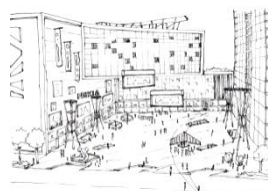




Srujan Research and Planning Foundation

Corporate Social Responsibility (CSR)

(Socio-economic Development, Environmental Conservation, Urban Renewal)



Urban Design | Urban Planning | Regional Planning | Environmental
Planning | Township Planning | Green Building Certification and EIA

Urban Development – New insight to CSR activity

CSR activity - Engaging directly with local communities or local bodies, identifying their basic needs and integrating their needs with business goals and strategic intent. At least **2% of the average net profit of the company** in the immediately three preceding financial years is required to be spent on CSR.

Current sectors engaged in CSR activities



Education



Sports



Health



Women Empowerment

CSR for improving the Quality of Life in Urban India



Urban Renewal and Environmental Conservation
– Reviving public spaces like plazas, city parks and gardens



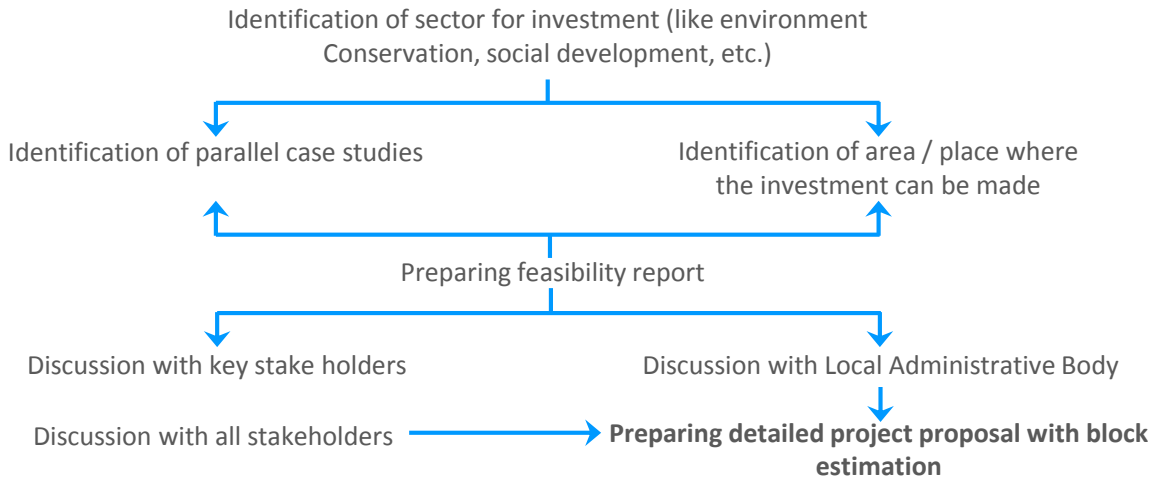
Urban Development
– Improving traffic problems, Street Redevelopment



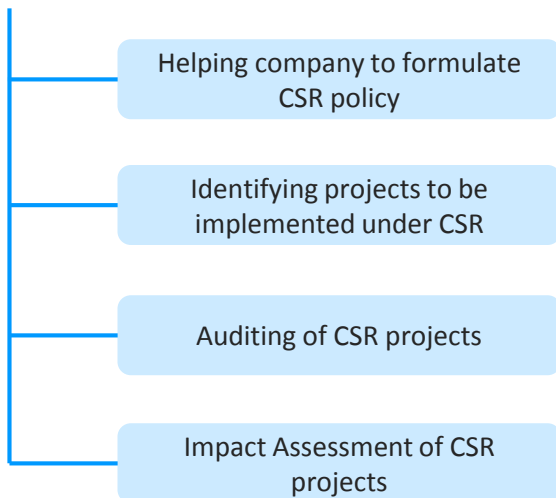
Socio-Economic Development
– Slum Redevelopment or Social Housing

Currently the funding for **Urban Development** is through Central Government and State Government. Funding from international agencies like **World Bank, ADB** is also available. But, there is still a **Gap** to make our cities **livable**.

Hand-holding the client to implement projects under CSR



Service offered by Srujan



Impact Assessment of CSR Projects

It is a process of analysing the impact of a existing or proposed project and accordingly make recommendations for the same.

Impact Assessment consists of two types: **Pre and Post Impact Assessments**

Srujan undertakes Impact Assessments in following sectors:

1. Environmental
2. Social and Socio-economic

Socio-Economic Development

1 Tourism – Tourist/Religious Destinations



ISSUE: Inadequate and improper tourist infrastructure

APPROACH: Preparing Master plan for tourist place along with DPR for the host city like Tourism Plan, Eco-Tourism and Agro-Tourism.

2 Cottage Industry

ISSUE : Limited access to market, due to lack of funds and opportunities.

APPROACH: Planning of special market that can offer platform to the cottage industry.



3 Village Infrastructure



ISSUE : Lack of physical infrastructure, sanitation and water supply.

APPROACH: Comprehensive Village Development plans.

4 Earthquakes/Floods Relief Projects

ISSUE: Fragmented approach, lacking social needs

APPROACH: Assisting municipalities in preparation of rehabilitation plans.



Environmental Conservation and Enhancement

1 Deteriorated water bodies – Lakefront / riverfront

ISSUE: Dumping ground for city sewage and industrial waste.

APPROACH: Identifying appropriate technologies for waste recycling and preparing holistic waterfront plan.



2 Conservation of Eco-fragile areas



ISSUE : Eco-fragile areas like forests buffer areas, marsh lands etc. are threatened due to increasing urbanization.

APPROACH: Proposal addressing ecological planning and biodiversity conservation in these areas.

3 Natural Resource Management

ISSUE : Underutilized land as a resource, ex. abandon land parcels, quarries, etc.

APPROACH: Preparing program for community benefits.



4 Storm Water Management / Rainwater Harvesting



ISSUE: Surface runoff resulting in non-utilization of water as a resource.

APPROACH: Preparing Rainwater Harvesting and water shed management plan for the development or area.

Urban Renewal

1 Traffic Management – Junction Improvement



ISSUE: Traffic congestion, formation of bottlenecks, inconvenience for pedestrians, etc.

APPROACH: Proposal addressing - Segregation of traffic movement, Redesigning of Junctions, Pedestrian Safety, etc.

2 Heritage Conservation Projects

ISSUE: Deteriorating condition and unfeasible plan for conservation.

APPROACH: Conservation initiatives for heritage structures. Developing a redevelopment proposal for heritage precinct.



3 Development of Social Infrastructure



ISSUE: Neighborhoods and small settlements are devoid of social infrastructure, like cultural centers, etc.

APPROACH: Identifying site or locations like abandon factory site, old market, etc. and designing of these spaces.

Better City – Equals to – Good Business

Company



- The contribution under CSR is liable for income tax deduction
- One of the key partner in achieve Millennium Development Goals, that can be marketed as company values.
- Employees are better motivated and more productive.
- It encourages both professional and personal development.

People and Community



- Help companies to connect to people and decide on their goals as a social responsibility
- The ability to have positive impact in the community.

City



- Helping hand to Municipalities for improving Quality of Life.
- Involvement in Urban Planning and Sanitation program helps in creating Clean and Green environment.



Srujan Research and Planning Foundation

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