

Implementation of CSR project : An exciting experience

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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

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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,

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Walking stick, Hearing Aids, Braille Shorthand Machine, Braille cane, Braille slate etc. ALIMCO also invited us to visit the plant and display room where major products of ALIMCO are exhibited. He has also confirmed immediate supply without any delay.

This meeting has given us a ray of scope to think towards possible social project. We have discussed that why not we consider to distribute aids and appliances for needy school going disabled children. ALIMCO was also ready to supply aids and appliances immediately. We have finally decided to visit ALIMCO to see its products and further discussion in this regard. Next day we visited ALIMCO. We have received warm welcome and seen major products manufactured by ALIMCO at their display room. We have also met with CMD and discussed on modulus of operandi for supply of aids and appliances. It was relief for us that CMD also assured supply of appliances immediately after receiving of confirm order.

On the same day while returning from ALIMCO we have also visited Vocational Rehabilitation Centre for Handicapped (VRC), Kanpur. We met with Assistant Director (Rehab.) and requested him to extend help in identifying the school going

handicapped children who is in the need of aids and appliances. VRC assured us to provide all possible help in identifying of beneficiary. He informed us that many special schools for handicapped are in there contact. With the help of these special schools, making list of beneficiaries with required aids and appliances is not difficult task. He also ensured that list of beneficiaries will made available within a week. VRC also offered us to organise distribution camp at VRC Campus. He is also ready to host the programme and ready to bear all expenditure while organising distribution function.

Our visit to ALIMCO and VRC was very beneficial. It has given us confidence to implement CSR project within a prescribe time. We have finally decided to distribute aids and appliances to needy school going handicapped children. As this segment of society is poorest of the poor and we can help them through CSR programme as social responsibility of our organisation. To complete the project within time limit (*i.e.* 45 days) it was necessary to watch each and every activity very closely, so that all activities should be completed within time period. It was also necessary to avoid any activities to become critical.



After two days we have contacted VRC. It has informed by VRC that they have called a meeting of all special schools along with list of children who are in need of aids and appliances. After two days of gap we have again contacted VRC for progress. The feedback was quite encouraging for us. VRC had collected the list of beneficiaries along with requirement of appliances from special schools. We have immediately sent one of our employee to collect the list of beneficiaries and appliances details.



Now list of beneficiaries with appliances details was with us. We have worked out on list and finalised the item wise requirement. The final requirement was sent to ALIMCO by fax for giving proforma invoice (PI). Telephonically we are also in touch with ALIMCO for raising PI. We are thankful to ALIMCO for giving PI on same day by E-mail. As ALIMCO is a Government of India organisation and specialisation in the field of disability for provision of aids and appliances, we have no problem to recommend for supply of aids and appliances on single offer basis. Our material management has also cooperated very much and issued Purchase Order in the favour of ALIMCO for supply of aids and appliances.



We are in close contact of ALIMCO officials for supply of aids and appliances. This was necessary to avoid unnecessary delay in paper work and transportation. Within two days ALIMCO has informed us for placement of truck.



Accordingly we sent the truck to take aids and appliances. The aids and appliances are unloaded into VRC, Kanpur. Now all aids and appliances were available at camp site. The assembly of tricycle was also completed by ALIMCO technicians at the site and aids and appliances were ready for distribution.

Our team was happy that all major activities were completed within time. Now our work was to contact VRC and decide the distribution date so that school going disable children should get the aids and appliances. We have discussed the date of distribution with VRC and finalise the





date of distribution on 12th March 2012. VRC has taken responsibility to inform all beneficiaries and ensured presence

of beneficiaries at the venue on 12/03/2012.

It was distribution date and was hosted by VRC. All aids and appliances were sponsored by us. ALIMCO had supplied the required aids and appliances. The chief guest was CMD, ALIMCO and our General Manager. In presence of them the distribution work started. Around 300 school going disable children were benefitted by getting Tricycles, Wheel chairs, Hearing Aids, Braille cane, Braille slate, Braille Shorthand Machine, Crutches etc. A cultural programme was also performed by children with special needs. The distribution programme was very successful.

This successful social programme has given a very good memorable experience to our team. It has given us confidence also to take more social projects for those segment of society who still living below poverty line and need actual help. We can do a lot for them through CSR.