

Plan to make best use of CSR funds

TIMES NEWS NETWORK

Lucknow: In a one-of-a-kind initiative to establish a network for channelisation of philanthropic contributions and corporate social responsibility (CSR) funds, district administration and the corporate sector will work together in development works related to public schools, anganwadi centres, health facilities and women empowerment.

District magistrate Surya-pal Gangwar has called upon leading corporate houses to collaborate with the administration and launch result-oriented projects.

The administration recently held a sectorial consultation and based upon the

consensus achieved with corporate giants like Tata Motors, HCL, ICICI and HDFC among others, a WhatsApp group was created for better coordination.

Beginning the new financial year in April, over a dozen companies will work closely

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with the administration to improve infrastructure and skill enhancement in selected areas with focus on education and healthcare.

“We strive to catapult Lucknow into an era of development and strengthen our welfare services to ensure that the benefits reach the last mile. Through this collabora-

tion, corporates would be able to better identify where their support can bring about meaningful changes. Likewise, their support will strengthen our public services,” said Gangwar.

The administration will prepare a list of such departments and works that require a budget which could be factored in through CSR funding. Companies will channelise these funds into these areas.

“CSR funding is nothing new. But this initiative is a novel one in the sense that it is the first time a DM has come forward to streamline things and strike better coordination that benefits all,” said Yakub Haasan, advisor to DM in corporate affairs.