



## **Corporate Social Responsibility (CSR) Policy of MSRTC**

*Issued By:*

**Maharashtra State Road Transport Corporation**

**MAHARASHTRA VAHTUK BHAVAN,**

**DR. A. N ROAD, MUMBAI CENTRAL,**

**MUMBAI - 400 008**

**Website - <http://msrtc.gov.in>**

### 1. PREAMBLE

- 1.1. Maharashtra State Road Transport Corporation (MSRTC) has been investing efforts in improving various aspects related to its objectives of providing “adequate, efficient, economic and properly coordinated road transport services”, by way of reforms to enable administrative systems to execute the necessary programs and practices.
- 1.2. The MSRTC firmly believes that the contribution of the corporate sector shall play a crucial role in achieving its key objectives. The corporate bodies are willing to support the MSRTC in achieving its goals. Taking this into consideration MSRTC has come up with a basic policy framework for quick, transparent and effective implementation of the Corporate Social Responsibility (CSR) activities pertaining to MSRTC.
- 1.3. CSR comprises of the efforts and commitment made by businesses to contribute to economic and social development of the local community and society at large.
- 1.4. Business community can come up with innovative, scientific, efficient, effective approaches in implementing CSR initiatives and become an active partner in MSRTC’s efforts of providing all-inclusive, safe and secure road transport services.

### 2. CONSTITUTION

- 2.1. The Head of Departments of Maharashtra State Road Transport Corporation (MSRTC) at their Meeting with Managing Director held on November 29th, 2016, resolved to constitute a Committee with the nomenclature “Corporate Social Responsibility Cell” (“CSR Cell”).
- 2.2. The CSR Cell will act in accordance with the terms specified in Section 135 of the Companies Act, 2013 read with Companies (Corporate Social Responsibility) Rules, 2014. The CSR Cell shall come into force with immediate effect.
- 2.3. Definitions:
  - a. “**Act**” means Companies Act, 2013 including any Statutory modification or re-enactment thereof;
  - b. “**Corporate Social Responsibility**” generally means and includes but it is not limited to:
    - Projects or programs relating to activities specified in Schedule VII of the Act; or
    - Projects or programs relating to activities undertaken in pursuance of recommendations made by the CSR Cell as per CSR policy of the MSRTC subject to the condition that such policy includes the subject covered under Schedule VII of the Act.

### 3. CSR CELL

#### 3.1. Roles and Responsibilities of CSR Cell

- 3.1.1. “CSR Cell” means Corporate Social Responsibility Cell of the MSRTC. CSR Cell of the MSRTC will be the First level of contact for all corporate bodies who have applied for or are considering to carry out CSR activities in the MSRTC. The official website of the MSRTC will showcase the CSR activities carried out by these corporates.
- 3.1.2. Strategic Planning, Decision Making and Resolution of issues to improve execution of CSR activities. Overall Project Monitoring and Control for all the CSR activities for MSRTC.
- 3.1.3. For effective implementation, the CSR Cell must also oversee the systematic development of a set of processes and guidelines for CSR to deliver its proposed value to MSRTC, including:
  - a. One-time processes such as developing the CSR strategy and operationalising the institutional mechanism.
  - b. Repetitive processes such as the annual CSR policy, due diligence of the implementation partner, project development, project approval, contracting, budgeting and payments, monitoring, impact measurement, reporting and communication.

#### 3.2. Composition of CSR Cell

- 3.2.1. The CSR cell will be headed by General Manager, Planning & Marketing Department of MSRTC and he will be responsible for guiding and steering the CSR activities in the MSRTC.
- 3.2.2. The head would be assisted by a Technical Support Team. This team shall provide end to end project management support for implementation of CSR activities in the MSRTC and would also ensure that all the information regarding CSR activities, the policy details and contact details of various key officers is available on MSRTC’s website.

#### 3.3. Key Functions of CSR Cell

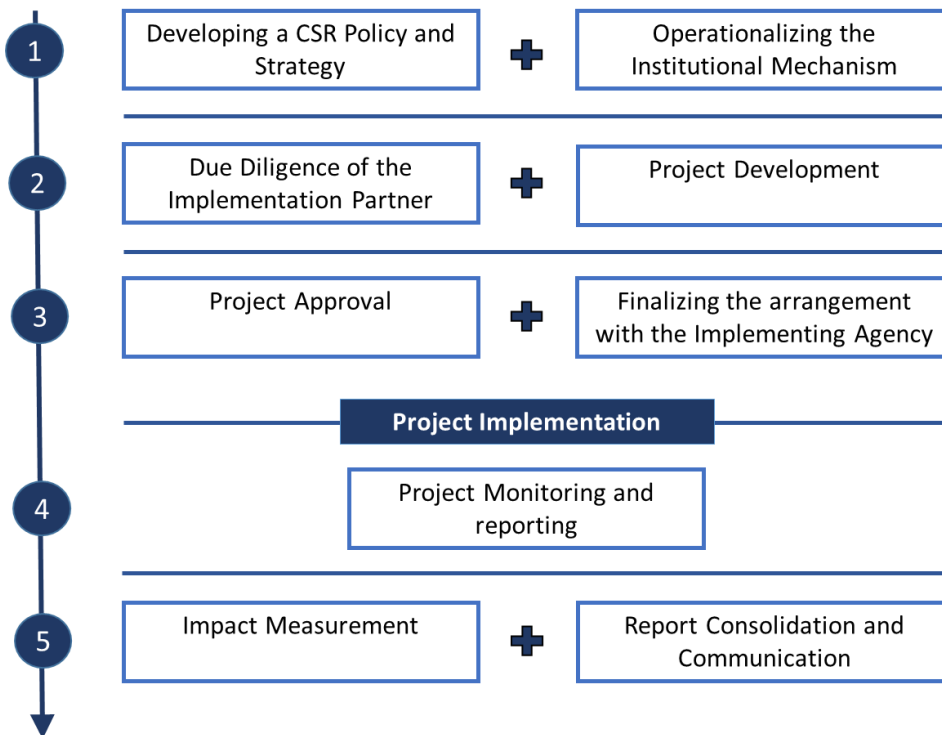
- 3.3.1. Highlighting the information regarding requirements on CSR activities in specific areas for e.g. Health, Education, etc.
- 3.3.2. Evaluation and Approval of CSR activities by reviewing the need/ issues addressed as well as the proposed plan, timelines, and projected outcomes.
- 3.3.3. Preparing frameworks and strategies for management and facilitation of CSR activities.
- 3.3.4. Facilitate execution of the CSR activities by connecting to the relevant Officers in MSRTC.
- 3.3.5. Monitor and support the execution and completion of CSR activities and implement actions to enable sustainability of implemented CSR activities.
- 3.3.6. Publish information regarding requirements for infrastructure or other support at various functionaries such as Depots, Bus Stands etc.

- 3.3.7. Provide report on a periodic basis on the progress of specified initiatives by CSR support.
- 3.3.8. Support in identifying relevant implementation/execution partners with relevant skills and capabilities required.
- 3.3.9. Share best practices of successful CSR initiatives from within and outside of the State and explore the possibilities of horizontal implementation.
- 3.3.10. Ensure timely completion of projects and obtain feedback from the Corporates.

**4. CSR POLICY**

- 4.1. “CSR Policy” refers to activities to be undertaken by the Corporation as determined by the CSR Cell from such projects or programs relating to activities specified in Schedule VII or covered as Corporate Social Responsibility as per this policy and the expenditure thereon, excluding activities undertaken in pursuance to normal course of business of the MSRTC.
- 4.2. The MSRTC has issued CSR policy that establishes CSR Cell and encourages private companies to undertake CSR activities in MSRTC. A set of such enabling processes, their inter-relationships and the sequence in which they need to be developed have been identified below:

**Fig. 1 CSR Processes**



**4.3. Publication of the CSR Policy**

- 4.3.1. The CSR policy recommended by the CSR Cell shall be displayed in the MSRTC’s website for public viewing.

4.4. Amendment

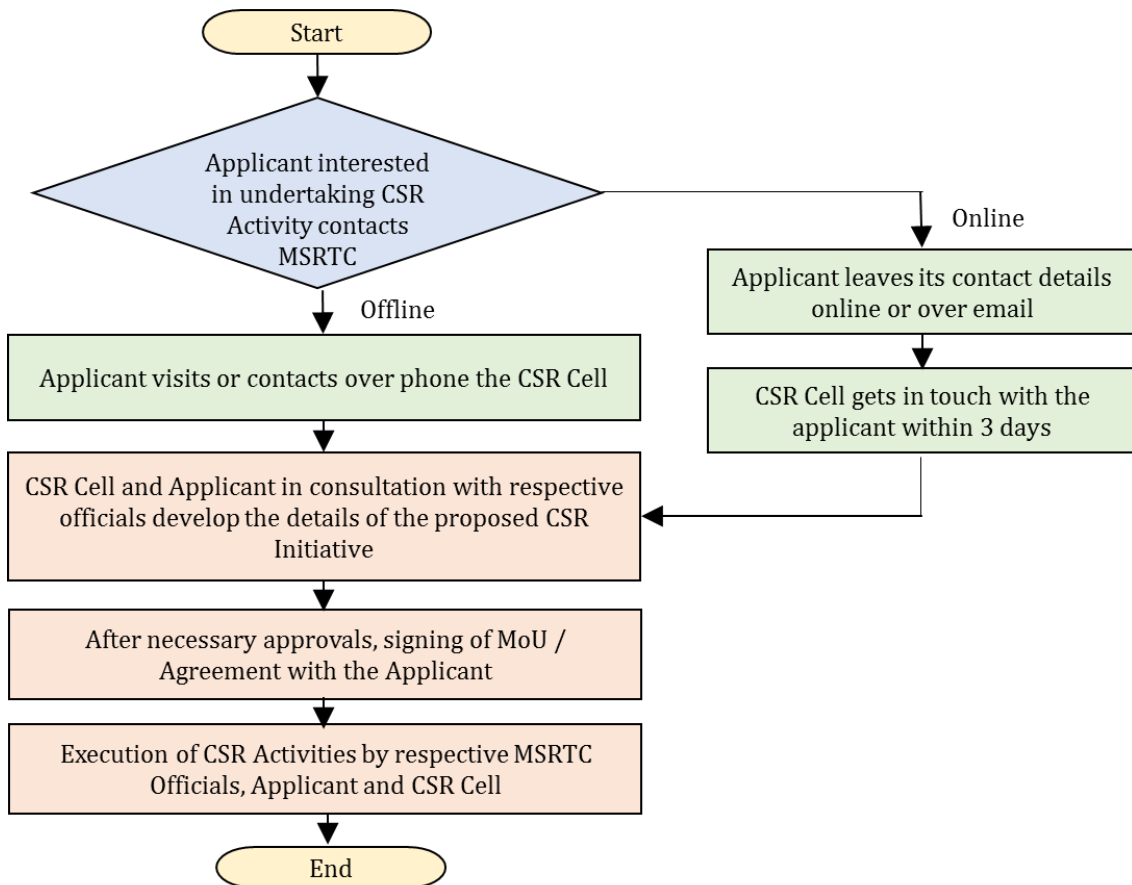
4.4.1. The MSRTC reserves its right to amend or modify this Policy in whole or in part, at any time without assigning any reason whatsoever. However, no such amendment or modification shall be inconsistent with the applicable provisions of the Act or any law for the time being in force.

5. PROCESS FLOW FOR CSR INITIATIVES

5.1. All the interested applicants who want to partner with MSRTC through CSR can submit their interest as follows:

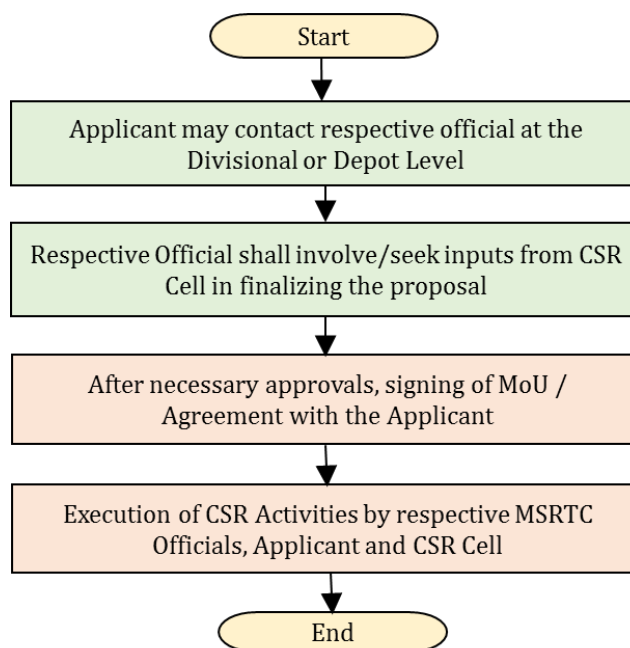
- a. They may visit or contact the CSR Cell of MSRTC at 022-23012087 or can write an application to [csrcell@msrtc-maharashtra.in](mailto:csrcell@msrtc-maharashtra.in). The CSR Cell in the MSRTC would then get in touch with the interested entities for chalking out the further course of action within 3 working days from the date of receipt of application. The suggested Workflow is as follows:

Fig. 2 Process Flow for Undertaking CSR Initiatives



- b. Further it can also be decided to delegate powers to officials at the Divisional level to enter into a MoU or an agreement for CSR initiatives that shall have an impact only within their jurisdiction. For e.g. If any company wants to adopt one depot, it may directly enter into MoU / Agreement with the respective Divisional Manager. However, these officials should involve CSR cell in these activities being carried out at local level. The Workflow is as follows:

Fig. 3 Alternate Process Flow for Undertaking CSR Initiatives at Divisional Level



## 6. ACTIVITIES TO BE UNDERTAKEN AND MODE OF EXECUTION

6.1. Please find below an indicative list of CSR activities but not limited to that may be carried out in MSRTC:

- a. Conduct Campaigns (promoting public transport, safety etc.) such as **Road Safety Campaigns** across various MSRTC Bus Stations, to promote the best practices of road and traffic safety habits. The Campaigns will focus on safe driving, while emphasizing on maximising the driving experience through economic and eco-friendly driving behaviour (including anticipation of road conditions, applying fuel-efficient driving techniques, avoiding over speeding and having a well-maintained vehicle).
- b. Set up **Counselling Centres to conduct Driver's Outreach Programs** like alcohol rehabilitation and de-addiction programme, HIV/AIDS awareness, etc. through Counsellors.
- c. Provide **Health care check-up services** to MSRTC Crew and Employees like conducting check-up of general health, Heart care initiatives, TB detection, Diet and nutrition and Vision care and eye check-up camps. Organise Blood donation camps with focus on collecting units of blood at the camps.
- d. **Provision of vending machines such as installation of Water kiosks/vending machines (WVM)** at various MSRTC Bus Stations for providing safe drinking water to passengers. The cost and quantity of water dispensed will be visible on an LED display verifiable by the customer.
- e. **Setting up charging units** at MSRTC Bus Stations to do battery charging for the benefit of passengers.
- f. **Build community toilet facility** at Bus stations. The prime focus would be to provide sanitation services to Women, Children and Disabled. Use of Pre-Fabricated Structures, Natural Resources and Latest Technology in construction.
- g. Arrange for **Skill Development and Skill Up gradation Training programs** to Drivers and Conductors through professional organisations and NGOs.

- h. Provide **Vocational training courses** like Computer Basics, Communication, Personality development and grooming, etc. and help the learners emerge as employable citizens and contribute towards community development.
  - i. Provide **ICT Based learning infrastructure** such as Video Clips (preferably in local language), Mobile Applications, Virtual Learning Resources, etc. that can be used as Training and informative material for Drivers and Sanitation Staff and social awareness to Passengers.
  - j. **Community Development Schemes** such as construction and repair of public buildings, drilling public bore wells, erecting bus shelters, sitting arrangements at bus stands, beautification of transport facilities and putting up streetlights.
  - k. **Adopting model villages** to ensure self-reliance and availability of basic Rural Infrastructure Facilities in areas where MSRTC runs its services. Basic infrastructure may include availability of potable water, Hygienic Toilets and Urinals, Roads for commuting, Street Lights, sustainable livelihood patterns, etc. It should ensure that development reaches a stage wherein village committees take over the complete responsibility. It will also help MSRTC to provide better services in rural areas.
  - l. **Installation of Solar Lights** in areas of and around MSRTC operations.
  - m. **Tree Plantation Initiatives** can be taken up within various depots of MSRTC.
  - n. **Swachh Bharat Abhiyan** to conduct drives for Cleanliness of Depot and Waste disposal and management campaigns, Walkathon to spread awareness, etc.
  - o. **Water Conservation Initiatives** to save water through watershed management, reduce wastage of water and recycle the same at MSRTC.
  - p. Provide **Scholarships to meritorious children** of MSRTC staff who are from economically weaker section for higher education, professional development, etc. Support Girl child education.
  - q. Use of **Public Private Partnerships** wherever possible.
- 6.2. The MSRTC will collaborate with Private Companies for undertaking the said activities. During any of the CSR activities, no land or any other assets of the Government shall be transferred to the company carrying out CSR activities and MSRTC will not take responsibility for any kind of liabilities during such activities.

## 7. GEOGRAPHIC REACH FOR CSR INITIATIVES

- 7.1. The interested Company shall give preference to the local area and areas around MSRTC, where it operates, for spending the amount earmarked for Corporate Social Responsibility initiative. However, MSRTC may identify such areas other than stated above, as it may deem fit, and recommend it to the Company for undertaking CSR activities.

## 8. MONITORING & REPORTING

- 8.1. The CSR Cell will examine the CSR undertaken and submit a report of activities performed. The CSR Cell's Report shall include an annual report on CSR.