



Corporate Social Responsibility (CSR) & PARD INDIA

Why should you associate with PARD INDIA?



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About 1.3 billion people (23%) are multi-dimensionally poor in the world and half of them are children under age 18 and a third are children under age 10 according to UNDP Global MPI 2020 Report. The report indicates that India is 62 among 107 countries and **27.9%** population identified as multi-dimensionally poor, the **number was 36.8% for rural** and 9.2% for urban.

In India, majority of the population more than **65%** resides in rural communities witnessing pockets of poverty at every corner of a village. Sustainable and inclusive rural development is vital to the economic, social, and environmental viability of our nation addressing primary needs of education, health, sanitation, employment, civic infrastructure, and the environmental conditions, etc.

“India lives in villages” were the golden words of Mahatma Gandhi many decades ago. Ironically, after almost 74 years of independence, the data does not seem to disagree. Today, about 65% of the Indian population lives in rural areas. The Urban-Rural divide in India has been debated for years, and the following are still growing concerns in bridging this gap:

- Rural literacy is about 71% per capita, compared to 86% in urban areas.
- The urban female literacy rate is almost 20% higher than the rural female literacy rate; the cause of “Girl Child” is still a significant challenge in rural areas.
- The fall rate of net attendance from primary to secondary is much steeper in rural areas. The widely cited reasons are lack of familial commitment, migration, climate-induced disasters, famine, and poverty.
- The average life expectancy in rural areas is 67% compared to 72% in urban areas. Rural India lags behind Urban India in all the indicators, such as Infant Mortality Rate, Percentage of Anemic Population, Various Health Indicators, and Access to Basic Services.
- Most of the marginalized communities in rural India continue to live in abject poverty due to a lack of empowerment, literacy, and means of economic prosperity and their non-participation in the government’s developmental programs.

Rural India always takes a backseat - Today, after almost seven decades of independence, the villages still take a backseat in virtually every aspect of socio-economic development compared to urban India. The gap between the urban and rural divide is to be bridged with more focus on growth, particularly uplifting the poor sections of the children and communities in rural areas, which is a definite prerequisite.

There is an urgent need for collective action from all the stakeholders, connecting rural people, primarily the disadvantaged children (V-kids) and their communities, to achieve the Sustainable Developmental Goals (SDGs) of 2030 to ensure inclusive development at the grassroots.

PARD INDIA is a platform that allows all our stakeholders, particularly corporates, to participate in the grassroots social change process.



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What is the Companies Act 2013?

The Companies Act 2013 has taken a bold step to introduce the culture of Corporate Social Responsibility (CSR) amidst Indian corporates by giving a minimum expenditure towards social activities.

According to Section 135 of the Companies Act 2013, every company with a net worth of INR 500 crores or more or a turnover of INR 1000 crores or more, or a net profit of INR 5 crores or more would be mandated to spend at least 2% of the net profits (before tax) of the immediately preceding three years on CSR activities.

From over Rs. 10,065 crores spent in 2014-15, the CSR expenditure in India increased to Rs. 25,715 crores in 2020-21, registering 2.5 times increase in the seven years of implementation. About 20,840 CSR companies have spent money in India across 29 sectors: health, education, environment, welfare, and development.

The main Activities eligible for CSR spend are:

- ✚ Poverty reduction and eradicating hunger
- ✚ Education
- ✚ Healthcare
- ✚ Empowering women and promoting gender equality
- ✚ Environment Sustainability
- ✚ Social Business Projects
- ✚ Reducing child mortality and improving maternal health
- ✚ Imparting of Vocational Skills & Livelihood Creation
- ✚ Contribution towards Central and State Government funds for socio-economic development, etc.





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PARD INDIA Alignment with Clause 135, Companies Act 2013

Companies Act 2013 States	PARD INDIA Alignment
The new Companies Act 2013 states that a company may conduct/implement its CSR activities through registered Trusts/Societies with an established track record of at least three years in activities in the specified areas.	<p>PARD INDIA is a non-profit organization, registered on 13th January 2011 under the Societies Registration Act of 35/2001, bearing Reg. No. 19/2011. Registration under Section 12A (a) of the Income Tax Act, 1962 is under process.</p> <p>We are one of the challenging world's NGOs serving at the grassroots. Every small donation we receive invests in helping deprived children (V-kids) and marginalized communities in rural and suburban areas. For the last twelve (13) years of our inception in 2011 and until now, we have raised about 80% of donations from our members and the rest 20% from donors predominantly local communities. Currently, we are working on scaling up our services through CSR collaborations for our projects to be implemented at the grassroots level.</p>
The Companies Act 2013 encourages companies to target their CSR interventions in their local region/area.	Till 2023-24, we have about 103,230 beneficiaries , impacted about 72,000 Children , and influenced 425 Communities in 85 Villages in both Andhra Pradesh and Telangana states. We have been working on expanding our service nationwide with PAN INDIA's presence.
The Companies Act states that CSR funding should not be considered one-time philanthropy but instead focus on activities that have a large-scale impact and are effectively managed.	PARD INDIA has been implementing its projects and programs on sustainable basis without any discontinuity, a testimony of our services at grassroots. Most of our Projects & Programs are designed to address core issues of rural society on a sustainable basis and have greater impact and can be replicated to anywhere across the nation.




Companies Act 2013 States	PARD INDIA Alignment
<p>The New Companies Act 2013 broadly recommends activities that support the fulfillment of the Sustainable Development Goals (SDGs) by 2030, previously called Millennium Development Goals (MDGs).</p>	<p>Our Projects & Programs are primarily designed to promote the cause of V-kids (children hailing from rural backgrounds who are often denied equal opportunities in their upbringing, study environment, and exposure to the competitive world) and their marginalized communities through education, health, environment, livelihood, and skill development initiatives which are designed to empower them.</p> <p>Our Projects & Programs are primarily designed to meet the objectives of the following eleven (11) SDGs for inclusive and sustainable rural development:</p> <ul style="list-style-type: none"> • SDG 1: No Poverty • SDG 2: Zero Hunger • SDG 3: Good Health & Well-being • SDG 4: Quality Education • SDG 5: Gender Equality • SDG 6: Clean Water & Sanitation • SDG 8.7: Abolish Child Labor • SDG 10: Reduced Inequalities • SDG 13: Combat Climate Change & its Impact • SDG 15: Save Biodiversity & Mother Planet • SDG 16: Protect the Rights of Children <p>Therefore, our services fall within the defined activities of the Companies Act 2013—more details follow in Section 4.</p>
<p>Since most of the development requires long-term commitments and their impact often takes a while to accrue, a good CSR practice requires that a company that is serious about its CSR should develop a long-term (3 to 5 years) vision and strategy, which is reviewed annually. The activities and budgets are planned on an annual basis.</p>	<p>PARD INDIA seeks long-term partnerships with corporates, philanthropic trusts, and foundations, thus enabling long-term impact on the rural life of deprived children and marginalized communities at the grassroots.</p> <p>As we are carrying out our operations by meeting 80% of program expenses through our contributions for the last thirteen (13) years since its inception in 2011. We are confident in forging long-term associations with our partners with 100% transparency and accountability.</p>

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PARD INDIA Connecting Rural Communities to the Global Platform for Achieving SDGs at Grassroots

For India to become a developed nation, varied stakeholders such as government, corporates, and local communities must come together to accelerate the socio-economic development of our society with a particular focus on the rural sector. Such action can be linked to the Sustainable Development Goals (SDGs) the United Nations (UN) set by 2030.

PARD INDIA spearheads its social cause by making a positive impact among disadvantaged children and their marginalized communities in rural areas and by connecting them with the global efforts for achieving the following SDGs, which are relevant to our works:

SDG	Main Goal of SDG		Our alignment with SDGs
SDG 1 https://sustainabledevelopment.un.org/sdg1	End poverty in all its forms everywhere		All our Projects & Programs are inbuilt to uplift the deprived children (V-kids) and their marginalized communities in rural India from poverty.
SDG 2 https://sustainabledevelopment.un.org/sdg2	Achieving "Zero Hunger"		Our "Feed the Hungry" Program is exclusively designed to address the hunger of needy people - primarily destitute and abandoned elderly people living in abject poverty in villages.
SDG 3 https://sustainabledevelopment.un.org/sdg3	Fostering "Good Health & Well-being"		We undertake free health camps supporting children and poor people in rural areas through our "Community Health & Safety Program."
SDG 4 https://sustainabledevelopment.un.org/sdg4	Aiming for "Quality Education"		Our READ Project and its Programs are exclusively designed to improve the quality of education in rural areas, focusing on developing V-kids.

SDG	Main Goal of SDG	SUSTAINABLE DEVELOPMENT GOALS	Our alignment with SDGs
SDG 5 https://sustainabledevelopment.un.org/sdg5	Promoting "Gender Equality"		We strongly advocate and practice Gender Parity in our organization, works, and social campaigns. Our campaigns - "Save Girl Child" and "Women Empowerment," etc. are exclusively designed to promote gender equality at the grassroots.
SDG 6 https://sustainabledevelopment.un.org/sdg6	Providing "Clean Water & Sanitation"		We promote clean water & sanitation as part of inclusive development at the grassroots through social campaigns and initiatives under the "Community Swachh Bharat Program."
SDG 8.7 https://unstats.un.org/sdgs/report/2020/goal-08/	End "Child labor, forced labor, modern slavery, and human trafficking"		All our Programs, exclusively the "Child Labor Prevention Program" under READ Project , are designed to improve the quality of education and control potential school dropouts, thereby ending child labor.
SDG 10 https://sustainabledevelopment.un.org/sdg10	Ensuring "Reduced Inequalities"		Our vision and mission for inclusive development of everyone in every village reflects our commitment to equality in our society. All our Projects & Programs are inbuilt to advance equality at the grassroots.
SDG 13 https://www.un.org/sustainabledevelopment/climate-change/	Action to combat "Climate Change & its Impact"		We promote and address Climate Change issues in classrooms and public meetings, connecting the rural folk to global efforts. Through our "Green Challenge" initiatives, we encourage and draw the attention of children and communities to be part of combating climate change.
SDG 15 https://www.un.org/sustainabledevelopment/biodiversity/	Protect "Biodiversity & Mother Planet"		Being a grassroots-based social organization, we partner with local governments to identify and preserve biodiversity reserves and assist in preparing e-PBR (electronic Peoples' Biodiversity Registers). Further, all our works under the "Community Swachh Bharat Program" are designed to serve our mother planet.

SDG	Main Goal of SDG		Our alignment with SDGs
SDG 16 https://www.un.org/sustainabledevelopment/peace-justice/	Protect “Rights of Children & Disadvantaged Communities”		All our Projects & Programs and Campaigns are inbuilt to give a voice to the voiceless. Further, our “ Community Awareness & Empowerment Program ” is designed to create awareness and empower disadvantaged children and communities on various subjects, including their rights.
SDG 17 https://www.un.org/sustainabledevelopment/globalpartnerships/	Partnership for achieving “Sustainable Development Goals”		Having experience serving at the grassroots with our funding during the last 12 years, we aim to partner with corporates and philanthropic institutions to support our social cause through CSR partnerships for inclusive and sustainable development in rural areas.

Against the above scenario, PARD INDIA’s work is highly relevant – with a mission to “empower deprived children and marginalized communities through **education**, health, **environment**, **livelihood creation**, and **skill development** interventions to build respect for their dignity, justice, and equity to improve the quality of life at the grassroots.

Source of Data:

- National CSR Portal
- The 2019 Global Multidimensional Poverty Index (MPI)
- Poverty Measurement in India 2020 (by Ministry of Rural Development)
- Rural population (% of the total population) – India by World Bank 2019
- MSPI Report 2016 on Educational Statistics at a Glance
- Frequently Asked Questions on CSR
- Details about CSR and its activities



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Our Projects & Programs

PARD INDIA has been implementing the following customized Projects and Programs designed to address the core issues of the V-kids and disadvantaged communities in rural areas:

Project Code	Program Code	Project / Program Description
READ	Rural Education and Development (READ) Project	
RAED-01	ASEP	After School Education Program
RAED-02	VKCP	Village Knowledge Centre Program
RAED-03	VKKB	V-kid Knowledge Boost Program
RAED-04	VKSP	V-kid Scholarship Program
RAED-05	CLPP	Child Labor Prevention Program
RAED-06	QVEP	Quality & Value Education Program
BPCP	Building Positive Communities Project	
BPCP-01	HSHP	Hearts of Serving the Humanity Program
BPCP-02	CAEP	Community Awareness & Empowerment Program
BPCP-03	CHSP	Community Health & Safety Program
BPCP-04	CSBP	Community Swachh Bharat Program
CFRP-00	Collective Fundraising Project	
GENE-00	Social Campaigns / Blogs	

We are looking for potential SCR corporates to partner with us for the above projects to be implemented at the grassroots.

For more details, please visit our website - www.pardindia.org or write to us – info@pardindia.org

Get in Touch!

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