

## ACHIEVING 100 FROM YOUR 2% IN 2025

"A single seed, sown with care, can rewrite a hundred tomorrows"

### CSR Compass: How to plan for 2025-26

Dear Reader,

In corporate India's CSR landscape, April represents far more than a new financial year. It's planting season. Twelve years into India's bold CSR experiment, we see two distinct paths emerging:

- Strategic early planners who plant their CSR initiatives early with care and intention
- Last-minute compliers rushing to meet deadlines in the final hours.

The difference is not just in timing, but in transformation.

Early planning creates space to align business strengths with genuine community needs.

It allows you to really listen, actually collaborate with the community whose destiny you could change, and design programs rooted in lasting impact rather than repeated short term help. Remember last March's deadline scramble? This is your moment to break that cycle.

Seeds planted early do more than arrive on time. They take root. They endure.

This April edition of our newsletter gives you the frameworks, insights, and a downloadable checklist to begin your strategic CSR planning journey for 2025-26.

### THE TWO PATHS

### WHICH WILL YOU CHOOSE?

#### PATH A:

WHEN YOU PLAN AT YEAR END

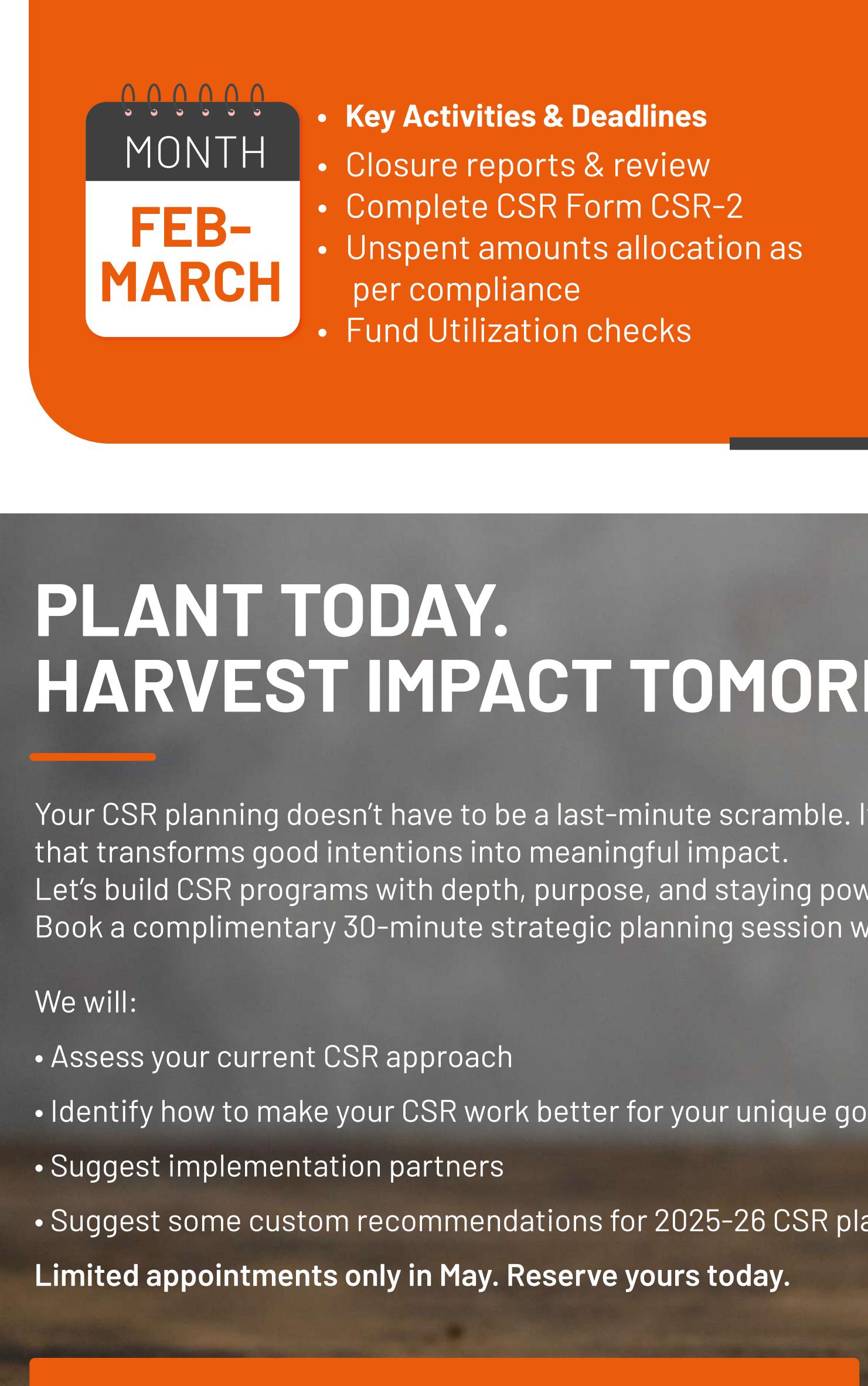
- Scattered funds across multiple initiatives
- No time for detailed due diligence before donation
- Superficial impact
- Reputational damage
- Penalties & compliance issues

#### PATH B:

WHEN YOU PLAN CSR NOW

- Planned CSR strategy
- Deep engagement & impact
- Time for monitoring & evaluation
- Competitive advantage
- Cost saving

## TURNING A NEW LEAF BREAK FREE FROM THE 2% CEILING



India's 2% mandate revolutionised corporate giving. And then paradoxically, it also restricted giving and made it a line item to scratch. With much apathy, institutional donors started to fixate on exact percentages rather than maximising impact potential. Last year alone, ₹ 1,475 crore in unspent CSR funds sat dormant in corporate accounts. Behind this figure lies a deeper story: hastily selected projects, implementation partners chosen for availability rather than fit, and measurement focused on activities instead of outcomes.

One of clients had their CSR spread thin across twelve scattered initiatives, none deep enough to truly matter. After stepping back and realigning their strategy to just three focused areas, the change was unmissable. Employees reconnected with purpose. Costs dropped. But the real transformation was in the field. Children in a once-dark village could now study under solar-powered lights.

Women who had never earned before were proudly running home-based enterprises. Eyes lit up. Homes lit up. Futures felt possible again. CSR done right, transcends metrics and touches lives.

When measuring impact, ask three essential questions:

1. What changed?
2. Who benefited?
3. What worked, what didn't, and how will this inform future approaches?

### CRITICAL DEADLINES & COMPLIANCE CALENDAR

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APRIL

#### Key Activities & Deadlines

- Set CSR Vision, agenda and priorities
- CSR Committee and Policy updates
- Unspent balance from previous year
- Evaluate past programs/partners

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MAY

#### Key Activities & Deadlines

- Prepare CSR Annual Action Plan & Strategy
- Shortlist themes, programs & geographical coverage
- Initiate Due Diligence

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JUNE

#### Key Activities & Deadlines

- Complete Detailed DD
- Deployment of fund instalments

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FEB-MARCH

#### Key Activities & Deadlines

- Closure reports & review
- Complete CSR Form CSR-2
- Unspent amounts allocation as per Compliance checks
- Fund Utilization checks

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JULY-MARCH

#### Key Activities & Deadlines

- Board Approval
- Program Implementation
- Periodic Monitoring & Evaluation
- Draft CSR section of Annual Report

## PLANT TODAY. HARVEST IMPACT TOMORROW.

Your CSR planning doesn't have to be a last-minute scramble. It can be a thoughtful journey that transforms good intentions into meaningful impact.

Let's build CSR programs with depth, purpose, and staying power. Book a complimentary 30-minute strategic planning session with us.

We will:

- Assess your current CSR approach
- Identify how to make your CSR work better for your unique goals
- Suggest implementation partners
- Suggest some custom recommendations for 2025-26 CSR planning

Limited appointments only in May. Reserve yours today.

BOOK YOUR COMPLIMENTARY CONSULTATION BELOW



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### ABOUT

### LET IT COUNT

Let It Count is a platform to help transform intent to meaningful impact through End-to-End CSR & Individual Donation Management. With a relentless focus on creating life-changing impact, supported with a deep understanding of the social sector, we provide critical information and support to ensure your donations are put to good use.

### OUR GOAL:

To be the most Trusted platform for any Donor to discover and fund unique high impact & verified social impact projects across India.

### COMMON CSR CHALLENGES



LEARN MORE ABOUT OUR SERVICES AT

[www.letitcount.com](http://www.letitcount.com)

Contact us for more details



[contact@letitcount.com](mailto:contact@letitcount.com)

LET IT COUNT