

MUNICIPAL CORPORATION OF GREATER MUMBAI

Planning Department

AC/ Plan/ CSR Cell / 5880 dated 26-3-2013

Preamble:

The corporations affect every sphere of people's lives in some way or the other, through their operations, employment, products, and by their mere presence. Thus, they are under growing pressure to be accountable not only to shareholders, but also to stakeholders such as employees, consumers, suppliers, local communities, policymakers, and society-at-large.

The Department of Public Enterprises (DPE) has issued comprehensive guidelines on Corporate Social Responsibility for Central Public Sector Enterprises. Under these guidelines, it is mandatory for Central Public Sector Enterprises to create, through a Board Resolution, a Corporate Social Responsibility (CSR) budget as a specified percentage of net profit of the previous year. It is understood that very soon the private sector companies will also need to have a CSR budget.

Corporate Social Responsibility has come a long way from mere philanthropy to a meaningful engagement with the communities for social goals. The corporations and governments are expected to understand and recognize this and therefore the need for engaging with the community and environment at a deeper level is emerging globally and in India as well.

Mumbai has a tradition of strong civic activism dedicated to the cause of a better life for all its citizens. According to the 12th schedule of Constitution, Municipal Corporation of Greater Mumbai (MCGM) is primary agency responsible for urban governance in Greater Mumbai area. It is thus a crucial link between people and the corporates. If the social projects as envisaged by the corporates are implemented through MCGM, it would be a win-win situation for all stakeholders. This emphasises the need for creating a separate CSR cell under MCGM that would engage with PSUs and Private corporates and strategically seek their support in working for the city, for its people in areas such as Health, Education, Livelihood, Environment etc.

The synergy thus creates a situation where corporates benefit by participating in MCGM programmes and MCGM also gets the advantage of not only of delivering services but also their professional expertise and support.

Decision:

A **CSR Cell** in MCGM is hereby created to act as a link between the needs of the city and the PSUs and Private Companies, desirous to helping such causes.

The CSR Cell would be a platform to engage with all its stakeholders and bring them together to not only discuss and create solutions but also cooperate and coordinate on different projects and activities that fall under the realm of MCGM to further the interests of this vast metro town.

The CSR Cell would be the link and a communication channel between various MCGM departments and the corporates and would engage corporates for appropriate intervention for different MCGM projects. CSR cell would thus be an apex body that would play a crucial role of bridging the gap.

Structure of the Cell:

The structure of CSR Cell will be as follows –

- 1) **CSR Cell Head** - Assistant Commissioner (Planning) will head the cell and will be responsible for overall functioning of the cell and thereby achievement of the different objectives of the cell. The CSR Head would be a one point contact for corporates to engage with the development projects of MCGM.
- 2) **CSR Fellows** - Two full time Coordinators will be working under the CSR head. They would be responsible for coordinating various projects and ensuring a smooth communication between the various stakeholders. Qualifications and Job Description are as per the Annexure 1
- 3) **Data Entry Operator** - One Data Entry Operator will be provided for updating the records and generating the reports. Qualifications and Job Description are as per the Annexure 1

The number of persons can be increased or decreased as per the requirement of projects under implementation. The CSR Fellows and Data Entry Operator(s) will be hired on contract, for 11 months, which can be renewed based on their performance. The executive Committee is authorized to take all the decisions regarding human resources of the cell. Arrangements will be made for the salaries/ honorarium of the contractual employees from the Administrative Charges which will be obtained from various partners.

Executive Committee:

The Executive Committee will consist of following members-

- 1) Additional Municipal Commissioner (City) – Chairman
- 2) Director, CSR Hub, TISS - Member
- 3) Deputy Municipal Commissioner (G.A.) - Member
- 4) Deputy Municipal Commissioner (SWM) - Member
- 5) Deputy Municipal Commissioner (Education) - Member
- 6) Executive Health Officer – Member
- 7) Chief Medical Superintendent – Member
- 8) Superintendent of Gardens & Tree Officer - Member
- 9) Assistant Commissioner (Planning) – Member Secretary
- 10) Special Invitees – AMC(s), DMC(s) & officers concerned with the projects submitted for approval

The Executive Committee will meet at least once in two months. _

Functions of Executive Committee's:

- 1) To discuss and approve the projects,
- 2) To review and guide the ongoing projects.
- 3) To review the outcomes of completed projects
- 4) To suggest new areas where projects can be developed.
- 5) To approve the expenditure made by CSR Cell.
- 6) Any other matter, pertaining to working of CSR Cell, with the permission of Hon. Chairman

Governing Committee:

The Governing Committee will consist of following members

- 1) Municipal Commissioner – Chairman
- 2) Additional Municipal Commissioner (Projects) – Member
- 3) Additional Municipal Commissioner (City) – Member
- 4) Additional Municipal Commissioner (WS) – Member
- 5) Additional Municipal Commissioner (ES) – Member
- 6) Director, CSR Hub, TISS - Member
- 7) Deputy Municipal Commissioner (G.A.) - Member
- 8) Deputy Municipal Commissioner (SWM) - Member
- 9) Deputy Municipal Commissioner (Education) - Member
- 10) Director, Medical Education & Major Hospitals - Member
- 11) Dean, KEM - Member
- 12) Dean, Nair hospital – Member

- 13) Dean, LTMGH, Sion - Member
- 14) Executive Health Officer – Member
- 15) Chief Medical Superintendent – Member
- 16) Public Relations Officer – Member
- 17) Director, IT - Member
- 18) Superintendent of Gardens & Tree Officer - Member
- 19) Assistant Commissioner (Planning) – Member Secretary
- 20) Partners for completed & ongoing projects – Members
- 21) Special Invitees – As per the directions of Hon. Chairman

The Governing Committee will meet at least once a year.

Functions of Governing Committee:

- 1) To review the overall performance of CSR Cell
- 2) To review the outcomes of completed projects
- 3) To review and guide the ongoing projects.
- 4) To take strategic decisions on the promotion of CSR activities.

Work Procedure for CSR Cell:

The CSR Cell will develop a template to collect information from various Depts. of MCGM regarding various needs in their respective sectors where CSR intervention is possible. Based on the information received, the Cell will prepare a detailed proposal which will be then published on the portal of MCGM to seek CSR partners (Public Sector /Private Sector Companies) for the projects.

The CSR Cell will discuss the project with the interested CSR partner and the concerned Dept. Implementation strategy along with the implementation partner (s) will be decided. NGO (s), Social Enterprises, companies set up under section 25 of companies act, 1956 etc. can be chosen as implementation partner (s). Implementation Partner(s) will be selected by consensus between the CSR Partner(s) and the Dept. concerned. The CSR Cell will then place the proposal for approval before the Executive Committee.

After Executive Committee's approval, the CSR Cell will sign a MoU, with the concerned partner. The MoU will include the scope of work, implementation strategy, span of activities, stages of projects and its estimated time line, fund estimates, monitoring and evaluation plan etc. A draft MoU will be prepared by the CSR Cell with approval from the Legal Dept. of MCGM. The MoU will be modified as per the requirements of different projects.

A Process Flow Chart for explaining the work procedure of CSR Cell is attached as per Annexure 2

The CSR Cell will publish an annual report with information of outcomes of various completed projects as well as the information of ongoing projects.

Administrative Charges:

While signing the MoU, the concerned partner will pay ½% of the estimated expenditure for one year to MCGM (CSR Cell) as Administrative Charges. In case a project span is more than a year, every year the concerned partner will pay ½% of the estimated expenditure for that particular year. A separate bank account will be opened in a nationalized bank with DMC (Education) & AC (Planning) as its account holders to credit the administrative charges received from various partners. This fund will be used for salaries/ honorarium, T.A. bills of the contractual staff, printing annual report & stationery etc.

Sd/-
AMC (City)

Sd/-
Municipal Commissioner

**AMC (P/ WS/ ES)
Jt. MC (Garden and Security)
Director (ES & P)/ Director (Medical Education & Major Hospitals)
DMC (SE/ E)
DMC (ZONAL/SWM/GA/Edu/Special)
City Engineer/ HE/ Executive Health Officer
Ch. Eng (SWM/ SO/ SP/ DP/ Roads/ CTIRC/ WSP/ P & D/ M & E/ SWD/
MSDP/ Vigilance)
Dean, KEM/ Nair/ Sion
CA (Finance/ WSSD/ Treasury)/ MCA
Dy. CE (School Infra Project
/ Public Private Participation Promotion Dept/ Environment)
Asst. Comm. (All)/ CFO
Chief Medical Superintendent & HoD Secondary Health Care
Chief Medical Superintendent (Special Hospitals)
Director IT
Director Zoo
General Manager, Deonar Abattoir
Education Officer/ Chief Labour Officer/ Law Officer/ Chief Officer
(Disaster Cell)/Protocol Officer/ Heritage Conservation Cell
Superintendent of Gardens & Tree Officer/ License
Chief Inspector (Shops and Establishment)**

Annexure 1

1) Qualifications and Job Description for CSR Fellows

a) Education

Post-graduate University degree in Social Work, Social Sciences, Business Administration, Social Entrepreneurship or related fields with minimum passing percentage of 50% marks in the aggregate.

b) Work Experience

Freshers with the right spirit and personality.

c) Languages

Fluency in written and spoken English. Knowledge of Marathi and Hindi will be an added advantage.

d) Specific Technical Knowledge Required

- Knowledge of theories, principles and practices of socio-economic issues
- Knowledge of challenges faced by various groups and communities in the urban/ semi-urban areas of MCGM jurisdiction.
- Knowledge of the field of CSR and NGOs.
- Good presentation skills.
- Proficiency in documentation.
- Proficiency in Microsoft Office especially PowerPoint, and Excel.

e) Other Skills and Attributes

- Fluent communication skills in written and oral English.
- Pleasant, confident, proactive personality.
- Willingness to travel to all parts of the city, especially social-economically challenged areas.
- Willingness to work with individuals and teams with varied personalities.
- Decision-making abilities.
- Patient disposition.
- High level of integrity, commitment, inclusiveness and sensitivity to social issues and people.

f) Tenure of Appointment

One year on contractual basis

2) Qualifications and Job Description for Data Entry Operator

a) Education

Graduate from a recognized University preferably in commerce with minimum passing percentage of 60% marks in the aggregate.

b) Work Experience

Freshers with the right spirit and personality.

c) Languages

Fluency in written and spoken English and Marathi.

d) Specific Technical Knowledge Required

- English Typing Certificate for 40/per minute speed
- Marathi Typing Certificate for 30/per minute speed
- MSCIT
- Good presentation skills.

- Proficiency in documentation.
- Proficiency in Microsoft Office especially PowerPoint, and Excel.

e) Other Skills and Attributes

- Fluent communication skills in written and oral English, Marathi.
- Pleasant, confident, proactive personality.
- Willingness to work with individuals and teams with varied personalities.
- Patient disposition.
- High level of integrity, commitment, inclusiveness and sensitivity to social issues and people.

f) Tenure of Appointment

One year on contractual basis