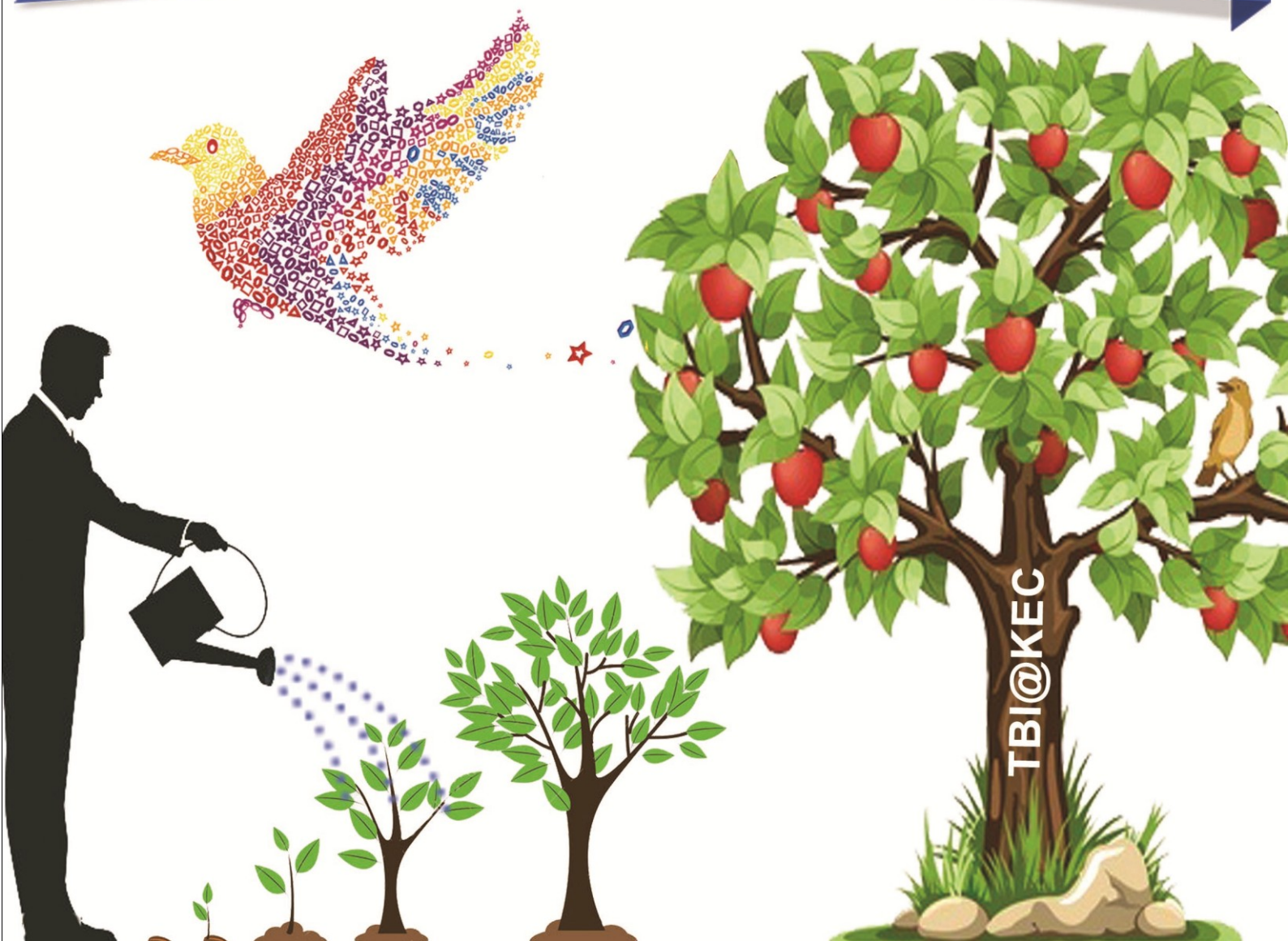




# Technology Business Incubator @ Kongu Engineering College

(Approved by NSTEDB/DST/Govt of India)

An ideal partner for implementation of CSR



## Corporate Social Responsibility - A perspective

## Why TBI@KEC as CSR implementation partner?

### Preamble

- Corporates are expected to contribute a part of their profit to fulfill social needs
- As per companies Act 2013, Section 135 of GoI, "Every company having a net worth of Rs 500 Cr or more, or a turnover of Rs 1000 Cr or more or a net profit of Rs. 5 Cr or more during any financial year is expected to spend 2% of the net profit towards CSR projects"

### Coverage

Vide Amendment to Schedule VII dt 27.02.2014, the Ministry of Corporate Affairs/GoI lists totally 11 areas to be covered under the CSR which contribute to the society.

### TBI under Amendment to Schedule VII

Item (1)(ix) states as follows in respect of TBI's eligibility to receive CSR funding:

"(1)(ix): Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government."

### Types of CSR Funding

#### CSR funding to TBI can be of two types:

**Contribution to the corpus:** In this form of contribution, the company can fund a lasting and continuing program with potential for long lasting impact. This form of funding is suitable for creating/ supporting resource centres and organizational activity/initiatives. Here, the recipient only uses the income on the corpus towards its activities; the corpus remains an asset of the organization.

**Project or program funding:** In this form of contribution, the company can focus on focussed, limited term projects with clear milestones.

#### For Corporates, the choice of projects typically depends upon:

- ★ The key objectives laid out in the CSR Policy of the company
- ★ The impact desired by the Company via its CSR program
- ★ The visibility the company seeks amongst its stakeholders

Note: TBI @ KEC is equipped to handle activities under both the types of funding.

- Objectives of CSR towards fulfilling societal needs are to a large extent **addressed** by TBI @ KEC
- **Established** with the grant-in-aid and **support** of NSTEDB/DST/GoI
- Legally, a separate entity as a '**Registered Society**' with Board of Governors representing Industry, Government, Financial Institutions, Academia & Industry Associations
- **13 year experience** in nurturing innovation, entrepreneurship and product development as the mission
- **Bagged the National Award for the Best TBI in 2013: Award received from The President of India**
- Operating four **Seed funding schemes** granted by NSTEDB/DST/GoI & MSME/GoI
- Auxiliary activities include hands-on-**training, project facilitation, repair and re-engineering**
- **Transparency** in all activities including financial transactions
- **24 X 7 facility**
- Excellent **Synergy** with Host Institute(KEC)
- **KEC ranked 3<sup>rd</sup> at National Level and 1<sup>st</sup> at TamilNadu level** among all self-financing institutions by **NIRF (MHRD/GoI) ranking**
- Availability of developed **talent pool** of students, staff and faculty
- More than 70 products developed by Incubatees of TBI @ KEC mostly **focussed on needs of the society and industry**
- Some of the **products developed with societal and industry relevance** include:
  - Remote operation, control and monitoring of **agricultural pump sets** by missed call through mobile
  - **Electrical energy saver** (installed in a few municipal corporations)
  - **Fuel saver** for petrol vehicles
  - **Pollution control** devices for motor vehicles
  - **Health care** devices
- Implementing **Student/ Faculty Entrepreneur Scheme**



# CSR Funding to TBI

## Utilization of CSR funding

- **Seed funding and grants to startups** in the technology space in the domains of Energy, Healthcare, Manufacturing, Agriculture, Information Technology etc.,
- Create a **Research & Innovation** centre and/or common facility for engineering innovators to experiment and test various ideas that may lead to cutting-edge technologies **benefitting the society**
- Structured Innovation and Entrepreneurship **capacity building programmes** that includes fellowships, lectures, seminars, motivational sessions etc.,
- **Nurturing** innovative **product development** through Students/ Faculty Entrepreneur Scheme

## Reporting on CSR project and impact monitoring

- TBI @ KEC shall provide **periodic reports** on the following aspects to help the Corporate meet its annual reporting requirements under CSR rules:
  - **Activities** undertaken
  - Utilization of funds/ **financial report** against budget
  - **Impact** of activities undertaken against pre-decided metrics
- TBI @ KEC proposes to have **online websites** for each of its CSR projects that will continuously **track and report** the progress on the projects. The websites shall also acknowledge and thank the sponsors for their contributions.
- **TBI @ KEC** is sensitive to the need of Corporates **to project the impact and results** of the CSR projects to the community and people at large as well as government and other stakeholders. TBI @ KEC shall make every effort to **publicize** the support of the sponsors via its events, **media** etc periodically.

## Benefits to the corporates

- Enhancing Corporate **Reputation** and Legitimacy thereby improving **Competitive Advantage**
- The outcomes from TBI @ KEC out of CSR funding in **project mode or otherwise** will **enhance** the **standing** of the corporates among the stakeholders
- **Win-win** situation through synergy with TBI@KEC
- **Maximizing the benefits** of CSR spending through a **reliable partner - TBI@KEC**