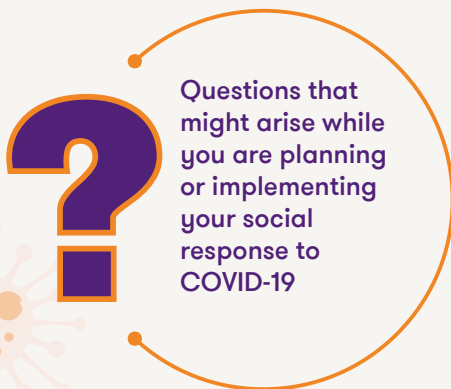


# COVID-19: Social responsibility governance guide for businesses

The Coronavirus disease (COVID-19) pandemic has led to massive changes in how organisations operate. The current scenario is unprecedented and has thrown open its own unique business and social challenges.

Many individuals, corporates and civil society organisations (CSO) have come forward to lend support in these challenging times and contributed to the society from CSR budgets and other sources.

Key activities undertaken in these challenging times include distribution of hand gloves, sanitisers and masks to municipality cleaning staff, awareness generation on coronavirus and safety measures, food distribution for economically backward communities, providing medical supplies and personal protective equipment (PPE), etc.



- 1 How can we support the nation? What can be done?
- 2 How will we validate what we are planning to do?
- 3 What are the possible risk mitigation strategies?
- 4 Are the partners we work with credible?
- 5 How can we ensure that there is no leakage/misappropriation of funds?
- 6 How will we monitor the progress of our projects/contributions?
- 7 How will we measure and validate the output and outcomes?

## Here's how we can help you HALT and ensure the following aspects are well-covered before initiating your CSR projects

The Ministry of Corporate Affairs (MCA), on 23 March 2020, released a circular clarifying that contributions towards support and relief measures are permissible as CSR. These may be categorised under either Healthcare clause (i) or Disaster management clause (xii) as outlined in Schedule VII. Recently, NITI Aayog called for CSOs efforts to work closely with local administration against the pandemic. The situation calls for collaborative support, taking into consideration the resources of both corporates and CSOs.



### Governance and policy review

Having a transparent and adaptable structure is as crucial as timely decision-making. If your management and policy mechanism aren't prepared to handle such disasters, and decision-making is taking longer, we can review your structures and policies and give appropriate recommendations that are aligned to suit your organisation's culture and social responsibility focus.



### Partner identification and capacity building

Working with the right partner is critical to ensure the desired outcome. We can help you identify the correct CSO/vendor to work with. In case you are already working with partners, we can conduct orientation and capacity building workshops to bring them up to speed.



### Partner and vendor diligence

Are you planning to onboard partners or vendors for COVID-19 projects, but not sure about their credibility? We can undertake a quick desk top due diligence exercise that works discreetly to review, validate, and facilitate you in swift decision-making.



### Execution monitoring

Our team of professionals and systems are fully geared up to support your teams and partners to attain their goals in executing activities on the ground on a daily basis through our monitoring and evaluation.



### Impact assessment

Any project can yield multi-dimensional impact across stakeholders. It is important to measure the impact of your funding and projects. We believe impact can be measured across the duration of your project, if defined and structured correctly. We can help you in designing and measuring the social, economic, and cultural impact of your COVID-19 response project.



### Programme modelling and MIS design

A distorted programme model could risk the achievement of your ultimate purpose and hamper your brand. We can design or review the programme model (along with formats, forms and reporting tools) to ensure that it is in line with the onground requirements and helps you attain your strategic social goals within the regulatory framework.



### Project audit

Contributing to such situations is essential and laudable. However, misappropriation and leakage of funds can not only harm your reputation, but go against the interests of the intended beneficiaries. We can review the way funds have been utilised to address the situation as per contractual obligations and from a financial and outreach perspective.



### Campaign partner

CSR campaigns that require raising awareness and resources can become challenging if stakeholder expectations are not managed/met well. We can support you with customised solutions following a process-based approach and assurance-driven review, to maintain transparency and to attain efficiency and effectiveness in meeting your campaign goals.

With extensive experience in helping companies with their CSR strategy and initiatives, the **Not-for-Profit team at Grant Thornton** is committed to support your COVID-19 relief initiatives. We appreciate your contribution and support for those in need during this critical phase.

**For any further information or assistance, you may contact our subject matter experts:**

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**Click here to download the recently released Grant Thornton Halt-Plan-Refresh Guide on revisiting business priorities and plans**



For more insights on the COVID-19 crisis, scan this barcode to see continuous updates on our website