



## INFORMATION FOR PROSPECTIVE CORPORATE SPONSORS

A revolutionary provision has been added in the new Indian Companies Act, 2013 (Companies Act/Act) - Corporate Social Responsibility (CSR). The concept of CSR is based on corporations sharing social responsibilities in the growth dynamics of the society, within which they function. To operationalize CSR, the Ministry of Corporate Affairs has notified the relevant Section 135 and Schedule VII of the Companies Act and the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014.

Section 135 of the Companies Act provides the threshold limit for the applicability of CSR provisions to the companies with, (a) *net worth of INR 500 crore or more*; or (b) *turnover of INR 1000 crore or more*; or (c) *net profit of INR 5 crore or more during any of the financial years*. Further as per the CSR Rules, the provisions of CSR are also applicable to subsidiaries, branch offices and project offices of a foreign company operating in India.

The companies which come under the purview of Section 135, have to ensure that they *spend at least 2% of their average net profits made during the three immediately preceding financial years*, in pursuance of a Corporate Social Responsibility Policy. It further states that the Companies *must give preference to the local area and areas around where it operates*, for spending the amount earmarked for Corporate Social Responsibility activities. Schedule VII of the Act lays down the activities which may be included by a Company in their CSR Policy – some of these activities are directly reflective of our work, such as, *promoting education & promoting gender equality and empowering women*,

## AASHRAY'S VISION FOR PARTNERSHIPS

NGOs working on economic and social rights, such as ours, tend to face acute shortage of financial resources in India due to various reasons, including, the limited governmental assistance. Simultaneously, we believe that the prevailing 'charity' perception around contributing to social causes in India, hinders a holistic social responsibility framework. Instead we believe that every citizen and organization can instead be an equal partner as a social contributor rather than merely 'donating'. Therefore, in our work, we value non-financial contributions and partnerships equally, if not, more.

By associating with us, there is a potential to associate not just with our beneficiaries, especially the children we work with, but also with our growing network of supporters, well-wishers, contributors and volunteers. These contributors are professionals who belong to affluent middle and upper-middle class families and reside in neighbouring housing societies such as ATS Greens Village, ATS Hamlet, Eldeco, Silver City, Grand Omaxe, etc. Further,



our proximity to a wide gamut of multinational companies and innovative, successful start-ups, in addition to the national media hub in Sector 16, Noida, places us at the confluence of an influential section of upcoming urban Delhi NCR suburb. Thus, our partners stand to gain from the exposure to our growing network with great potential for publicity, where their contributions are acknowledged, publicised and displayed through our online presence, at our centre and through a series of partner events.

It is not always easy dedicating time to social causes when one is predominantly caught up with the hectic nature of today's jobs. Yet, in our experience, individuals at all levels of the corporate ladder find deep satisfaction in contributing constantly to social endeavours in a variety of ways. It is especially in this context that we see huge partnership potential. We envisage a wider collaboration with our potential corporate contributors and partners, which is cross-beneficial to both Aashray's and the partner's image, besides being positively valuable both for the beneficiaries of our programs and the partner's employees. Beyond financial contributions, we seek dynamic and diverse partnerships where even the employees of an organization become active agents of social change. They can volunteer in a multifaceted manner with us and become partners themselves with Aashray. As a small organization with huge aspirations to upscale our modest programs and increase our impact in society, we invite everyone to become part of our growth story.