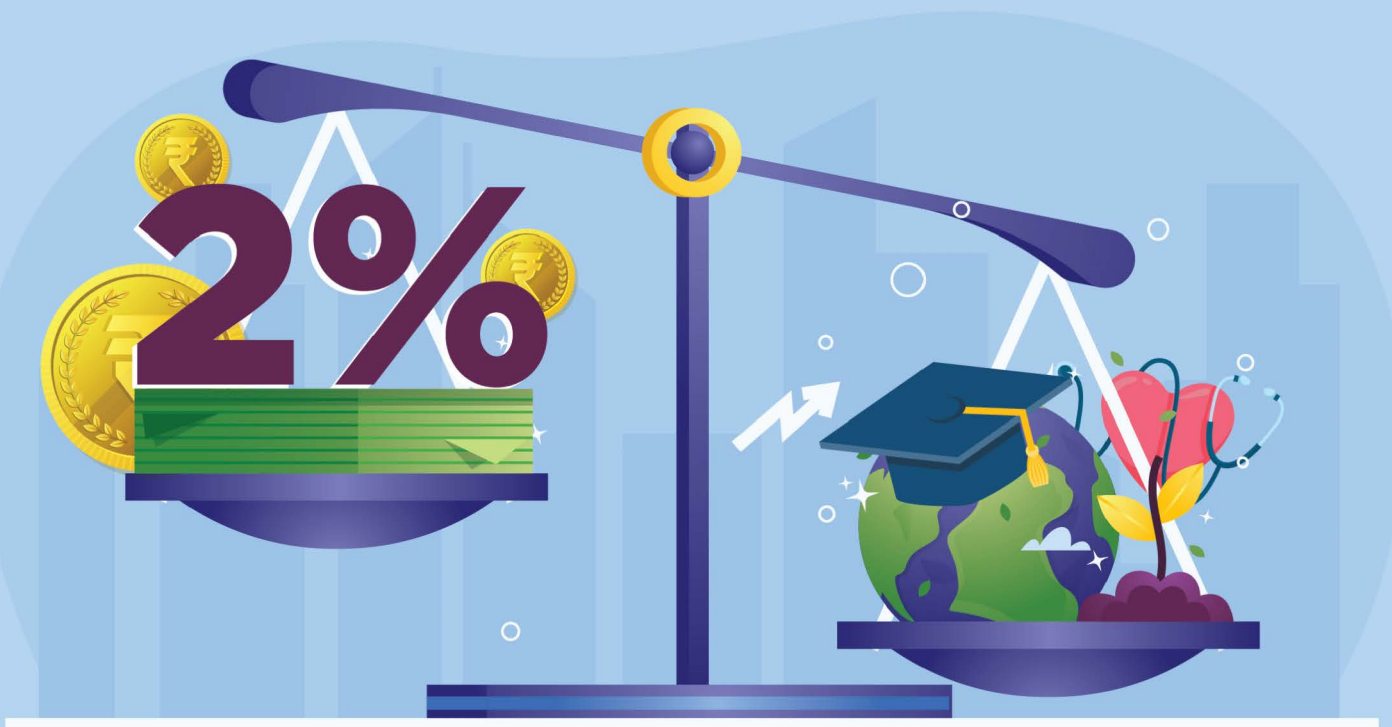




# LET'S STRIKE THE BALANCE BY THINKING BEYOND TWO PERCENT



## WITH GDP FOUNDATION'S CSR INCUBATOR

[contact@gdpideaz.org](mailto:contact@gdpideaz.org) | 9823043678

607, C/o Oxyfuse, 6th Floor, Citi Center, Patto, Panjim, Goa

[www.gdpideaz.com](http://www.gdpideaz.com)



**SPEED**

**SEIZE**  
Emerging Opportunities For  
Women Empowerment



**CSR  
INCUBATOR**

**RE-FOCUS**  
Research Based Felt Needs  
For CSR



**HOPEKART**

**EXPLORE**  
Large Scale Community Involvement  
For Better Solutions

# MAKING SOCIAL SYSTEMS DELIVER

**T**he definition of CSR has to change. It is no more signing a cheque or then a mere PR strategy. The need of the hour is to think beyond 2%. That's because CSR is not just about quantity, but also quality. It is about felt needs addressed with sustainable solutions and are scalable in the long term.

Also, the core sectors - **agriculture, healthcare and education** need immediate attention. We need to create an ecosystem that can create supply to fulfill the demand in these sectors. Though we have thousands of Self-Help groups and NGOs, this immense resource remains untapped.

## **Let us relook at the ecosystem.**

There are ample of opportunities in the ecosystem. However, we need to look closely and identify the missing pieces. Visionary thinking, strategic blueprint and excellence in execution - our ecosystem falls short in these three aspects.

This is your chance to fill up the need-gap.

Awaken the Philanthropist in you.

**WITH GDP'S CSR INCUBATOR.**



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# 01

## GDP FOUNDATION

GDP Foundation (Growth & Development Platform) is one of its kind Trust.

This Trust is a spiritual, intellectual, emotional and social culmination of various initiatives undertaken by our decade-old consulting firm Ideaz Unlimited.

Ideaz Unlimited is an enterprise that gave Goa many firsts to cherish. Some of them are:

- **Goa's first Goa CSR Awards – 2008**
- **HOPE - an initiative to revive Goan artists and art forms - 2012**
- **364 Days of Transformation Awards - 2016**

GDP Foundation aims at promoting cultural collaboration and speeding up the working of community services. It aims at creating social startups and entrepreneurs fueled with instruments of CSR and philanthropy.

Our focus is clear - build a business ecosystem in healthcare, education and agriculture for the youth. And we have delivered on all fronts. Explains why the community, corporates, association and the Government trust us.

Registered on 19th July 2019, our Trust has three verticals under it.

- **SPEED: Social platform for Engagement & Entrepreneurship Development**
- **CSR INCUBATOR: Research & Consultancy in CSR**
- **HOPEKART: Mega socio-economic interventions**

### GDP'S IMPRESSIVE TRACK RECORD

1. Built 5 social startups using social systems delivery, a unique method indigenously designed by GDP Foundation
2. Launched first of its kind Foundation Course in Palliative Care in collaboration with Pallium India and Dilasa in which 53 Goan UG students successfully qualified
3. Launched an Entrepreneurship cell for Divyang in collaboration with Sanjay School
4. NGO assessment and development instrument is almost complete
5. Invited by Goa University & Directorate of Higher Education as a Strategic Partner for SBSI (Swachh Bharat Student Internship program) covering 28 colleges



# 02

## TRUSTEES

GDP Foundation is a trust like none other. It is a foundation steered by thorough professionals who are philanthropists at heart. Explains why every project has a strong rationale, a scientific approach of execution and a logical end.



### **MR. KISHORE M SHAH: MANAGING TRUSTEE** **DIRECTOR – IDEAZ UNLIMITED**

Mr. Kishore is B.E. (Electrical)(Hons), PGD-HRM, PGD-Org. Studies, CPBA, Talent Analyst - Chally (Ohio).

He has worked with Wipro Lighting, PRI-UK and CMS Computers. He has been a Talent Analyst & OD Consultant with various MNCs, World Bank projects, NGOs and Government Institutions. He has undertaken projects in India, Asia Pacific & Europe.

Mr. Kishore holds the Limca Book of record for Literature. He has authored the book "364 days of Transformation". He was awarded the Business Goa Corporate Excellence award.



### **MR. AMEYA SALATRY : TRUSTEE** **FOUNDER – LEGAL MINDS LLP**

Mr. Ameya is a graduate from the prestigious Indian Law Society's Law College, Pune and holds dual masters from the University of Mumbai, Mumbai and the Chicago-Kent College of Law, Chicago, United States.

His wide array of practice, includes complex Corporate and Civil Litigation, Restructuring, Financial and Commercial Disputes, M&A and Real Estate/Conveyance matters.

He has worked for over a decade in India, USA and the Middle East.



### **CA SANDESH PRABHUKHANOLKAR - TRUSTEE** **FOUNDER – KPT & ASSOCIATES LLP**

Mr. Sandesh became a Chartered Accountant from the Institute of Chartered Accountants of India, New Delhi in May 2014 at the age of 23. He has completed B.com from Garware College of Commerce, Pune with distinction. He has also completed M.com from the University of Pune.

He has worked with NASDAQ listed American multinational company and specializes in "Financial Planning & Analysis" with exposure to global clients.



### **MR. PARAG VELUSKER - TRUSTEE** **SR. HR PROFESSIONAL**

Mr. Parag is a law graduate with a Masters in Business Administration. He has worked with Sanofi, Bosch, Manipal Hospitals Group at senior HR positions. Presently he heads the HR function at Kineco.

He has a keen interest in the social cause through CSR & various socio-cultural activities.

# 03

## PARIVARTAN EXECUTIVE PANEL

Meet GDP Foundation's prestigious Parivartan Executive Panel.  
These industry captains and experts are on board to guide us and help us to make our dream of rebuilding the world a reality.



**DR. ARVIND NATU**  
Chairperson - Board of Governors  
IISER, Kolkotta



**MR. BALAJI JAYASEELM**  
Director, Sustainability & Reg. Affair  
Graham Packaging - Lancaster, USA



**MR. BHASKER ASSOLDEKAR**  
CMD, Vibha International  
Mumbai



**DR. DYANESHWAR MULAY**  
Member, National Human  
Rights Commission, Delhi



**MR. GIRISH BHARNE**  
Associate V.P.  
Persistent Systems Ltd, Goa



**MR. JAIDEEP REDKAR**  
President (India), Rosenberger  
Goa



**DR. MONA DESAI**  
National Chairperson  
IMA-WDW, Ahmedabad



**MR. NIKHILESH PANCHAL**  
Partner, Khaitan & Co.  
Mumbai



**MR. PRABU RAJAGOPALAN**  
Regional Head - Middle East  
TDK India Pvt. Ltd., Bangalore



**MR. PRAMOD VATSA**  
SEKURIT Excellence Programs &  
WCM Director, Saint-Gobain  
Sekurit International, France



**DR. PRAVEEN KHULLAR**  
Head Global Dev. Centre, Sanofi Synthelabo  
President, GPMA, Goa



**MR. SANDESH DHARESHWAR**  
VP - Kundaim Industrial Association  
Director - Vimal Art Printery, Goa



**MR. SANJAY SRIVASTAVA**  
Former Secretary to GoI &  
Chief Secretary: Delhi & Goa



**MR. SUNJOY THUKRAL**  
Corporate Strategy &  
Finance Expert, Delhi



**MR. SUNIL MISAR**  
Registrar, CDAC, Pune



**DR. SUBRAMANIAM NEELAKANTAN**  
Sr. Director, Corp (R&D)  
CDAC, Pune





# 04

## PARTNERS



For any project to achieve success, it needs strong IoT support, an efficient workforce and to-the-point communication. Our partners help us to achieve it all. Their support helps every initiative to stand strong and fly high.



Demerg Systems is a global company and provides IT solutions to establishments around the world. It does not matter how big or small your problem is. Demerg Systems does whatever it takes to design the most optimum and cost-effective solution.

Formed in 2004, Demerg Systems provides IT services that are complemented by its excellent enterprise support.

Having established a strong competence in Web, eCommerce, Softwares & Document Digitization, Demerg Systems now focuses on Manufacturing Automation, Mobile and IoT solutions.

Internship Station is a smart platform that creates a dynamic environment between the students, companies & educational services. The purpose of the platform is to facilitate students' engagement and bridge the gap between the students' skill-set & the industry requirements.

This platform organically collects information that the industry seeks such as Corporate trends & favored skills insight. It then feeds it to the colleges so that they can prepare their students to match the needs of the industry.



Goa Bylane is Goa's very own Art, Culture & Lifestyle eChannel aimed at the welfare of Goan Communities. This channel aims to inspire, inform and entertain travelers by revealing to them the unseen hinterland of Goa. It is an invite to travel to the heart of picturesque Goa, discover the hidden jewels, meet interesting personalities, be a part of Goa's age-old celebrations, get enthralled by the traditional occupations of the region, visit incredible places and find amazing things to do when in Goa.

In this process, Goa Bylane aims to give Goa's local communities a platform to enhance their livelihood. Helping Goan Communities grow by revealing them to the world, that's the aim of Goa Bylane.



# 05

## TRACK RECORD



GDP Foundation firmly believes that every idea should meet a logical end. Hence, whichever activity or initiative we undertook, we assured that it was relevant to the changing times and every participant gained in the entire process. And needless to mention, our partners helped to make a cut above the rest.

### 01 PARIVARTAN KARO NA

परिवर्तन  
**KARO NA**

This contest-cum-internship encouraged Goa to think of simple, smart and superior sustainable solutions, which would help Goa, India and the World at large, to bounce back and gain its lost sheen. GDP Foundation executed this online initiative seamlessly when the entire world was locked down.

There were 5 challenges for participants to choose from:

CATEGORY 01: MEDICAL COMBAT READINESS

CATEGORY 02: SOCIO/ECONOMIC/CULTURAL ECOSYSTEM RESTORATION

CATEGORY 03: ENVISAGE NEW FORM OF OPERATIONS

CATEGORY 04: SMART DISASTER MANAGEMENT SYSTEM FOR THE STATE

CATEGORY 05: REVIVE – RESTORE – REINVENT THE GOAN /INDIAN /WORLD ECONOMY

It was an effort to nurture a tendency of thinking. The initiative created a breakthrough in a breakdown and kept the morale of the community high. People's participation and their ideas made this effort a resounding success.

**TOTAL ENTRIES: 125**  
**TOTAL SUBMISSIONS: 96**

The submissions were divided into Hi-Potential (27) and Developmental (69). The Developmental entries were mentored to help them fine-tune their ideas. Hi-Potential entries were encouraged by offering seed funding, prototype funding and cash awards.

**GDP Foundation initiates Parivartan Karo Na to boost Goa**

**Parivartan Karo Na, a contest-cum-internship, is an initiative by Growth and Development Platform (GDP) Foundation which gives Goans a chance to help the state bounce back and help it gain the fast-track, thus assisting the country and the world at large.**  
**NT BUZZ gets you the details**



**Participants can choose from five categories:**  
 a) Medical/healthcare  
 b) Socio-economic/cultural ecosystem restoration  
 c) Disaster/new form of operations  
 d) Smart disaster management system for the state  
 e) Restore - Reuse - Reinvest the Goan economy

From students, institutions, corporates, self-help groups, to retired bureaucrats and housewives, anyone and everyone is eligible. Those interested can choose from five different categories – medical combat readiness, socio-economic/cultural ecosystem restoration, envisage new form of operations, smart disaster management system for the state, and COVID-19 has created a socio-economic imbalance. "That its repercussions are yet to be felt. In times like these, debates and lectures are only directory and paneer," he says adding that there is a need for real solutions that will create a breakthrough.

GDP Foundation has thus taken the task of spearheading the wheel to positively bring out ideas, and concrete answers to boost the economy through their initiative Parivartan Karo Na where citizens of the state are encouraged to put on their thinking caps to chart out simple, smart and superior sustainable solutions and help Goa turn the tide in the post-COVID-19 phase.

From students, institutions, corporates, self-help groups, to retired bureaucrats and housewives, anyone and everyone is eligible. Those interested can choose from five different categories – medical combat readiness, socio-economic/cultural ecosystem restoration, envisage new form of operations, smart disaster management system for the state, and COVID-19 has created a socio-economic imbalance. "That its repercussions are yet to be felt. In times like these, debates and lectures are only directory and paneer," he says adding that there is a need for real solutions that will create a breakthrough.



ing the abandoned/abandoned entities to Angel investors.

GDP Foundation will also showcase the shortlisted entries to the state government for suitable rewards, recognition and implementation.

This initiative conceptualised by GDP Foundation, is powered by Demergo System, Internship Station and Goa By Lane.

Parivartan Karo Na is an initiative that will offer a platform for aspiring innovators to contribute and excel in their field of expertise. The initiative is designed to build and foster competition-based programmes that bring out the best, which will help community, based innovation.

**Ameya Salunke**, trustee, GDP Foundation

One of the models opted by us to raise funds is the contribution by companies. Companies shall contribute towards our activities, which are considered under CSR initiatives. However, we have also taken steps to raise funds from individuals."

**Sandeep Prabhakar**, trustee, GDP Foundation

COVID-19 will transform the way of life of mankind. This initiative envisions a platform for the thinking minds to contribute to the transformation of society, state and country as a whole."

**Parag Veluskar**, trustee, GDP Foundation

The contest launched on April 14, and it is now to generate solutions in five critical areas, medical combat readiness, socio-economic and cultural ecosystem restoration, envisage new form of operations, smart disaster management system for the state, and COVID-19 has created a socio-economic imbalance. "That its repercussions are yet to be felt. In times like these, debates and lectures are only directory and paneer," he says adding that there is a need for real solutions that will create a breakthrough.

**Robust response to Parivartan Karo Na contest**



L.R. Salunke, Parivartan Karo Na, trustee, GDP Foundation and Manoj Gaidole at the press conference

Goans responded enthusiastically to the Parivartan Karo Na contest aimed at encouraging residents to rebound from the lockdown, reports Team BAC.

In the midst of the coronavirus ordered lockdown, the GDP Foundation and their local counterparts Demergo System, Internship Station and Goa By Lane, teamed up to conduct an unusual contest Parivartan Karo Na contest.

The competition aimed at encouraging Goans from all walks of life to think of simple, smart and superior solutions to help the state bounce back from the ongoing crisis.

The contest launched on April 14, and it is now to generate solutions in five critical areas, medical combat readiness, socio-economic and cultural ecosystem restoration, envisage new form of operations, smart disaster management system and reinvent the economy.

Over 125 individuals registered in less than three weeks in the Parivartan Karo Na challenge. The contestants are business owners, principals of education institutions, consultants, students and NGOs. By maintaining social distance, they embraced the concept of change and contributed to help the world get back on its feet in their little way with potential ideas.

Embarked by the sheer innovation displayed by participants, the organizers of the contest compiled the contestants' ideas into a book, *Many Goans*, presented, on June 6, launched the Making of Parivartan Karo Na book.

The GDP Foundation is a trust promoted by Kishore M Shah, director, Klose Unlimited, Ameya Salunke, Legal Minds LLP, Sandeep Prabhakar, chartered accountant, RTT & Associates LLP and Parag Veluskar, a HR professional.

On the making of the contest, Shah, said, that, the COVID-19, hounds the lockdown compelled us to stay indoors. We were instructed to maintain physical distancing and steady hands. But between park forwards and cheering directors, we didn't capitulate on the collective power of India.

The judges panel comprises 14 experts and the results are expected to be out by June 15. Entries are bifurcated into high potential and developmental. None will be eliminated. Shortlisting of rounds will be subject to the health advisory and handshaking for implementation will start from July 2020, according to GDP Foundation.

The industry-government initiative will be initiated on August 1, 2020, but prior to that, the successful entries will be going through a preparatory orientation.



Release of the Parivartan Karo Na book

**‘परिवर्तन करो ना’ उपक्रमाला उदंड प्रतिसाद**

**जीडीपी फाउंडेशनतर्फे आयोजित; १२५ युवकांचा सहभाग**

गोवात कोरोना विषाक्ततेमुळे होत असलेल्या अर्थव्यवस्थेच्या उदंड प्रतिसादासाठी जीडीपी फाउंडेशनने 'परिवर्तन करो ना' (Parivartan Karo Na) या स्पर्धेची सुरुवात केली आहे. या स्पर्धेमध्ये १२५ युवकांनी सहभाग घेतला आहे. या स्पर्धेचे उद्दीष्ट अर्थव्यवस्थेला पुन्हा चालू करणे आणि नागरिकांना समस्या सोडवण्यासाठी प्रोत्साहित करणे हे आहे.



‘परिवर्तन करो ना’ उपक्रमाचा प्रारंभोत्सव असलेल्या कार्यक्रमात सहभागी झालेले युवकांचा समूह

गोवात कोरोना विषाक्ततेमुळे होत असलेल्या अर्थव्यवस्थेच्या उदंड प्रतिसादासाठी जीडीपी फाउंडेशनने 'परिवर्तन करो ना' (Parivartan Karo Na) या स्पर्धेची सुरुवात केली आहे. या स्पर्धेमध्ये १२५ युवकांनी सहभाग घेतला आहे. या स्पर्धेचे उद्दीष्ट अर्थव्यवस्थेला पुन्हा चालू करणे आणि नागरिकांना समस्या सोडवण्यासाठी प्रोत्साहित करणे हे आहे.

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**PKN gets mentioned in the Press**



The Letter of Appreciation from the Hon. Dy. CM of Goa

**CHANDRAKANT (BABU) KAVLEKAR**  
 DY. CHIEF MINISTER  
 GOVERNMENT OF GOA  
 SECRETARIAT, PORVORM GOA - 403 521

Ref.No.: Dy.CM/2020-21/९९४

Date: 13-05-2020

To,

The Chief Contest Co-ordinator  
 Parivartan Karo Na Initiative  
 GDP Foundation -Goa

Ref : Parivartan Karo Na initiative

Dear Mr.Parag Veluskar,

We are happy to note that GDP Foundation has launched 'Parivartan Karo Na' contest cum internship initiative w.e.f 14th April 2020 to get curated ideas/well debated solutions for several challenges due to Covid 19 and post lockdown economic revival.

I also understand that this is the first of its kind initiative in Goa and has got very good response which I deeply appreciate and congratulate to the Trust and 3 Goan start ups (Demergo, Internship Station and Goa By Lane) .

The State Government will be more than happy to receive the hi-potential entries and will review for its adoption and implementation.

Wishing you great success

Thanking you

Shri Chandrakant (Babu) Kavlekar  
 Dy.Chief Minister



## 02. SEED FUNDING / PROTOTYPE FUNDING - SUPPORT



*Infynit3D - CIBA receiving Prototype Funding from GDP Trustee*



*Mitsuko Trust receiving Seed Capital from GDP Trustee*



*Dr. Sachin Tendulkar, MD - Mineral Foundation Goa receiving Prototype Funding from GDP Trustee*



*Dr. Nandakumar Sawant, Principal - Chowgule College receiving Cash Award from GDP Trustee*



*Ms. Krupashri - DBCE Team Focusa receiving Cash Award from GDP Trustee*



*Mr. Gaurish Sawant - DBCE Team receiving Cash Award from GDP Trustee*

### 03. HI-POTENTIAL ADVISORY SERVICES

Just having a brilliant idea is not enough. It should be nurtured and groomed. Many ideas don't take off because they don't get proper mentoring. We at GDP Foundation took this need gap as a task and advised startups and entrepreneurs. Along with our trustees and partner, we helped the startups to acquire an in-depth understanding. **Psychometric analysis or the founder(s) | Building a sustainable financial model | Marketing and branding | Legal compliances | Financial compliances | Importance of IoT support.**

The whole aim of this service is to make startups investor-ready. Not just with a PowerPoint, but with a robust model. Thus ensuring the investors that they are putting their money in the right venture.

We are proud to say that the four startups which opted for this service are now ready to meet the investors. They are as follows:



Letcetra Agritech



Optismart  
Ezzy Loo



ATV Powerland



Pick My Cart

### 04. THE PHILANTHROPIST



The time has come to change the definition of Philanthropy. We need to look at means and ways in which we can imbibe Philanthropy in our everyday business. The focus should be more on doing good than earning profits.

With this goal in mind, we launched a bi-monthly digital magazine - The Philanthropist. Every magazine has a unique theme, and the articles contributed by the authors analyze that theme through different perspectives.

The magazine reaches over 200 industry leaders and CEOs. The Philanthropist has also evolved into a preferred medium to advertise for many small and mid-sized companies.



## 05. TALKING TALUKAS

### Rural Youth Rising

The rural youth is generally cut off from the mainstream. Also, most of them are first-generation learners who lack basic infrastructure, connectivity, or resources. For such youth, startups and other such ideas are impossible propositions.

To address this issue, GDP Foundation launched Talking Talukas - Rural Youth Rising, an initiative to provide rural students a platform so that they come up with innovative solutions to the problems faced in the agriculture, healthcare and education sector.

In this initiative, the youth of different colleges will bring to the table the opportunities, problems specific to their taluka in the area of agriculture, healthcare and the education sector. The students will have to present their ideas in following formats:

- 1500 - 2000 words essay
- A 3 mins recorded speech
- A 3 min video interview with an entrepreneur from their talukas
- A 2 min short film revealing a place of interest in their talukas

These thoughts and ideas will be processed by the CSR-Incubator to create a supply-system.

In short, it is a win-win-win situation for the rural youth, the industry and the community.

### *The Launch of Talking Talukas at Ravindra Bhavan, Madgaon*



*Launch of Talking Talukas Brochure by  
Shri Chandrakant (Babu) Kavlekar, Dy. CM - Goa,  
Shri. Damodar Naik, Chairman, Ravindra Bhavan, Goa*



*Shri Chandrakant (Babu) Kavlekar, Dy. CM - Goa, addressing  
the audience*





The audience gathered to witness the launch



The Rolling Trophy & the Winner's Trophies



The team of Talking Talukas

Media Exposure





## 06. GDP TALKS

In today's uncertain times, we need to give more importance to happiness and well being. What is crucial is to up our Happiness Index. GDP Talks aims to do just that. GDP Talks is a platform where we share and connect. This GDP Foundation's attempt to build a well being, happiness and positivity movement. Through this endeavor, we plan to explore the subtle things that can make life a pleasurable experience.

GDP Talks will showcase short videos, webinars, research articles, discussions, debates, deliberations on a wide array of topics like women empowerment, social startups by youth, community issues, welfare, inclusiveness, art, culture and literature.

It is a community platform to engage the world to inspire and get inspired by the ordinary. This platform is managed by Goa Bylane.

[www.goabylane.com](http://www.goabylane.com)



## 07. EMERGING CAREERS

The GDP Foundation keeps abreast of emerging trends/opportunities. It builds niche/unique values added courses, certifications that enable the UG/PG students to get a competitive edge and enhance their employability.

Last year we conducted certificate courses in 'Palliative Care' (53 students enrolled and successfully completed the same).

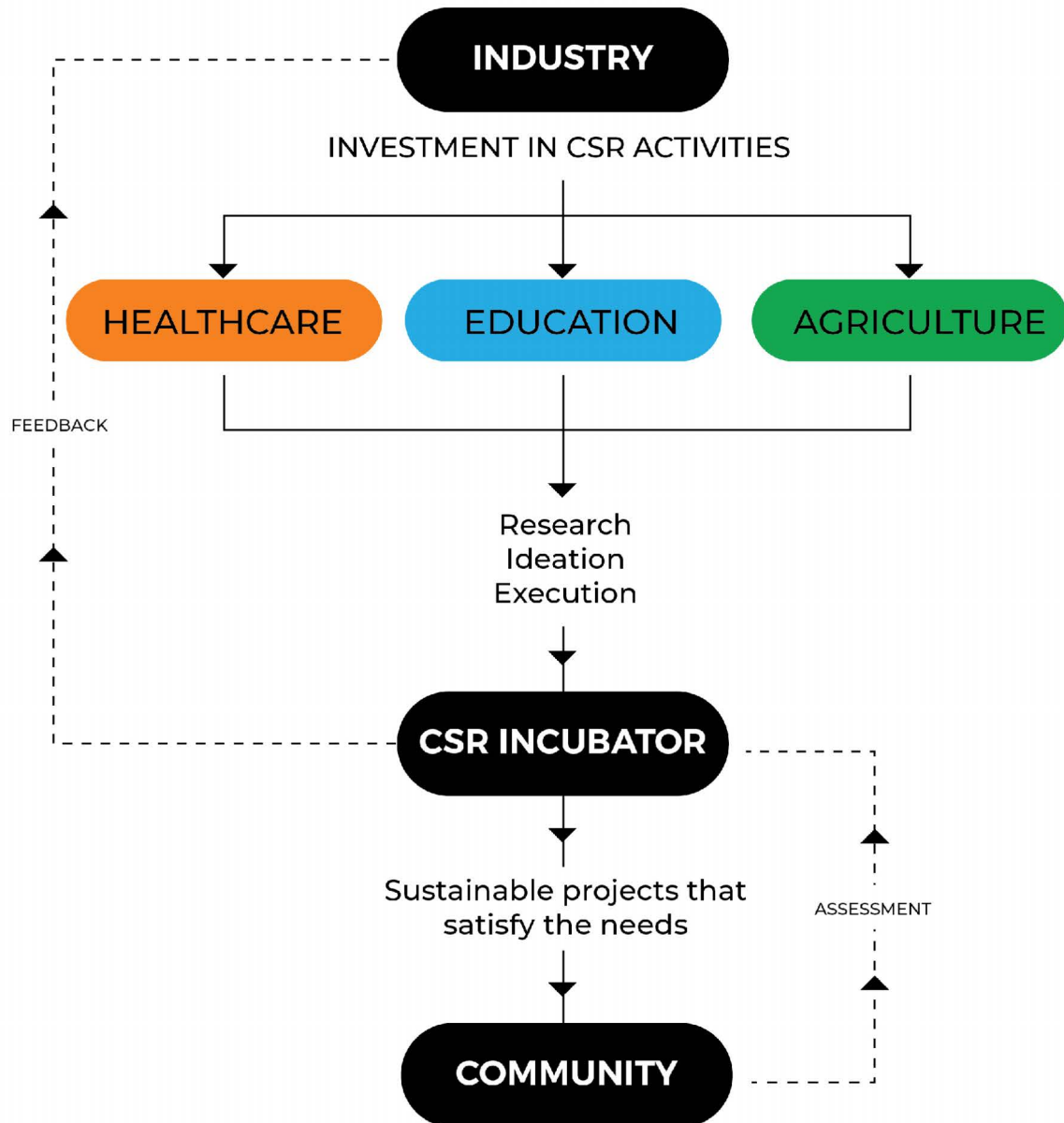
The foundation also was invited as a "Strategic Partner" to value at the SBSI (Swacch Bharat Student internship) program of Goa University, about 28 colleges were covered under our Mentoring program.

*1st Batch of Certificate Course in Palliative Care*



# 06

## ABOUT CSR-INCUBATOR



# 07

## OUR THOUGHT



### BACKGROUND

The idea for CSR-Incubator was generated after observing and analysing the state of Goa.

- Mining has shutdown
- Tourism is all-time low due to COVID
- 28,000 Graduates pass out every year, out of which 60% are girls
- The majority of graduates are First Generation and come from an economically challenged background
- The rural youth is cut-off from the mainstream
- Poor digital connectivity
- Traditional jobs, livelihood, business opportunities are scarce
- 36 plus traditional Goan art forms are on the verge of extension
- The state has an 18% Geriatric population



Goa - Our Pilot State

Implications:

- Migration to metros /other states.
- Unemployment due to over-dependency on Tourism & Mining
- The exploitation of the human resource
- Largely untapped natural resources
- Under utilisation of Goa's strategic value
- Island effect - huge catchment area for demand untapped.
- Lack of collaborative and sustainable work systems
- Lack of research

But there is a bright side as well.

- Goa falls among India's 2 biodiversity zones India has
- It's a state which is one of the most popular destinations internationally
- Has the state-of-the-art seaport and seamless air connectivity
- The state houses IIT, NIIT and Asia's oldest Medical institute
- It is a Pharma Hub with more than 28 pharma companies
- Industrial estates with leading MNC's like Siemens, IFB, HLL, P&G, NESTLE, FINOLEX, COCA COLA, SYNTEGON, PUTZMIESTER, BERGER PAINTS etc.
- A State that had two legendary politicians holding the Defence & Ayush ministry.
- A state that has given artists of international fame
- Goa has over 100+ NGOs and 6000 Self-help groups

**For GDP's CSR Incubator, Goa is a pilot project. By focusing on the positives to overcome the negatives, we aim at carving a niche in the field of CSR pan-India and across Indian borders in the near future.**

## WHAT IS CSR INCUBATOR?

- It's a platform that aims at a much-required paradigm shift in the way CSR is understood, interpreted and executed in Agriculture, Healthcare & Education
- It aims at building synergies and symbiotic conduits between industries and communities
- It aims at bringing research-based sustainable solutions both for industries and communities
- It will offer industries a wide variety choice of programs/projects to pick and choose for their CSR investment
- It aims at factoring the socio-cultural-economic pulse of the region
- It aims at building programs/projects which will give meaningful livelihood opportunities to the community at the same value add industries
- It aims at rural youth by providing them access, training to emerging career options, employability and also make them responsible citizens
- It aims at building the capacity and capability of select NGOs

## VALUE BENEFITS

- Assured ROI & ROTI (Return on Time invested)
- Well researched programs /projects for sustainable impact
- Building a healthy, educated, skilled, cultured community - an asset to the Business ecosystem
- Making Rural youth focus on natural resources, professions grounded in the ecosystem and avoid crowding in unrelated professions
- Provide stimulus to Professional Institutes & build a platform for cross-functional problem solving & opportunities encashment
- Impact assessment and measurement
- A step towards building self-sustaining villages & talukas
- Focus areas – Agriculture, Healthcare & Education: the prime movers of economy/ GDP





# 07

## CSR-INCUBATOR TEAM



**MR. SHIVRAM KRISHNAN**  
Head - CSR INCUBATOR Expert Panel



**MR. AMEYA SALATRY**  
Practice Head  
Legal Business



**MR. SUNJOY THUKRAL**  
Practice Head  
Investment / Funding



**MR. PRASAD DESHPANDE**  
Practice Head  
Branding / Communication



**MR. PRAMOD VATSA**  
Practice Head  
Best Practices



**DR. SUBRAMANIAM NEELAKANTAN**  
Practice Head  
R&D (Technology)



**MR. JAIDEEP REDKAR**  
Practice Head  
Operations/Green Field Projects



**MR. SANDESH PRABHUKHANOLAR**  
Practice Head  
Finance / Taxation



**MR. SANDESH DHARESHWAR**  
Practice Head  
MSME Cluster



**MR. KISHORE SHAH**  
Practice Head  
Organization Development / Talent Analysis

# 08

## THE CAPTAIN SPEAKS

Mr. Shivram Krishnan - 100 Most Impactful Global CSR Leader - 2017 (CSR World Day)

CSR Policy Amendment Rules, 2021 has brought in more accountability not only to the Corporate but also to the executing partner organization.

As per the Act, Companies 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 in the immediately preceding financial year are required to spend 2 percent of their average net profit of the preceding three years on CSR. If a company fails to do so, they are liable for a penalty (Subject to certain provisions).

According to one of the CSR surveys done in 2019, only 76 percent of the companies have spent the prescribed 2 percent and the number is likely to go down in 2020 due to Pandemic. More than 50 percent of the companies that have not spent the prescribed 2 percent CSR amount have stated “Exploring Opportunities” as one of the two main reasons, the other being “Long term Programs”.

Although the survey reports that, there is a commitment by companies to carry forward the unspent amount of the previous year(s), finding an impacting project and a suitable implementing partner will be a bigger challenge for these companies.

Talking about Impact, GDP would like to focus on a bigger Vision – Sustainable Development Goals, 2030. (SDG, 2030) esp. the goals 2, 3, 4 and 17. In a humble way, we would be glad to contribute our work towards this like a squirrel in constructing a ‘Ram Setu’. GDP can help corporates to align all their CSR activities with SDG, 2030 and guide them in preparing the appropriate Reports for their ‘Annual CSR Reports’.

CSR Amendment Rules, 2021 has been made it mandatory as far as the Impact Assessment is concerned. Any CSR spend above INR 10 Crores, the company needs to do the Impact Assessment for the project above 1 crore and 1-year duration and this has to be carried out by a third party. GDP has the resources to undertake this task.

GDP has the requisite knowledge, skill and capability to offer you a ‘One Stop Solution’ to all your CSR needs, right from Need Assessment to Impact Analysis as per the Companies Amendment Act, 2019 & 2020 as well as CSR Amendment Rules, 2021.

Having been said this; GDP would like to think, in all our endeavors, beyond 2 percent mandated by the Act. To conceive, design and implement sustainable and scalable projects is GDP’s forte. We are passionate and willing to walk with you to create a positive impact on the underprivileged and on society as a whole.

We extend our hand in collaboration in making this land an enjoyable and inclusive place to live in. Come let us join hands and create a better tomorrow. Amen.



**- Mr. Shivram Krishnan**  
(Head - CSR Incubator Expert Panel)

## 09

# THE SCOPE OF CSR-INCUBATOR



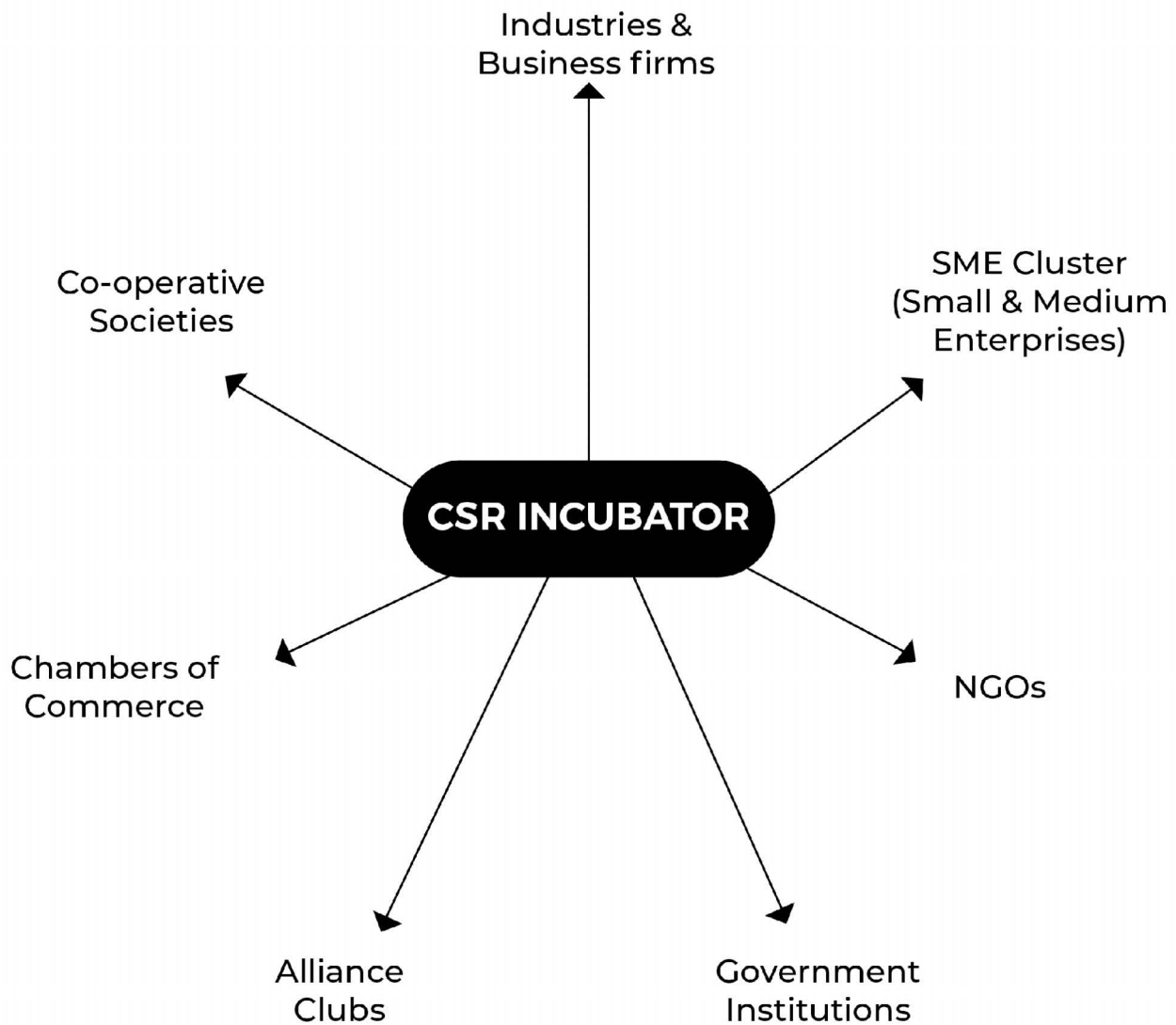
GDP Foundation team has the domain expertise and track record for making CSR higher on ROI and low on risks. That is because we work closely with the top management to construct effective and streamlined CSR solutions. We are also the pioneers and founders of the GOA CSR Awards 2009.

This experience equips us to work closely with your CSR team to gauge and design activities that are responsive to the ethical and societal demands concerning the environment and human welfare.

- Bespoke strategy development which is aligned your corporate objectives and positioning
- Consultancy services for like need-based assessment study, CSR planning and Implementation, CSR audits, Institutional capacity building, third party impact Assessment, participatory programs for our valuable clients
- Integration of CSR and governance policies to enhance sustainable growth and generate value
- Liaison with the investment community to ensure focused dialogue on CSR
- A comprehensive communication strategy that enables you to tell about your CSR activities to the stakeholders and community
- Thorough auditing and documentation of the CSR activities

# 10

## WHO CAN BENEFIT FROM THE CSR-INCUBATOR



For more information contact:



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