Rs. 1 Crore, whichever is less.

Treatment of surplus arising out

Any surplus arising out of the CSR activities shall not form part of business profit of the company. Such surplus shall be ploughed back in to the same project or shall be transferred to the Unspent CSR account.

National Unspent CSR Fund

Central Government shall establish a “National Unspent CSR Fund” for purpose of transferring the unspent amount of companies, which shall be then used for activities outlined in Schedule VII.

Proposed Projects –

1. Computer Training Institute (CTI)

- We propose to start **4 new computer training institutes** in *Jawhar, vikramgad, kasa and khodala* of Palghar district.
- These centers will provide soft skills training to make the youth employable through computer literacy

2. Madhav Sanskar Kendra (MSK)

We propose to start **100 Madhav Sanskar Kendra (MSK)** in villages.

Keshav Srushti through its Madhav Sanskar Kendra (MSK) are trying to inculcate some core values in the students through various programmes.

These MSK programmes help students to -

- explore, support and enhance dormant qualities
- explore and develop manual skills
- let them understand importance of education and improve cognition power.

3. Atmanirbhar Annadata (Solar Project)

We propose to make **500 Annadatas (Farmers) Atmanirbhar** (self-reliant).

- In particular, the people of the riverside villages are provided solar pump for lifting water through pipe for agriculture.
- Under this project we ensure that each farmer's one acre of land is irrigated through solar irrigation system enabling him to take 3 crops a year.
- The sole objective is to ensure that our Annadata (farmers) become Atma-Nirbhar (Self-reliant).
- this project has benefited more than 386 farmers till date.

4. Healthcare

We propose to start **healthcare initiatives in 35 Villages.**

We are working in 18 villages across the Palghar district to improve the health status of tribal residents. This is done through appointing and training Swasthya Rakshak Dampati (Couple). In this program we focus to create awareness, health record of families and health mapping of the village



This year (2022), on the occasion of 76th Independence Day of India, more than 20,000 National Flags were distributed in Vanvasi area.

We wish that you partner with us.

Contact us for details of our proposed projects or if you plan to implement any of your social initiatives in the tribal villages.

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