

### ***Dear Esteemed Alumni,***

Sona College of Technology has always been a cradle of innovation, excellence, and social responsibility. As alumni, you have carried forward the legacy of this institution, creating meaningful impacts in your respective fields. Today, we invite you to strengthen this legacy by supporting a cause that uplifts lives and transforms communities through the Centre for Social Responsibility Initiatives (Sona CSRI).

### ***Join Hands with Sona CSRI: Empowering Communities, Creating Impact***

**Sona CSRI**, the CSR implementing wing of Sona Group of Institutions, is dedicated to certain focus areas that benefit the community. Now, Sona CSRI is reaching out through our college alumnus currently employed at reputed MNCs and entrepreneurs actively engaged in philanthropic and CSR initiatives. Through this connection, we seek to explore funding support from the company for Sona CSRI's key focus areas:

1. Health and Wellness
2. Environment and Sustainability
3. Skill & Community Development
4. Village Adoption Programs

This outreach aims to build strategic collaboration through alumni channels for impactful societal development. Together, we're building a future where every life touched by Sona CSRI becomes a story of empowerment and dignity.

### **How You Can Make a Difference**

- **Contribute Financially:** Support a woman's training, a rural entrepreneur's startup, or a climate-smart awareness campaign.
- **Mentor & Knowledge Sharing:** Offer your time and expertise to guide young changemakers and entrepreneurs.
- **Corporate & CSR Partnerships** – Connect us with your employer who may be potential sponsors or funding sources. Your recommendation can seed a long-lasting impact through corporate-alumni collaboration.
- **Volunteering & Advocacy** – Be part of our initiatives and spread awareness.

### **Why Salem? – Strategic Rationale for CSR Investment**

Salem stands at the intersection of industrial growth and social need—making it an ideal landscape for impactful CSR investment. While the city is emerging as a hub for education and enterprise, its surrounding rural and tribal areas continue to face gaps in health, skilling, and sustainability. Investing in Salem allows your company to contribute to grassroots transformation in a region where every rupee creates measurable change. With Sona CSRI's deep local presence, trusted implementation capacity, and access to government and community networks, your CSR efforts in Salem will not only comply with national mandates but also build a visible legacy of empowerment and sustainability.

- **Untapped Development Potential in Tier-II City:** Salem, as an emerging tier-II city in Tamil Nadu, presents immense opportunities for high-impact CSR investments that can directly improve underserved communities.
- **Focused & Measurable Impact Zones:** Through Sona CSRI, your support will reach well-identified rural and semi-urban pockets around Salem—allowing for targeted, trackable outcomes in health, environment, skill development, and village upliftment.
- **Established Implementing Ecosystem:** Sona College of Technology's Centre for Social Responsibility Initiatives (CSRI) offers a structured, transparent, and accountable platform to execute and report CSR activities—ensuring your fund translates into real change on ground.
- **Cost-Effective, High ROI Projects:** Due to lower administrative and operational costs in this region, your CSR funding can create greater per capita impact compared to metropolitan areas—more beneficiaries, deeper engagement, and visible transformation.
- **Alignment with SDGs & Rural Empowerment:** Salem's socio-economic profile makes it ideal for supporting SDGs like Quality Education (SDG 4), Gender Equality (SDG 5), Clean Water & Sanitation (SDG 6), and Sustainable Communities (SDG 11).
- **Strong Local Partnerships & Government Liaison:** With deep connections to local administration, NGOs, and rural networks, CSRI ensures your project receives community buy-in, faster approvals, and long-term sustainability.

### **Why Fund Sona College of Technology?**

Sona College of Technology stands at the confluence of education, innovation, and social transformation. As an institution rooted in Salem with a national reputation, Sona offers not just intent, but infrastructure to deliver sustainable impact. Sona through its dedicated community engagement and social welfare arm - Centre for Social Responsibility Initiatives (CSRI), plays a pivotal role in translating CSR commitments into measurable and meaningful outcomes. The centre ensures that CSR funding is not just deployed, but monitored, evaluated, and reported with professionalism and integrity.

### **Key Roles of CSRI**

- **Programme Design & Customization:** CSRI co-designs CSR interventions based on company mandates and community needs — ensuring alignment with Schedule VII of the Companies Act and SDGs.
- **Baseline Surveys & Need Assessments:** Through field surveys, stakeholder consultations, and participatory rural appraisals, CSRI ensures evidence-based project planning and targeted beneficiary identification.
- **Community Engagement & Stakeholder Management:** With strong local networks across tribal belts, underserved urban pockets, and rural clusters in Salem and adjoining regions, CSRI ensures authentic on-ground engagement, trust-building, and grassroots participation.

- **Implementation Management:** CSRI leads the entire execution lifecycle: mobilization, training delivery, infrastructure setup, field deployment, and capacity building. All activities are mapped to KPIs and timelines.
- **Monitoring, Evaluation & Impact Reporting:** CSRI deploys digital tools and qualitative feedback methods to track progress and capture stories of change. Regular reports with metrics, photos, and beneficiary voices are submitted to funders.
- **Sustainability & Handover Plans:** CSRI ensures continuity through community champions, convergence with government schemes, and linkages with local panchayats, SHGs, and entrepreneurial hubs.
- **Documentation & Compliance:** All CSR interventions are documented in alignment with statutory requirements — including MoUs, utilization certificates, impact dashboards, and third-party audit facilitation.
- **Innovation & Incubation Support:** Through its linkages with the college's R&D cells and incubation centres, CSRI integrates innovative, cost-effective solutions into CSR programs — ensuring scalability and long-term impact.

### **Our Focused Demographics**

#### **1. Women**

We empower women through health awareness, skill development, entrepreneurship training, and livelihood support—enabling economic independence and community leadership.

#### **2. Tribal Communities**

With deep engagement in tribal belts such as the Shevaroy Hills and Sittilingi Valley, we work to preserve indigenous knowledge while addressing critical gaps in education, healthcare, and sustainable livelihoods.

#### **3. Underserved Populations**

Our interventions reach low-income families in rural and semi-urban regions who lack basic access to quality education, digital tools, healthcare, and infrastructure.

#### **4. Differently-Abled Individuals**

We aim to foster dignity and inclusion by providing skill training, assistive technologies, and workplace integration programs that create meaningful opportunities.

### **Benefits for the Company (MNC)**

#### **✓ CSR Compliance & Social Impact**

- Aligns with their CSR obligations under the Companies Act, 2013.
- Contributes to national priorities in health, education, environment, and rural development.

#### **✓ Brand Visibility & Goodwill**

- Logo display on all project materials, banners, reports, and public events.
- Featured in press releases, media coverage, and social media by the college and CSRI.

- Dedicated recognition space in project locations (plaques, digital displays, etc.).
- ✓ **Talent Pipeline & Recruitment Branding**
  - Access to student talent pool through internships, projects, and placements.
  - Brand association with a reputed institution increases employer attractiveness.
- ✓ **Impact Reporting & Documentation**
  - Professional impact reports with KPIs, success stories, and photos to use in ESG or annual reporting.
  - Co-branded outcomes that the company can present internally and externally.
- ✓ **Sustainability & SDG Alignment**
  - Clear contribution to Sustainable Development Goals (SDGs) and ESG initiatives.

### **Benefits for the Individual Alumnus**

- ✓ **Recognition as a Change-Maker**
  - Public acknowledgment in college events, social media, and newsletters.
  - Honored as a CSR ambassador or mentor from the alumni network.
- ✓ **Networking & Leadership Opportunities**
  - Invitation to CSRI-hosted CSR roundtables, panels, and college celebrations.
  - Opportunities to guide student projects or act as an advisory voice.
- ✓ **Personal Fulfillment & Legacy**
  - Satisfaction of giving back to the institution and community that shaped them.
  - Leaving a legacy through impactful projects in their name or batch identity.

### **Alumni Who Give, Get Recognized**

- Special Acknowledgments: All alumni supporters will be acknowledged on Sona CSRI's official website, newsletters, and publications.
- Sona CSRI Impact Circle: Be a part of an exclusive network of socially responsible alumni contributing to nation-building through Sona CSRI.

This is more than an appeal—it's a call to carry forward the values that Sona instilled in us: excellence with empathy. We desire you to come forward and stand with us in creating sustainable, inclusive growth for the communities we serve.

*Let's come together to make a lasting impact!*

*Let's Build a Legacy Beyond Degrees!!*

Warm Regards,  
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## FAQ

### **1. What is the core objective of your proposal?**

To address critical community development needs in Salem through focused interventions in health, environment, skill-building, and rural transformation, especially among marginalized groups.

### **2. What will be the measurable impact of this initiative?**

We will track KPIs such as number of beneficiaries trained, households reached, health interventions done, environmental assets created, and livelihoods generated.

### **3. Who are your primary beneficiaries?**

Women, tribal communities, differently-abled individuals, and economically underserved families in and around Salem District.

### **4. How will you report impact for innovation-based interventions?**

We use mixed methods: outcome metrics (people served, adoption rates), usage data (in tech tools), qualitative stories, and visual documentation. Reports are tailored to corporate ESG/CSR reporting needs.

### **5. How do you evaluate success?**

We provide monthly or quarterly progress reports, beneficiary stories, photos/videos, financial statements, and a final impact summary. Through predefined KPIs, baseline vs. endline data, stakeholder feedback, and case studies. Indicators may include health improvements, income rise, livelihood sustainability, or environmental outcomes. We welcome third-party audits, assessments, or external validation if required by the funding partner.

### **6. How will you ensure transparency in fund utilization?**

We follow an audited fund management process, with regular reporting, financial documentation, and progress updates shared with stakeholders.

### **7. What is the duration of the proposed project?**

Most of our initiatives span 12–18 months, with phased implementation, impact reporting, and potential for multi-year partnership.

### **8. What is your sustainability plan after the funding ends?**

We aim to build local ownership, form self-help and youth groups, link participants to government schemes, and enable micro-enterprise models for continuity.

### **9. Do you have experience in implementing similar projects?**

Yes. Sona CSRI has executed multiple successful initiatives in health camps, skill development for women, rural digital literacy, and ecological restoration.

### **10. What is the total budget, and how is it broken down?**

Consider, the total estimated budget is [X] lakh, covering training, infrastructure, human resources, monitoring, communication, and post-implementation support. A detailed line-item budget forecast can be shared.

**11. Are you registered to receive CSR funds under Indian CSR law?**

Yes. Our CSR arm, Sona CSRI, is fully compliant with Section 135 of the Companies Act and holds a valid CSR Form 1 registration (with SRN number).

**12. Can we fund part of your proposal instead of the whole amount?**

Yes. We are open to partial funding, phase-based funding, or pilot collaborations that can scale based on outcomes.

**13. What makes your organization capable of executing this?**

Sona CSRI operates with the academic and technical strength of Sona College, long-standing community ties, and a portfolio of successful projects and partnerships.

**14. What kind of community-benefiting incubations are you referring to?**

Examples include: Clay-based eco construction modules for tribal homes, AI tools for accessible education, Skill-based mobile apps for women artisans\*

**15. How do you ensure community participation and ownership?**

We engage local leaders, women's groups, youth volunteers, and SHGs from the design to the execution stage—ensuring ownership and long-term sustenance.

**16. What geographical spread will the project cover?**

We target rural pockets, tribal zones (e.g., Sittilingi, Shevaroy Hills), and semi-urban neighborhoods within Salem district. Exact sites are chosen based on need and feasibility.

**17. Will the project link with government schemes or leverage public funds?**

Yes. We often align with schemes such as PMKVY for Skilling and our college's dedicated R&Ds were working on public funds for Research particularly DST to scale outcomes and reduce duplication.

**18. Can this partnership be multi-year?**

Absolutely. We welcome long-term collaborations to deepen impact and create sustainable community models with phased expansion.

**19. How is this different from other NGOs working in the area?**

Unlike standalone NGOs, we are backed by an institution of excellence (Sona College), bringing academic rigor, tech know-how, and credible networks—ensuring quality and trust.

**20. Why should we care about tribal communities and women in a place far from our operations?**

Because true CSR isn't about proximity—it's about responsibility. These communities represent India's development gaps. If not us, then who will step up? This is where your brand can truly lead.

**21. Why fund short-term interventions when long-term structural issues exist?**

Our short-term interventions are designed as entry-points—they build trust, deliver quick wins, and set the stage for deeper, structural change. We're not stopping at symptoms; we're initiating cycles of change.

**22. What if the incubation fails—will our funds be wasted?**

We follow a milestone-based release system and field validation cycles. Even if a pilot doesn't scale, the community insights, engagement models, and trained local champions remain—ensuring value doesn't vanish.

**23. You say you have incubation—why do you need CSR funding for it?**

Incubation is just the start. CSR funding enables translation: prototype to pilot, pilot to public benefit. We don't ask CSR to support commercial scale-ups—but to back innovations with a direct, measurable social return.

**24. How does your proposal align with our company's CSR focus areas?**

Our focus on women empowerment, sustainability, skill development, and inclusion aligns closely with your CSR themes. We offer customisable programs under each vertical to ensure strategic fit.

**25. How can we claim ESG credit for funding a college initiative?**

Because your CSR funds will create real impact in rural health, green economy, and inclusion—backed by reports, outcomes, and SDG linkages. Whether the implementer is a college or an NGO, the impact is what counts.

**26. How do we justify this to our leadership when we don't have a physical presence in Salem?**

Your leadership can show proactive outreach to underserved regions—extending the brand's CSR legacy beyond its commercial geographies. It strengthens your social equity, not just market equity.

**27. How do you identify and select beneficiaries?**

We use baseline need assessment, community nominations, and consultations with local NGOs and panchayats to identify the right and deserving beneficiaries.

**28. Is there a provision for employee volunteering or engagement?**

Yes. We would love to design volunteering opportunities for your employees—be it health drives, skill mentoring, tree planting, or digital literacy.

**29. How soon can the project start after approval?**

We can initiate within 30 days of MoU/fund disbursement, as our planning, team, and groundwork are already in place.

**30. Do you have a team in place or will you hire after funding?**

We have a core implementation team in place and a network of trained field facilitators. Additional resources will be deployed as per project scope.

**31. Are there potential scalability options beyond Salem?**

Yes. Our model is scalable and replicable in other geographies where your company may have a presence, with minor contextual adaptations.

**32. Do you file IP or patents for these innovations?**

Only where necessary—and always under open innovation clauses for community-facing tech. CSR-funded incubations are deployed under non-profit, public-use licensing, with full transparency.

**33. What if community members can't use the innovations you build?**

Every incubated solution is co-designed with community feedback. We conduct trials, workshops, and train local users before full deployment. We build with the community, not for them.

**34. Will your incubated projects create employment too?**

Yes. Many of our incubation outcomes are designed as micro-enterprises for rural youth and women. With CSR support, these can create livelihood opportunities in the community itself.

**35.. Can the company visit the project sites?**

Yes. We welcome donor visits at every phase—launch, mid-term, or endline. Your CSR team and leadership are encouraged to interact with beneficiaries.

**36. How many people will benefit directly and indirectly?**

Depending on the program, 300–1000 direct beneficiaries and 2x to 3x indirect beneficiaries through household and community impact.

**37. Can the project be branded or co-branded with our company?**

Absolutely. We ensure brand visibility through event banners, toolkits, media mentions, reports, and social media aligned with your communication policy.

**38. Will there be any branding on physical assets or spaces?**

Yes. Co-branded assets like training kits, banners, digital content, and community centers can carry your logo, following CSR visibility guidelines.

**39. Will the individual alumnus be credited or acknowledged?**

Yes. We are happy to recognize the alumnus as a catalyst or goodwill ambassador in our communications and events.

**40. What if the alumnus supporting you leaves the company mid-project?**



The project is proposed on merit—not individual ties. While the alumnus is our bridge, the project will continue on its own institutional and impact value. We ensure formal MoUs and reporting regardless of personnel changes.

**41. How do you handle risk and uncertainties in implementation?**

We conduct need assessments, maintain contingency plans, and engage with local governance to minimize delays and risks.

**42. Isn't it risky to give funding to an academic CSR unit with no direct FCRA or national network?**

Our operations are CSR-compliant under Indian law. For international funds or FCRA-based programs, we partner with registered NGOs. What we bring is local expertise, not red tape.

**43. Isn't this too experimental for CSR compliance?**

No. Section 135 of the Companies Act allows funding of innovation and sustainability solutions if they address Schedule VII areas like health, environment, and rural development. Our CSR-linked incubations fall strictly within these themes.

**44. Other organizations promise 10x outcomes with less budget—why are your costs higher?**

We don't understate budgets for optics. Our costing includes quality training, post-program support, and ethical compensation. We offer real, sustained impact—not inflated claims.

**45. Have you collaborated with any corporates before?**

Yes. We've worked with industry partners in areas such as skill training, digital inclusion, and rural development. We ensure professionalism and accountability throughout the engagement.

**46. Why have you chosen Salem as your project location?**

Salem presents a unique opportunity—industrial growth coexists with rural and tribal underdevelopment. Funding here leads to high impact at lower cost and greater visibility.

**47. Why should we fund your college's CSR arm and not a full-fledged NGO?**

Because we are not just an implementing agency—we're a knowledge institution with academic, technical, and community strengths. Our Centre (CSRI) combines ground action with rigorous monitoring, innovation, and long-term institutional commitment that many NGOs lack. On the other hand, our College's parent body is established as NGO name Chockalingam Trust that names after our visionary Founder Chairman MS Chockalingam.

**48. Aren't colleges supposed to focus on education? Why are you doing community work?**

Our educational philosophy includes social responsibility. As an institution producing future engineers and leaders, it's our duty to engage with the real-world problems around us. CSRI is an extension of this vision—where knowledge meets action.

**49. How do we know the community will actually benefit and not become dependent?**

We follow a capacity-building approach: enabling skills, self-employment, and social awareness. Beneficiaries form peer groups and link to government schemes—ensuring empowerment, not dependency.

**50. How do we know your incubated projects aren't just academic prototypes?**

We have taken multiple prototypes to the field stage—like assistive tools for visually impaired women, water purification units, and green technologies in tribal schools. CSR support ensures these innovations leave the lab and land in communities.

**51. How do we know the funds won't just improve your campus branding or help your students only?**

Our project clearly targets off-campus rural and tribal communities. Every rupee will be traceable to direct community beneficiaries, not institutional overheads. We invite third-party audits and transparent reporting at every stage.

**52. This sounds like a good idea on paper. What if it fails in practice?**

Every project includes a pilot phase, community validation, and milestone-based reviews. If an approach underperforms, we adapt. Our execution history shows that we deliver not just intentions but outcomes.

**53. Aren't CSR funds better spent in disaster relief or climate crises?**

We agree both are urgent—but ongoing inequalities in education, health, and rural development are chronic disasters. Without addressing root vulnerabilities, we'll remain in a constant cycle of relief.

**54. What is the innovation element in your proposal?**

We integrate low-cost tech, gamified learning, mobile-based monitoring, and community innovation labs in our skill and environment programs, ensuring modern, scalable solutions.

**55. How can you guarantee our CSR funds won't end up supporting commercial student ventures?**

We draw a clear line. CSR funds will be ring-fenced strictly for community-benefiting incubations—projects that solve rural, environmental, or inclusion issues with no commercial beneficiary. These include low-cost health tech, rural water solutions, and assistive devices for the differently-abled.