

Title: CSR360 – India’s Generative AI-Powered Corporate Social Responsibility (CSR) Ecosystem

1.PROBLEM STATEMENT (115 words)

Can AI help Indian corporates make smarter, targeted, and high-impact CSR decisions?

Despite India’s mandate for companies to spend 2% of profits on CSR (₹25,000+ Cr annually), impact remains low due to fragmented processes, manual workflows, language barriers, and lack of urgency detection. Corporates struggle to find high- impact projects, while rural NGOs fail to meet complex documentation requirements. Companies lack tools to align CSR spending with local needs, SDGs, or compliance. Without intelligent matchmaking, real impact suffers.

CSR360 addresses these challenges using GenAI to match causes and funds in real time, empower NGOs in regional languages, ensure legal compliance through an inclusive, multilingual, and intelligent CSR ecosystem.

2. TARGET AUDIENCE & CONTEXT (95

words) CSR360 caters to two primary groups:

Corporate CSR Heads: Required by Section 135 of the Companies Act to invest 2% of profits into CSR, they seek relevant, verifiable projects with measurable outcomes.

NGOs (especially rural/Tier 2/3): Often marginalized due to language, technical, or proposal barriers, they need easier access to CSR funding.

CONTEXT: Currently, CSR lacks personalization, transparency, and inclusivity. CSR360 uses GenAI, regional languages, and smart filters to bridge these gaps, empowering underserved NGOs and making corporate CSR genuinely strategic and effective.

3.GENERATIVE AI APPLICATION (150 words)

GenAI drives every module of CSR360 with context awareness, multilingual fluency, and auto-generation capabilities:

GenAI Discovery Engine: Accepts natural language/voice prompts (“tribal aid ₹5L in Odisha”) → parses → ranks NGO projects via vector DB.

Proposal & MoU Generator: Processes audio or image inputs to create finalized proposals, MoUs, and KPI reports suitable for legal and professional use.

Hyperlocal Language Expansion : Powered by Bhashini, Whisper, and fine-tuned LLMs, CSR360 understands 22+ Indian languages and minority dialects.

Compliance Advisor: Reviews CSR plans for alignment with Schedule VII, flags risks, and auto-generates compliant formats.

Dynamic Dashboards : Generates stakeholder-specific UI with real-time SDG/ESG metrics, project milestones, and monetary impact.

Together, these features make CSR fast, fair and multilingual—with automation at every touchpoint.

4. Solution Framework

CSR360’s architecture is modular and GenAI-native, with 3 integrated layers

A. Corporate Interface

Smart search with voice + NLP queries → fetches hyperlocal verified causes (e.g., “child nutrition projects in Bihar under ₹20L”).

Dynamic dashboards to track: KPIs, SDG mapping, ESG score, budget utilization.

Smart filters: SDG goal, region, focus area, sector relevance, co-funding schemes.

B. NGO Assistant

Upload audio/images → GenAI generates proposals, MoUs, and project summaries. Voice support in 22+ Indian languages, including tribal dialects.

AI Literacy Bot: explains CSR terms (e.g., “Form 12A”) in layman’s voice-based answers.

C. Track & Report (Unified Monitoring)

Project Tracker dashboard: real-time status via traffic-light visuals, KPIs, and fund utilization.

Compliance Bot flags upcoming deadlines, policy changes.

ESG/SDG Mapper links project outcomes with global goals.

Architecture

- **Frontend:** React/Next.js with Tailwind

- **Backend:** Python + Node.js + LangChain + Postgres
- **LLMs:** Azure GPT-4o (fine-tuned)
- **Voice:** Whisper + Bhashini
- **DB:** MongoDB + SDG-aligned metadata
- **Modular microservices** (cloud-deployable via AWS/GCP)

5. Feasibility & Execution

CSR360’s MVP can be developed by a small cross-functional team:

- **Frontend (React):** 1 developer
- **Backend (Flask + LangChain):** 1 engineer
- **LLM integration (GPT-4o + FAISS):** 1 ML engineer
- **UX/Content:** 1 designer
- **Data:** NGO Darpan, BSE Sammaan, SDG India data

6. Scalability & Impact :

CSR360 is built for scale—with a modular, multilingual, cloud-native architecture. It can support 1000+ NGOs and 500+ corporates in different states, sectors, and budgets. The platform reduces dependency on English, eliminates paperwork, and fosters transparency. Its impact forecasting and compliance tools ensure responsible CSR funding. As more NGOs join, the GenAI model improves matching accuracy. It unlocks ₹5,000+ Cr CSR funds annually for underserved sectors into high-ROI, grassroots initiatives—driving real transformation in rural health, education, and climate action. With transparency and impact visibility, it can become India’s default platform for transparent, data-backed, CSR execution at scale—shaping the future of ethical impact funding.

Feature	Existing CSR Tools	CSR360 Innovation
Language Support	English/Hindi only	22+ Indian languages + tribal dialects with voice via GenAI
Need Detection	Annual impact reports	Real-time disaster alerts + GenAI-guided relief matchmaking
Proposal Writing	Manual Word/Excel templates	GenAI-written, multilingual auto-proposals with MoUs/KPIs
Compliance Checks	Manual legal vetting	Auto Schedule VII + Section 135 compliance checker
Dashboards	Static donor reports	Dynamic, customizable dashboards with ESG, SDG, fund tracking
Disaster Response	Not supported	GenAI chatbot for emergencies: voice, location, instant action
NGO Access	Form-heavy, English-only portals	Voice-enabled app, low-bandwidth design for Bharat
Impact Storytelling	Textual reports	AI-generated human narratives for blogs, PR, and annual reports

7. SUMMARY & BONUS:

CSR360 is not just a platform—it’s a GenAI-powered ecosystem to reimagine CSR for Bharat. Its MVP—proposal generator, compliance advisor, disaster chatbot, and multilingual NGO assistant—is lovable because it removes barriers, adds speed, and amplifies real-world results. It’s viable, scalable, and aligned with India’s CSR and SDG missions. CSR360 doesn’t just connect funds to causes—it rewires the system to reward transparency, inclusion, and real human impact.

"Matching the right causes with the right funds".