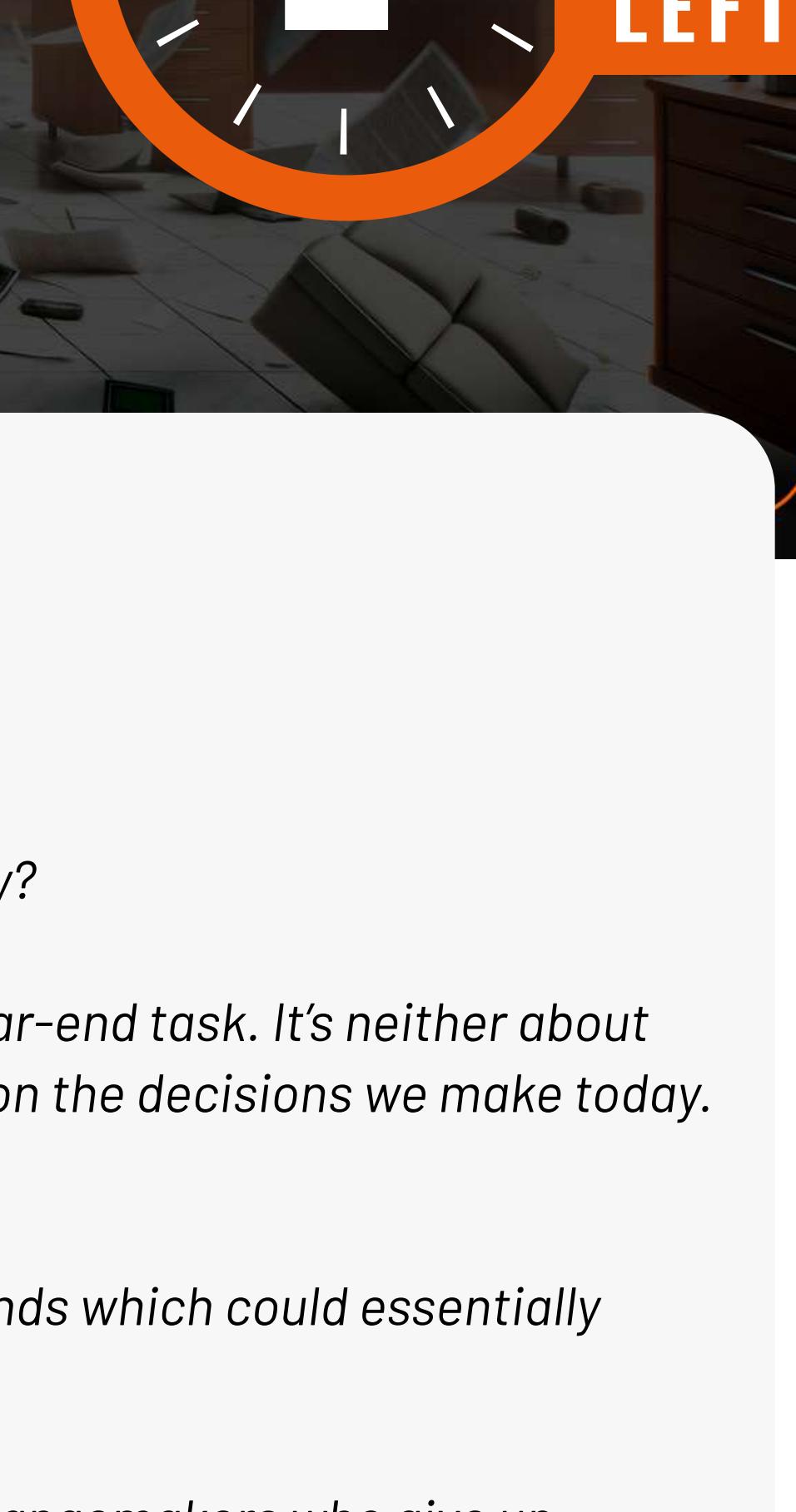


LET IT COUNT

THE MARCH 31st DEADLINE

Master Your CSR Filing Before Year-End



EDITOR'S NOTE:

Take a moment and ask yourself - When I made my last donation:

- Was it a feel good factor for me more than the recipient?
- Was the need properly assessed and its impact monitored?
- Did it provide temporary relief, or did it pave the way for self-sufficiency?

Donations and CSR planning takes time. It's not just another financial year-end task. It's neither about numbers in a report. It's about people—real people—whose lives depend on the decisions we make today.

And yet we wait.

We sit in the comfort of our spaces, casually planning essential CSR spends which could essentially change the entire course of someone's life.

Meanwhile, there are those who don't - NGOs, grassroots workers and changemakers who give up comfort, stability, financial returns and years of their lives working unimaginably close to the issues they seek to resolve.

But yet, once again, we wait!

Let's not let another year slip away. Plan your CSR/Individual Donations better with us. **LET IT COUNT.**

THE DEFERRED PROMISE OF INDIA'S UNSPENT CSR

In FY 2023, ₹ 1,475 crore in unspent funds sat dormant in corporate accounts—a five-year high that represents not just a compliance challenge but a deferred promise to communities in need. Even worse are the funds that went to programs without adequate need analysis or impact evaluations.

THE EVOLUTION OF ACCOUNTABILITY

India's CSR landscape fundamentally changed when 2014's "Comply or Explain" (COPEX) approach was superseded by 2021's "Comply or Pay Penalty" (COPP) regime. Good intentions are no longer enough. The government is committed to enforcing corporate accountability through action, execution, and measured results.

WHAT TRIGGERS PENALTIES?

- Failing to spend the required 2% of average net profits
- Not transferring unspent amounts to mandated accounts within specified timelines
- Inadequate disclosure in Board's Annual and CSR Committee Reports
- Engaging in Non-Eligible CSR Activities

CONSEQUENCES & PENALTIES*:

- Company Penalty: Twice the liability or amount to be transferred to unspent amount or 1 crore, whichever is lower
- Officer-in-Default Penalty: The defaulting officers can be fined up to ₹ 2 lakh per person.
- Reputational Damage

A THREE-PART STRATEGY FOR SUCCESS

To consistently achieve full fund deployment...

READ THE FULL ARTICLE HERE →

THE TWO PATHWAYS FOR UNSPENT CSR FUNDS

Ongoing/multi-year project path (30-day transfer to Unspent CSR Account)

Single-year project path (6-month transfer to Schedule VII funds)

April 30

Key deadline

September 30

Key deadline

WHAT THEY DON'T TELL YOU ABOUT CSR

MYTHS

REALITY

1 "Unused CSR funds can roll over to next year."

For single-year projects, unspent funds must go to a Central Government Fund specified in Schedule VII, within 6 months of expiry of the financial year. For ongoing multi-year projects, transfer the unused amount within 30 days of end of financial year to an "Unspent CSR Account" opened by the Company.

2 "Donation is simple. No one needs external support for that"

CSR experts help ensuring your contributions go in the right hands and make the desired impact. With lakhs of registered non-profits, discovery, verification, implementation, and monitoring play an important role to ensure good utilization of funds.

3 "Our company is too small for meaningful impact."

Smart planning matters more than size. Well-designed smaller projects can create significant change and impact.

4 "Only NGOs with CSR-1 registration can implement projects."

Trusts, societies, and Section 8 companies with proper tax registrations and CSR-1 number can also be implementing partners.

5 "Regular NGO donations fulfill CSR requirements."

Simple donations aren't enough. CSR requires structured projects aligned with Schedule VII social needs and year end compliances.

Note: This information offers a high-level overview and does not capture all the nuances of CSR regulations. For tailored advice and deeper insights, we recommend reaching out to our team directly.

SEE THE COMPLETE Q&A ON OUR LINKEDIN

To-Do List

- ☐ Review CSR spend
- ☐ Confirm unspent funds (ongoing & non-ongoing)
- ☐ Hold final CSR Board Meeting before March 31
- ☐ Review Project Utilization Certificates (PUC)
- ☐ Open Unspent CSR Account (if needed)
- ☐ Prepare transfer instructions for Schedule VII funds
- ☐ Approve CSR impact report
- ☐ Complete CSR disclosures for Board/Annual Report
- ☐ Draft CSR-2 form for MCA filing
- ☐ Plan CSR allocations for the upcoming year

YOUR YEAR-END CSR CLOSURE CHECKLIST



AN INVITATION

The first promise we ever make isn't spoken aloud. It is made when we first realize we are a part of something bigger than ourselves. It is a silent but enduring vow to show up, to do right by others, and to care for the world around us.

As we grow, this promise deepens. It shapes the choices we make, the work we do, and how we lead. Whether we call it responsibility, duty, or purpose, it is the promise to leave things better than we found them. Perhaps, that's what CSR is at its core. A return to that very first promise.

Behind the pressures of CSR compliance is a deeper invitation to honour that quiet vow we each carry. We, at Let It Count, believe the most meaningful impact happens when CSR moves beyond obligations to, at remembering why we do this work at all. Not because a law demands it, but because something deeper does.

We've been privileged to walk alongside our partners as they rediscover this. To witness the moment when leaders realize that the reports they file represent real lives touched, real communities strengthened, real futures brightened.

Wherever you are in your CSR journey, whether just beginning to understand your obligations or looking to deepen your impact, we invite you to join us in returning to that first promise. To remember that behind every project, every percentage point, every filing deadline is the chance to keep your word to the world.

Let's honour that promise together.

OUR PROMISE TO YOU

We're here to walk this journey with you:

To assess where you stand

To develop CSR strategies that last

To simplify paperwork and ensure compliance

To tell stories that show your true impact

And most importantly...

To ensure your contributions make meaningful impact

Compliance is the starting line. Contribution is the calling. And somewhere between the two, a legacy is built.

Contact us for more details



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www.letitcount.com