



**This Year,
Don't leave
CSR for March**
*Real impact needs time
& so does compliance*

Every year, the same pattern repeats itself: suddenly from January to March, companies are sprinting – searching for NGOs, rushing approvals, and scrambling to deploy CSR budgets.

And in this rush – **We lose the chance to create impact that truly matters**



In FY 22-23 alone, Indian companies reported ₹1,475 crore in unspent CSR funds

THE REAL COST OF LAST-QUARTER CSR

CSR delivers its best returns when it begins early. Let's look at why.

COMPLIANCE HITS FIRST

As per Section 135 and CSR Rules (Amended 2021), unspent/delayed CSR deployments trigger specific compliances to plan for:

- Transfer funds to a Central Government Fund within 6 months
- Shift ongoing-project funds to an 'Unspent CSR account'
- Open new bank accounts, pass Board resolutions, complete additional filings
- Explain unspent amounts in the Board Report
- Pay/ Manage the risk of penalties if the chain breaks anywhere

Even if 95% is spent, the remaining 5% triggers the full compliance load



OPERATIONS START TO SUFFER

- 1 Programs are chosen for urgency, not impact
- 2 NGOs barely get time to implement strategically
- 3 Baseline studies and groundwork get compromised
- 4 Field teams stretch beyond capacity
- 5 Implementation shrinks to weeks, weakening outcomes
- 6 At year-end, even the best intentions become reactive



WHY NOW IS A GOOD TIME TO START

Starting now helps your company:

- Avoid unspent CSR complications, penalties and heavy year-end compliances
- Shows strong and timely Board governance
- Strengthen ESG (Social) indicators – investors notice this
- Prevents rushed, low-quality deployments and poor reporting
- Gives NGOs and communities enough time to plan, prepare, and deliver well

Impact grows when programs have time to breathe. When CSR begins early, it helps build solutions that last and make a life changing impact not just tick compliance checkboxes.

THE INVITATION

Across states and sectors, we've seen one common truth: impact grows when CSR is planned, not rushed.

And thus, at **Let It Count**, we manage CSR for companies across sectors with rigorous due diligence, monitoring, and compliance support.

We're here to help you:

- Analyse where your CSR efforts currently stand
- Identify implementation partners with integrity and proven field capacity
- Design programs aligned with your company's purpose
- Track outcomes that reflect real, measurable change
- Ensure every rupee moves the needle in a meaningful way

*If you still haven't deployed your FY 25-26 CSR, the best time to begin is right now.
Your decisions today will shape someone's tomorrow.*

To begin planning your FY 25-26 CSR spend, request a strategy call by writing to us at contact@letitcount.com