

Policy for Corporate Partnerships (CSR)

Introduction

Karnataka Health Promotion Trust (KHPT) was set up as a partnership between Karnataka State AIDS prevention Society (KSAPS) and the University of Manitoba, Canada in the year 2003. Over the last decade KHPT has been working to empower marginalised communities across the state and nation to collectively improve their health, and assert their rights and dignity. It has been a pioneer in the field of HIV/AIDS prevention care and support in the state of Karnataka and has also gained extensive programming experience in the following eight thematic areas: Adolescent Health & Education, Orphan and Vulnerable Children, Nutrition, Maternal and Child Health, Tuberculosis, Community institution building, Addressing violence against Women. KHPT is governed by a Board of Trustees. The implementation of projects by KHPT is overseen by the respective Project Directors and the Core team comprising of senior technical and management experts.

Rationale and purpose of the policy

KHPT is looking to expand its funding sources that will enable the organisation to undertake projects and initiatives with increased depth and sustainability. This will help bring about long term changes on the ground in the eight thematic areas where it works. With shift in funding patterns both internationally and nationally, KHPT wishes to alter its dependency on any single source of funding and open up to multiple sources of funding both big and small for the benefit of the communities it works for and enable the fulfilment of its long term vision.

Additionally, the Companies Act (2013) in its statutory provisions, has made CSR mandatory for companies with a net worth of '500 crore or more, turnover of at least '1,000 crore and net profit of at least '5 crore. The requirement: spending at least 2 percent of their profits on CSR and constituting a separate committee on their board. The law, implemented from April, makes India the only country with legislated CSR. In this context, KHPT's decision seems most relevant.

KHPT with its scientific programming approach, technical expertise and high standards of accountability and transparency can be an asset for CSR partnerships. It aims to reach out to Corporates that are looking to partner with NGOs that have the capacity to execute complex programs and bring change.

The purpose of this Policy is to lay down guidelines and mechanisms for undertaking CSR programs and

to make known to all stakeholders our approach to CSR. The Policy outlines our intentions to partner with companies that seek support to contribute to social development which are aligned with local and national priorities.

Objectives of the policy

The CSR policy has the following objectives:

- To clearly state KHPT's approach and guiding principles to partner with CSR initiatives
- To explain KHPT's procedures for managing partnership enquiries
- To explain KHPT's reporting and fund management procedures and processes that will guide these partnerships

Components of the CSR policy

The policy has the following components:

- Policy statement
- Applicability and scope of the policy
- Implementation roles and responsibilities
- Review and evaluation statement
- Communication statement
- Policy details
 - Thematic areas
 - Target groups and geography
 - Approach and guiding principles for CSR partnerships
 - Criteria for collaborations and partnerships
 - Branding
 - Pre partnership meetings
 - Procedures

POLICY STATEMENT

KHPT believes in forming successful partnerships with private sector and corporates to add value to its work, expand its reach, strengthen its impact and sustain its efforts at scale. KHPT lays down clear standards to guide the process of initiation, implementation and conclusion of the programs funded by the private sector.

APPLICABILITY AND SCOPE OF THE POLICY

This policy applies to KHPT to identify most pertinent CSR opportunities that are aligned with the organization's overall goal and vision. It applies to all employees and project teams that will be responsible for designing, strategizing and implementing programmes. The policy requirements apply only to those programmes funded by CSR and exclude those funded by other national, international and government sources.

IMPLEMENTATION ROLES AND RESPONSIBILITIES

The committee of five members also consisting of representatives from the senior management of both KHPT and IHAT will be responsible for overseeing all CSR related activities. It includes the following:

- Identifying possible opportunities for partnerships with CSR
- Networking and engagement with partners
- Negotiating for finalising partnership agreements and other formalities
- Connecting CSR partners to appropriate unit/ departments/ project teams
- Maintaining communication channels for reporting, feedback and review
- Revising, modifying and finalizing the CSR policy based on the needs and implementation experience

REVIEW AND EVALUATION STATEMENT

This policy draft will be reviewed and finalised by the Policy Committee within the organisation with the approval of the Board of Trustees. The policy may/ shall be amended as and when required by the committee through a consultative process with the management team.

COMMUNICATION STATEMENT

The final policy will be circulated to all the team leads and staff of the organisation through email and orientation to relevant people within the organization. It will also be shared with potential CSR partners as requested by them.

POLICY DETAILS

1. THRUST AREAS OF WORK- THEMATIC AREAS

The list of permissible areas for CSR initiative as per the schedule includes ending hunger, poverty and malnutrition; promoting public health; supporting education and employment; addressing gender inequality and empowerment of women; protecting the environment; and funding cultural initiatives and the arts

KHPT's thematic areas of work include HIV/ AIDS prevention, care and support; Adolescent health & education; Orphans and vulnerable children; Nutrition; Maternal Neonatal and Child Health (MNCH); Tuberculosis; Community institution building; Prevention and addressal of violence against Women.

Common thematic areas will be chosen based on the CSR partner's objective for funding and KHPT's experience in the area.

2. TARGET GROUPS AND GEOGRAPHIES

The target groups that KHPT works with include female sex workers, Men who have sex with men (MSM), transgender, women from SC/ST and other marginalised sections, urban poor, orphans and vulnerable children, adolescent girls and boys, Panchayat committee members, community leaders, pregnant women, lactating mothers, front line health workers like the ASHA, Anganwadi workers, JHA, male health workers, VHSNC members (Village health sanitation and nutrition committee)

KHPT focuses on areas/ regions that it currently has a presence such as the states of Karnataka, Maharashtra, Andhra Pradesh, Tamil Nadu, Rajasthan, Uttar Pradesh and the North eastern states of Nagaland and Manipur. It is however open to partnerships for programmes across India.

3. GUIDING PRINCIPLES AND PROCEDURES FOR CSR PARTNERSHIP

KHPT's partnership with CSR should:

- Align with the organization's objectives, vision and mission
- Adhere to the overall principles of KHPT which are:
 - Democratic spaces
 - Inclusiveness
 - Centrality of community needs
 - Belief in people's knowledge and wisdom
 - Relevance of methodology and approach
 - Equitable resources
 - Secular and apolitical

- Transparency and accountability
- Democratic in nature and based on mutually decided objectives and priorities.
- Be cognizant of the country's constitutional environment and be within its framework.
- Follow KHPT's key approaches in program planning and implementation. These include:
 - Program Science approach in the plan, design and implementation of all the projects
 - Respect for local contexts and harnessing local resources pool
 - Focus on sustainability
 - Community centric
 - Life cycle approach
 - Scale up driven
 - Respect for diverse views
 - Partnership with the state
- Give equal significance to both qualitative and quantitative results and outcomes and not just output driven in implementing projects for social change.
- Adopt a holistic approach to program design and strategy than a onetime approach. It could also include complimenting, supplementing, scaling up of existing programs.
- Be instrumental in complementing existing state programmes and maintaining a healthy partnership with the government across all CSR projects
- Refrain from a charity based approach

Criteria for collaborations and partnerships:

- KHPT would refrain from partnerships with Corporates that:
 - Promote a company's product or scheme for profit
 - Show other organizations in poor light
 - Duplicate efforts of other organisations including government in the same geography
 - That may adversely affect the sentiments of any one section of the society or a given community
 - Have political or religious overtones
 - Involves business around products/ materials that have adverse effects on individuals' health and well-being such as tobacco, alcohol, fire crackers and arms.

Funding requests shall be guided by the following:

- Funding shall be sought for either implementation of an entire project or even specific components of it such as evaluation, research; Communication,

capacity building, advocacy, services etc. provided it compliments an existing intervention.

- Funding could be sought from multiple companies with common mandates (such as livelihood, education, adolescent health etc.) for a particular project on the consent and consensus among all companies involved.
- Budget allocation will be jointly decided with the funder. KHPT's focus for fund allocation would be ensuring greater percentage of funding for project activities and staff rather than on branding, equipment etc.

Branding

- Acknowledgement of the funder through use of company logo in publications, in banners, in the website, in workshops and dissemination meetings.
- Adherence to KHPT's branding, communication and website policy with regard to visibility and brand attention of the funder.
- Any additional requirement of the funders shall be discussed and mutually agreed upon prior to the inception of the project.

Pre partnership meetings

- Mutual trust and dialogues at regular intervals with the funder will guide KHPT's partnership through CSR
- Prior to formalizing the agreement, KHPT will ensure transparent discussions in helping the funder understand KHPT's approach of programme science and its application in actual project implementation process and the effort put behind influencing the community.

4. PROCEDURES

- KHPT follows a transparent procedure of scrutinizing data, identifying program gaps, developing strategies to address them, building effective partnerships and making collective decision with regard to funding requirements.
- The CSR partnerships will be established in a phased manner:
 - *The first phase* will be a detailed discussion to explain to the Corporate about our activities in the field and understand the specific thematic area the Corporate is interested to partner for.
 - *The second phase* would include discussion and consensus around key objectives, focus areas and project strategies in the area identified jointly. This would include aligning the areas with the priorities of the corporate and the expertise of KHPT
 - *The third phase* would be submission of the detailed proposal with the budget to the Corporate and finalising the modalities of the financial agreement.

- ✓ Please note that the budget would be given for the number of years KHPT would think appropriate. Negotiations around the same would be possible
- ✓ Suggestions for modifications of the proposal by the Corporate is welcomed and valued
- KHPT lays done clear and consistent reporting mechanisms at regular intervals to update the funder on agreed aspects of the project which includes intensive reporting of utilization of funds.
- KHPT will make provision for field visits by funders in a manner that would least interrupt the activities in the field and the communities concerned.

5. TRANSPARENCY AT ALL LEVELS

- Visits to the field or learning sites of KHPT would be arranged before, during and after the implementation process.
- Use of the resources (human, monetary, technical) provided by the corporate will be kept transparent at all times
- The project related work will be accessible and measurable at all times
- Decision making processes to be transparent at all levels