



KARMA KONNECT



# Corporate Social Value Consulting



**(From Corporate Social Responsibility to Corporate Social Value)**

**KarmaKonnnect helps large Corporations (under the ambit of the new CSR rule) and SMEs/Startups transition from conceptualizing CSR as a cost center to strategizing the spend by creating opportunities to help solve social problems and also benefit from doing so.**



# Why create Corporate Social Value

Consumers and employees are attracted to brands and companies that are known for developing cause-related relationships, as shown in the latest Cone Case Evolution Study:

80%

of consumers would switch to a brand that supports a cause, when price and quality are equal

41%

have bought a product because it was associated with a cause or issue

83%

wish more of the products, services and retailers they use would support causes

85%

have a more positive image of a product or company when it supports a cause they care about

79%

of employees feel a stronger sense of loyalty to their employer at companies with cause marketing programs

69%

of employees decide where to work based on a company's support of a cause

- CSV campaigns help build deeper bonds with your target audience
- CSV campaigns generate visibility – with consumers and stakeholders
- CSV campaigns create an air of positivity around the brand
- CSV campaigns boost employee recruitment and retention

# KarmaKonnnect CSV Program

- KK has perfected the 'low cost, yet replicable and scalable' model of project implementation. This inherent attribute ensures that that your contributions are maximized to impact more lives
- We believe that if corporates are equipped with the knowledge, capacity and funding opportunities to make their work more strategic, then the social sector in India will be transformed dramatically and more people will be moved out of poverty at a faster pace.
- We have a strong network of partnerships with various institutions which enables us to mobilize your resources in the development sector, and execute it with transparency and accountability.





# KarmaKonnnect CSV Program



- Karma Konnnect builds relationships between companies, donor organizations and high net-worth individuals on one hand and NGOs and social enterprises on the other.
- Through our projects, we have supported causes such as women's health, education, community empowerment, vocational training, rural livelihoods, financial literacy, and many others.
- Our unique advantage lies in our extensive grassroots network of NGOs and social enterprises. This results in a deep understanding of and strong relationships with social organizations that lead to effectively managing implementation projects for our clients.

# KarmaKonnnect Engagement Models



# Corporate Social Value Consulting (Not Responsibility)



Tell us about your CSR mandate and help us understand your target audience. Share your expertise with us.



KarmaKonnnect conducts a basic needs-assessment to understand the problem on the ground in the specified geography.



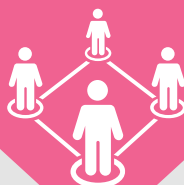
A proposal is created highlighting the implementation plan and resources required. A customize a solution to suit your CSR policy.



Timelines are discussed and implementation plan finalized.



Reporting structures are decided. KarmaKonnnect believes in measuring impact and focusing on results.



Post project roll out, corporate teams are encouraged to participate in volunteering activities. We maintain utmost transparency.



# KarmaKonnnect's Approach

## COLLABORATION AND FUNDING

- Engage with donors to advise on effective giving and promote collaborative giving platforms
- Convene gatherings to bring together diverse stakeholders for collective action
- Engage with leading national and regional media houses to mainstream development issues

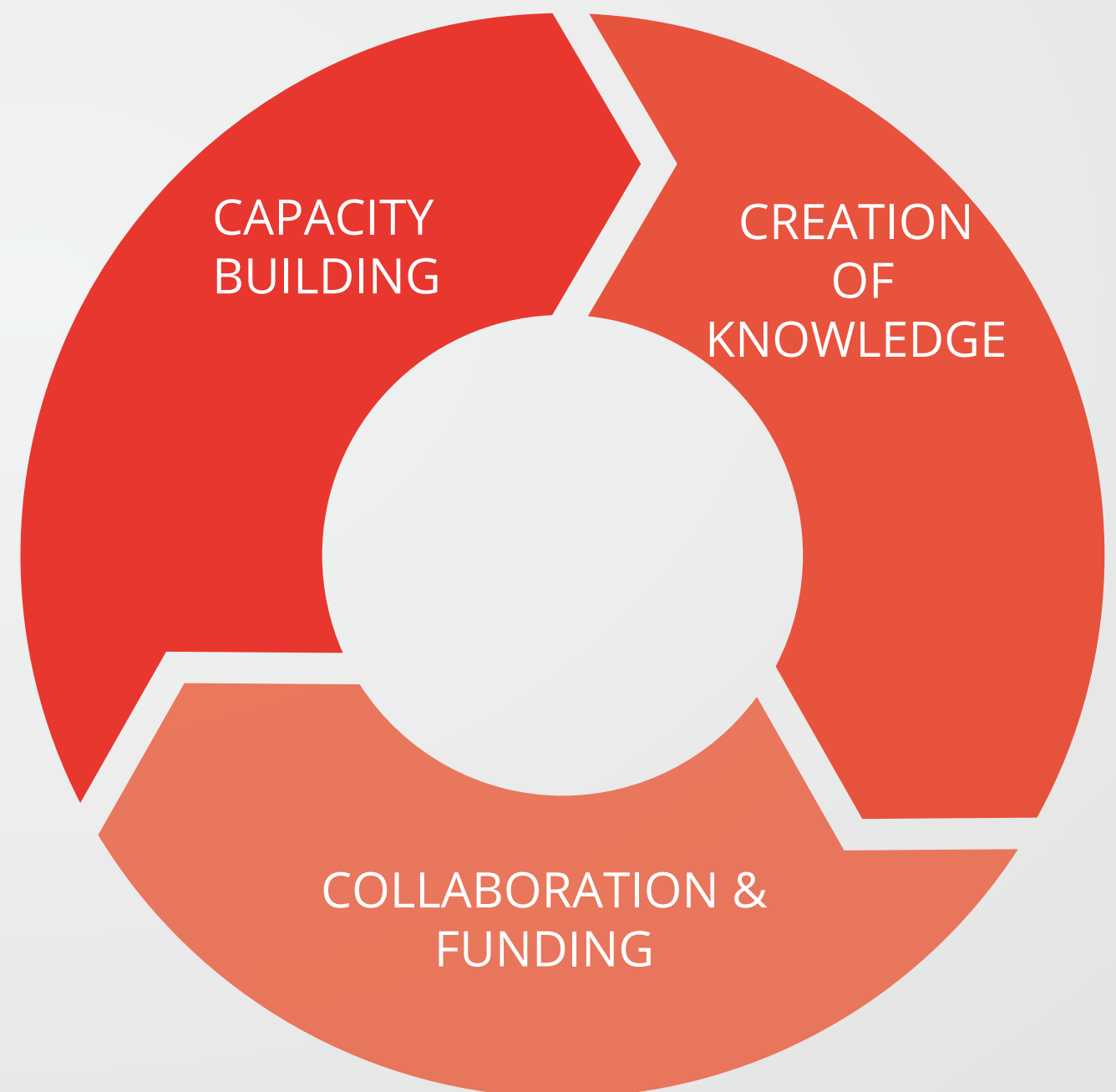
## CAPACITY BUILDING

- Facilitate peer-learning based leadership programs to NGO leaders, providing them access to knowledge, resources and networks
- Provide direct support to high potential, emerging social organizations enabling them to achieve scale

## CREATION OF KNOWLEDGE

- Publish research that presents issues and proven solutions
- Identify credible social organizations and works to strengthen their strategic plans

**KarmaKonnnect's unique model unlocks the most effective and scalable interventions by equipping philanthropists and social entrepreneurs with knowledge, capacity, and funding opportunities**





# Summary: Corporate Engagement Models

Model	Key Activities
1. Plan	<ul style="list-style-type: none"><li>• KarmaKonnnect to facilitate introductions to NGOs based on corporate objectives</li><li>• Corporate to directly engage with NGOs on funding, monitoring &amp; reporting</li></ul>
2. Implement	<ul style="list-style-type: none"><li>• KarmaKonnnect to identify and recommend NGOs; and manage (monitor &amp; report) the grant/program on an end-to-end basis</li><li>• Corporate can chose to route the funds through Karma Konnnect OR directly to the NGOs</li></ul>
3. Build	<ul style="list-style-type: none"><li>• KarmaKonnnect to identify and recommend NGOs; and manage (monitor &amp; report) the grant on an end-to-end basis + KarmaKonnnect to build the managerial capacity of the NGO senior leadership through training programs (Sustainibility model)</li></ul>

# Model I: Plan

## What will KarmaKonnnect do?

- Provide a customized catalog of NGO recommendations to the corporate – backed by KarmaKonnnect's due diligence, basis corporate's:
  - CSR objectives
  - Areas of interest
  - Geographic focus
  - CSR budget
- Facilitate introductions between the corporate and select NGOs for accelerated engagement

## How will the corporate benefit?

- Leverage KarmaKonnnect's on-ground expertise in sector research and organization due-diligence to undertake CSR
- Learn about and fund impactful and innovative NGOs aligned to interest areas
- Receive updates/ reports on the progress of the funds directly from the grantees
- Consulting relationship with KarmaKonnnect



# Model II: Implement

## What will KarmaKonnnect do?

- Identify and provide a catalog of NGO recommendations basis corporate interest and KarmaKonnnect's due diligence
- Provide insights and work with corporate on selection of grantee partners
- Build a strong grant plan detailing the fund utilization by working closely with selected grantees
- Monitor progress of selected grantee partners and provide reports to the corporate on progress of the project

## How will the corporate benefit?

- Leverage KarmaKonnnect's 16 years of expertise in sector research and organization due-diligence to undertake CSR
- Learn about and fund impactful and innovative NGOs aligned to interest areas
- Receive customized monitoring and reporting support on selected grantee partners from KarmaKonnnect
- Comply with the reporting template provided under the CSR Act by using information from KarmaKonnnect reports

# Model III: Build

## What will KarmaKonnnect do?

- Identify and provide a catalog of NGO recommendations basis corporate interest and KarmaKonnnect's due diligence
- Provide insights and work with corporate on selection of grantee partners
- Build a strong grant plan detailing the fund utilization by working closely with selected grantees
- Monitor progress of selected grantee partners and provide reports to the corporate on progress of the project
- Build the managerial capacity of senior leaders of grantee partners through KarmaKonnnect Social Leadership Program (KKLP)

## How will the corporate benefit?

- Leverage KarmaKonnnect's 16 years of expertise in sector research and organization due-diligence to undertake CSR
- Learn about and fund impactful and innovative NGOs aligned to interest areas
- Receive customized monitoring and reporting support on selected grantee partners from KarmaKonnnect
- Comply with the reporting template provided under the CSR Act by using information from KarmaKonnnect reports
- Provide scholarship and contribute actively to the grantee partner's growth and success.