

## Implementation of CSR project : An exciting experience

■ BIJAY KUMAR GUPTA AND PAWAN KUMAR MISHRA

Received : 22.08.2012; Accepted : 20.03.2013

### ABSTRACT

Implementation of social project is not an easy task. It needs specialised knowledge and experienced persons for effective handling of social projects. However it can be done by exploring the possibility in local setup and the local resources available with us.

**KEY WORDS :** Corporate social responsibility, Social project, ALIMCO, VRC

**How to cite this paper :** Gupta, Bijay Kumar and Mishra, Pawan Kumar (2013). Implementation of CSR project : An exciting experience. *Internat. J. Com. & Bus. Manage.*, 6(1) : 146-149.

Corporate Social Responsibility (CSR) was a new work for my department. Although under HR department we have tackled so many issues but it was the first time when implementation of CSR project given to us. It was the second week of Feb. 2012 when we received direction from Head Quarter (H.Q.) for utilisation of CSR fund in current financial year itself by implementation of social projects.

Now it was challenge for us to select a social project, identify the beneficiaries and implement the project so that beneficiaries may get benefitted. Time was our main constraint. Only 45 days was left in current financial year. It has become challenges for us to utilise CSR fund by implementation of social projects within this 45 days. Apart from this our all officers and staffs were from HR background and they have no exposure in the field of social work. To begin on project we have decided to call an informal meeting of our officers to workout strategy. During the meeting many suggestions came out and we have discussed on each and every suggestion with possible benefits and drawback. Finally we have worked out on following strategy with time limit.

- Selection of specialised agency - 10 days

- Identification of beneficiaries - 15 days
- Placement of order and getting articles -10 days
- Beneficiaries should be benefitted - 7 days

Selection of specialised agency /NGO/Voluntary organisation was really a new work and challenge for us. We have decided to explore on following aspect:-

- To find local NGOs of the area.
- To meet officials of Vocational Rehabilitation Centre for Handicapped (VRC), Kanpur.
- To visit Artificial Limbs Manufacturing Corporation of India (ALIMCO), Kanpur to understand the working and possibility of using it as specialised agency.
- To contact other voluntary and reputed club like Rotary Club, Lions Club to explore the possibility of implementation of community project.

As per available information and contact no with us we have contacted M/s ALIMCO, Kanpur. We have received very good response from ALIMCO. ALIMCO has agreed to depute one of the officer to visit our office to understand our requirement and to explain alimco's activities and possible help that may be extended by ALIMCO. Next day one officer from ALIMCO have visited our office. Our team was present to discuss on CSR Project and possible help that may be extended by ALIMCO. It is informed by them that ALIMCO is a Central Public Sector Enterprise working under aegis of Ministry of Social Justice and Empowerment. They are manufacturing 265 types of aids and appliances for disabled people. The major products are Tricycle, Wheel chair, Crutches,

### MEMBERS OF THE RESEARCH FORUM

#### Correspondence to:

**BIJAY KUMAR GUPTA**, Department of Management, Singhania University, JHUNJHUNU (RAJASTHAN) INDIA

#### Authors' affiliations:

**PAWAN KUMAR MISHRA**, Department of Business Administration, Kanpur Institute of Technology, KANPUR (U.P.) INDIA