

A graphic with a red background. On the left, a glass jar is filled with Indian rupee coins. To the right, several stacks of coins are shown, each with a small green plant growing out of it. The text 'GO-CARE' is written in large, white, bold, sans-serif letters across the top of the red area.

GO-CARE

Corporate Social Responsibility refers to a company's responsibility for its impact on society. This includes social, environmental and economic aspects.

It's also a process by which an organization evolves its relationships with stakeholders for the common good, and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies. The Ministry of Corporate Affairs, Government of India made CSR a mandate for industries under Section 135 of the Companies Act, 2013 so that industries can contribute towards the holistic development of the country and the state they work in.

Pre Scenario

In Odisha, CSR by industries is not a new concept. A number of industries, companies are involved in CSR activities in the state but all in their own interest & area and mostly voluntary. There was no specific way of CSR spending. Therefore, the state government has constituted a CSR Council, headed by the Chief Secretary to institutionalize CSR in order to reduce disparity in CSR spending and assist corporates to align their CSR activities with the state's developmental priorities.

Challenges

CSR spending being a voluntary action by the industries till the CSR Act came into action, the problems that the state government faced till our CSR Programme Management System was implemented are:

- > No specific information on the CSR spending and by whom
- > No information on areas where the funds been utilized
- > CSR spend on no recommended project
- > No public feedback on the authenticity of the project



Post Scenario

Our CSR Program Management System-GO CARE is one of its kind portal initiated by the Government of Odisha. It acts as a one-stop shop for all CSR related activities. Go Care facilitates the CSR activities in Odisha to help convergence of CSR projects with the overall developmental goals of our State and to bring about rapid socio-economic prosperity of our people. The system automates the collection, consolidation and management of data in order to monitor and track key metrics around the programs and environmental performance. Through the portal all the departments are asked to share their areas where CSR spend is needed. The portal then automatically validates corporates entitled to convert these programs into CSR projects and pick single or multiple projects for execution. This portal provides absolute transparency on the spending to the departments, industries and the citizens. The portal creates CSR sustainability reports, and others to improve communications with stakeholders and show greater transparency.

Updated data that makes the CSR spending transparent

- > Total No. of Project: 6759
- > Total Amount Spent : Rs. 233114.43 Lakhs