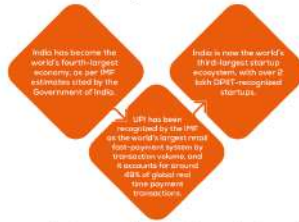


A Republic built on progress

Every January, the tricolor reminds us what India can achieve, if purpose meets persistence.



Over the last decade, India's story has gained real momentum:



These are milestones worth celebrating and yet, we all know We still have a long way to go.

A Legal Framework With National Intent

India took a bold and globally unique step in 2014. With the belief that economic growth must translate into opportunity, dignity, and well-being, India became the first and only country to mandate Corporate Social Responsibility spending (for eligible companies).

The intent was clear: Growth must lift lives not just balance sheets

CSR: Compliance vs Commitment

THE LEGAL MANDATE	WHAT OFTEN HAPPENS	THE INTENT THAT SHOULD BE
Spend 2% of turnover net profits to meet CSR Liability & compliance.	CSR treated as a checkbox exercise with scattered interventions & limited continuity	Invest in consistent, durable, equitable, and transformative outcomes
Choose from Schedule VII activities	Selection driven by visibility, easy access, convenience or number driven activities	Select clearly defined priorities and stay long enough to shift the baseline
Measure activities and outputs.	"File closed" mindset, once money is disbursed (less than 25% donors get monitoring /impact reports)	Continuous monitoring, learning, improvement, and course correction. Gradually build trust & credibility.
Maintain documentation	Measurement limited to activities and outputs (numbers spent, beneficiaries reached)	Measure outcomes and transformative change in lives, systems, and access

While Compliance is part of the framework - Commitment defines the standard.

Companies that practice CSR in its true spirit, strengthen their triple bottom line:



Shared value as a CSR approach

"I slept and dreamt that life was joy, I awoke and saw that life was service. I acted and behold, service was joy."

- Rabindranath Tagore

In today's context, service is not charity. It is conscious participation in shaping the futures of communities. When organizations invest in education, health, livelihoods, or the environment, impact is no longer one-sided. It becomes shared value where communities grow stronger, and organizations grow more resilient and credible.



HOW LET IT COUNT CAN HELP:

At Let It Count, we work alongside your teams across the entire CSR journey:



The result?

CSR that is compliant, credible, and rooted in lasting impact.

This Republic Day, let's make the message real.

Not just by celebrating progress but by committing to the responsibility that comes with it.