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[AR, Trg. and Political Pension]



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Dear Sir/Madam,

Greetings from SAKALA MISSION.

Corporate Social Responsibility or CSR in India, as in many parts of the world, has for companies matured from a utopian concept to a must-do activity. Globalization of Indian business, localization of multinational companies in India, corporate reputation, risk management and business continuity, and public policy on CSR, are key drivers for the mainstreaming of CSR. Nevertheless, a substantial number of enterprises in India still need to move up the CSR curve.

One of the notable features of growth in CSR activities is the mushrooming of corporate foundations. Foundations are usually not-for-profit entities set-up to conduct CSR activities. This structure enables them to partner with other organizations engaged in research and implementation activities. They also work with government departments to seek alignment with social, environment or economic development priorities. Section 135 of the Companies Act, 2013, encourage companies who are meeting certain qualifying criteria to spend 2% of the average of profits of last 3 preceding financial years and if fails to do so, reporting is mandatory(Comply or Explain). Given the developmental challenges India faces, companies have myriad opportunity areas to invest in and address these challenges.

Sakala Mission, Department of Personnel & Administrative Reforms, Government of Karnataka is conducting **“CSR : A NEW MANDATE” One Day Capacity Building Workshop for CSR Teams of Corporate, NGOs/NPOs and MSMEs in association with INDIAN INSTITUTE OF CORPORATE AFFAIRS, NEW DELHI on SEPTEMBER 3RD 2014 AT CONFERENCE HALL, VIDHANA SOUDHA, GOK, BENGALURU** to disseminate and discuss with the participants on Scope of CSR in partnerships, Formulation of Strategies, CSR Acts and Rules by eminent speakers from IICA and JINDAL FOUNDATION.

We would be extremely grateful to have your participation and your valuable suggestions, in terms of CSR projects, strategies/models to be devised for Government partnerships leading to a better CSR Governance at grassroot level. Suggestions, modifications and inputs to the enclosed programme contents in advance are solicited.

A line in confirmation for participation in the workshop will be highly appreciated.

With regards,

Yours Sincerely,

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