

CSR ACTIVITIES AT MAHE – 2021 & 2022



About us:

Manipal Academy of Higher Education (MAHE), formerly known as Manipal University. MAHE is one of India's leading academic and research institutions and it has been granted 'Institution of Eminence' status by the Ministry of Human Resource Development, Government of India. Ever since the foundation in 1953, we have come a long way with over 30,000 students spread across 350+ courses in 31 disciplines. Our alumni are making their mark in the world as decision-makers, innovators, thought-leaders, each in their own original way.

In addition to imparting quality education, MAHE's focus has been to develop scientific knowledge with an emphasis on interdisciplinary research and engagement with wider research community. MAHE is in the top 10 NIRF list of Universities for the last three years. MAHE is a globally engaged institution with an active partnership with more than 220 leading universities around the globe. MAHE promotes Innovation and Entrepreneurship among students, faculty, alumni as well as people of the region by providing required facilities & support.

Under the Office of Corporate Relations, Corporate Social Responsibility (CSR) activities were initiated in MAHE in the year 2020 to work with corporates and to develop industry-academia relations. One of the mission statements of Corporate Relations is to attract CSR funds and foundation grants to enhance research and community outreach programs.

"CSR if it is implemented with sustainability as a focus, then it enhances business sustainability, provides new opportunities, develops customer loyalty and improves stakeholder relationship,"

- Dr. A.P.J. Abdul Kalam

What is CSR?

- Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment.
- CSR helps both improve various aspects of society as well as promote a positive brand image of companies.

Applicability and Compliance Requirements:

- Companies Act 2013 (Co Act) require companies meeting certain criteria to spend on CSR w.e.f. 1st April 2014.
- Section 135 of the Companies Act 2013 mandates that a company with (1) net worth \geq Rs. 500 crores or more; or (2) turnover \geq Rs. 1000 crores or more; or (3) net profit \geq Rs. 5 crores, to spend 2 % of their average net profit for the immediately preceding three years on CSR.
- As per the Companies (Corporate Social Responsibility Policy) Rules, 2014; "Corporate Social Responsibility Rules, 2014, Corporate Social Responsibility means;

The projects or programs relating to activities specified in Schedule VII of the Act as mentioned in this section or (ii) projects or programs relating to activities undertaken by the Board as per recommendations of the CSR committee & as per CSR policy of the company.

The notification issued by the Ministry of Corporate Affairs on 23rd March, 2020 seeks to include funds spent on various activities related to COVID-19 covered under the existing items under Schedule VII of the Companies Act, 2013. This has been done because the World Health Organization declared Coronavirus as a global pandemic and subsequently the Government of India decided to treat it as a notified disaster.

CSR activities as per Schedule VII of the Companies Act:

1. Eradicating hunger, poverty and malnutrition.
2. Promotion of education including employment enhancing vocational skills.
3. Promotion of gender equality/empowering women.
4. Ensuring environmental sustainability, ecological balance.
5. Contribution to the prime minister's national relief fund.
6. Training to promote rural sports, nationally recognized sports etc.
7. Protection of national heritage, art and culture.

We partner with corporates to make impact in the society:

The partnership between industry and academia is crucial for each other's benefit and for creating a strong societal impact. Accordingly, there is a close collaboration between industry and academia through various programs such as student engagement with Corporates to promote internship, mentoring and placement opportunities, sponsored projects, work integrated learning programs, consultancy and support entrepreneurial commercialization, spinout partnerships and technology licensing. Corporate Social Responsibility spending by corporates has opened up yet another exciting opportunity for further strengthening the partnership between industry and academia as per the recent mandate made by the Government of India.

MAHE offers opportunities for companies to make a social impact through CSR activities. As an institute, MAHE brings an environment full of energy and enthusiasm through the young and highly qualified faculty members and allows the flexibility to align with the CSR goals of companies. In addition, the location of the institute in the coastal region of Karnataka offers the opportunity to engage in various fields such as education, agriculture and health care for the development of this part. There is thus greater scope for carrying out CSR activities through our valued partnership.

Ideal Academia-Industry Engagement:

1. Sponsored research projects.
2. Collaborative research projects: cocreation/co-development, revenue sharing.
3. Conducting joint workshops/certificate courses for students/faculty/technical staff.
4. Inputs for contemporary syllabus.
5. PhD opportunities for industry employees.
6. Co-hosting hackathons/symposia.
7. Student Internships/mentoring.
8. Student Placements.

Table 1: Details of CSR Projects being implemented at MAHE.

Sr. No	Funding Agency	Title of CSR Proposal	Name of the Principal Investigator/ Contact Person	In kind contribution	CSR Fund Received (Rupees)
1	Acuvate Software Pvt. Ltd., Hyderabad	Core Research activities	Dr Satish Shenoy/ Dr Souvik Dey		8,00,000
2	Royal Enfield (A unit of Eicher Motors Ltd.)	Academic purposes	Dr Harish S Kumar, Associate Director - Industry Liaison, Placements & Practice School Manipal Institute of Technology	1,20,672 (in kind contribution)	

3	Stellium Consulting India Pvt. Ltd.	Purchase of LCD Projector	Dr Supriya Nambiar Department of Orthodontics, MCOADS, Mangalore		25,000
4	Kotak Securities Pvt. Ltd., Mumbai	Treating children with cancer & bone marrow	Dr Vasudev Bhat, Associate Professor, Division of Pediatric Hematology and Oncology, KMC, Manipal		1,25,00,000
5	Shriram General Insurance Co. Ltd., Jaipur	Human Microbiome Research	Dr Vandana KE, Head-Dept of Microbiology, KMC		50,00,000
6	Shriram Seva Sankalp Foundation, Chennai	Human Microbiome Research	Dr Vandana KE, Head-Dept of Microbiology, KMC		25,00,000
7	Genesis Packaging Pvt. Ltd.	Purchase of two infusion pumps	Dr Vasudev Bhat, Associate Professor, Division of Pediatric Hematology and Oncology, KMC, Manipal		85,120
8	Take Solutions Ltd., Chennai	Manipal-Assertive Community Treatment (M-ACT): A programme for comprehensive care and rehabilitation for persons with Chronic Severe Mental Illnesses	Dr PSVN Sharma, Professor, Department of Psychiatry, KMC, Manipal		12,76,000
9	Abharan Foundation, Udupi	Manipal-Assertive Community Treatment (M-ACT): A	Dr PSVN Sharma, Professor, Department of		25,000

		programme for comprehensive care and rehabilitation for persons with Chronic Severe Mental Illnesses	Psychiatry, KMC, Manipal		
10	Shyama Jewels Pvt. Ltd., Puttur	RePen – Refuse, Reuse and Recycle to Reduce plastic waste	Dr Vidya Saraswathi M, Associate Dean, MCODES, Manipal		25,000
11	Brickwork Finance Academy, Bengaluru	Promoting financial literacy	Dr Vikram Baliga, Associate Professor, Department of Commerce, MAHE		2,50,000
Total Funds Received					2,24,86,120

Details of the CSR projects and Principal Investigators:

Acuvate Software Pvt. Ltd., Hyderabad has funded Rs. 8,00,000/- for the core research activities of MAHE. Out of which Rs. 4,74,000/- is being utilised for the Conceptual Design, Prototype Development, in house Fabrication and Testing of indigenous Unmanned Aerial Vehicle (UAV) systems for all weather applications.



Dr. Satish Shenoy

Rs. 2,24,000/- is being utilised to generate a gene knockout mouse line. This mouse line is being produced in the Mouse Genome Engineering Facility (MGEF), InStem, National Centre for Biological Sciences (NCBS), Bangalore and is currently in its final phase; the mice are likely to be delivered in February, 2023. These mice will be used in research pertaining to regulation of male germ cell production.

And, Rs. 1,02,000 will be used to study the mRNA methylation in mammalian systems and its implication on RNA transport, its stability/decay, and translational efficiency.



Dr. Souvik Dey

- **Royal Enfield (A Unit of Eicher Motors Ltd.)** has donated a motorcycle (CLASSIC 350 ASH) to Manipal Institute of Technology, MIT, Manipal under CSR initiative of the company. It's being used to demonstrate the two-wheeler systems such as engine, brake system, suspensions system etc, to the 3rd and 4th semester Automobile Engineering students as a part of their laboratory course.



Dr. Harish S Kumar



- **Stellium Consulting India Pvt Ltd** has funded Rs. 25,000/- to Department of Orthodontics & Dentofacial Orthopaedics, MCO DS, Mangalore for the purchase of LCD projector to be utilised for the purpose of imparting education in the Government Higher Primary School in Andethadka, Belthangady.



Dr. Supriya Nambiar

- **Kotak Securities Pvt. Ltd., Mumbai** has funded Rs 1,00,00,000/- for the treatment of poor child cancer patients. It has also funded another Rs 25,00,000/- for bone marrow transplant (both allogeneic and autologous transplant), central line insertion, palliative care and for emergency as seed funds.

Impact of Kotak Securities Limited - Childhood Cancer Project

The major impact of the project has been the reduction of treatment abandonment and refusal. Of the total 140 patients registered and taking treatment in the division of Pediatric



Dr. Vasudeva Bhat

Hematology and Oncology, Kasturba Medical College and Kasturba Hospital, Manipal during period of this project, there have been **0 (zero)** treatment refusals or treatment abandonment.

Around 52 patients have been supported till date, who are not eligible for any schemes or who were not eligible for certain components of the funding through their schemes. The beneficiaries have been selected after thorough due diligence and ensuring that the fund is transferred to the right family.

Current status of the children needing bone marrow transplant project

Under this project four children have been screened and the funds are being utilised for two deserving children. Following are the details of the same:

1. Autologous transplant - Rs 4.5 lakhs
2. Allogenic transplant - Rs 9.5 lakhs

Total of Rs 14 lakhs is being used for these two patients. Currently both children are undergoing the transplant and are admitted at Kasturba Hospital, Manipal.

- **Shriram General Insurance Co. Ltd. Jaipur/ Shriram Seva Sankalp Foundation, Chennai** both organisations have funded Rs. 50,00,000/- and 25,00,000/- respectively for the project titled 'Human Microbiome Research'. The objective of this project is to benefit Indian population through Microbiome Research and to understand its relevance to health and disease. Metagenomic analyses of microbial communities in humans will enable to develop targeted solutions that work on root cause resolution for difficult to treat disease conditions such as colorectal cancer, urticaria, psoriasis, neonatal distress and autism.



Dr. Vandana K. E.

- **Genesis Packaging Pvt Ltd** has funded Rs. 85,120/- of which two infusion pumps were purchased which is being used in the division of Pediatric Hematology & Oncology ward at Kasturba Hospital, Manipal.



Dr. Vasudeva Bhat

- **Take Solutions Limited, Chennai/ Abharan Foundation, Udupi:** Take Solutions Limited, Chennai has funded Rs. 12,76,000 and Abharan Foundation, Udupi has funded Rs. 25,000/- for the project **Manipal- Assertive Community Treatment (M-ACT)**. The Department of Psychiatry, KMC, Manipal has initiated a local adaptation of community-based treatment of mentally ill patients referred to as the Manipal- Assertive Community Treatment (M-ACT). The project aims to deliver comprehensive care with 24x7 on call services to patients with low economic resources, support system, multiple comorbid conditions, challenges in accessing health care and those needing long term engagement for dealing with their mental health problems.



Dr. PSVN Sharma

Picture of Door to Door Treatment of the Patients



- **Shyama Jewels Pvt Ltd, Puttur:** This organization has funded Rs. 25,000/- for the CSR proposal **RePen – Refuse, Reduce, Reuse and Recycle**, an eco-friendly initiative to cut down plastic waste, by Eco Club, MCOODS, Manipal. This project focuses on discouraging the use- of single use pens which contribute plastic waste generation similar to plastic bags, bottles and straws. The aim is to sensitize the public, especially the schoolteachers and children, about the cause.



Dr. Vidya Saraswathi M

The activities conducted so far:

- **RePen- Daan Utsav Edition:** With support from Voluntary Service Organization, collected approximately 500 used pens to put them to reuse, the process of getting the refills is ongoing. To continue the pen collection activity, a few boxes are being bought to be kept in designated places.
- **Slogan Writing Competition:** A competition was held across constituent units of MAHE in the month of October 2022, with the theme of ‘Say No to Single Use Pens’. Winners were felicitated.
- **Kiosk at the workshop:** On December 24, 2022, a kiosk was set up with educational materials, to sensitize the people attending the workshop on the theme ‘Environment and Water Conservation’ organized by Dept of Civil Engineering, MIT Manipal.

REPEN: Slogan Writing Competition ‘Say No to Single Use Pens’



- **Brickwork Finance Academy, Bangalore:** Centre for Consultancy Training and Corporate Interface, Department of Commerce, MAHE has received a CSR grant of Rs. 2,50,000 from Brickwork Finance Academy, Bengaluru to conduct a Financial Literacy Program.

The aim of this CSR activity is to create awareness about financial literacy by organizing programs like essay competition in schools, street play on various aspects of financial literacy within the local community and guest lectures on various financial products and services at schools and colleges situated in Karnataka State and Tamil Nadu.



Dr. Vikram Baliga

CSR fund utilization mechanism:

- In order to attract CSR funds, Heads of MAHE institutions /departments /centres are urged to approach the corporates they are associated with, to raise CSR funds.
- As per the new CSR policy (internal) regarding fund utilization, MAHE would allocate 100% of the CSR funds for utilization by the MAHE investigators who have secured CSR grants for specific projects.
- If the purpose mentioned by the CSR fund giver is of broader scope like core scientific research, then 70% of such funds can be allocated to the Institutions/Departments /Centers responsible for raising such funds.

CSR skill development activity conducted in association with Everest Blowers Pvt. Ltd.



Everest Blowers Pvt. Ltd and MAHE jointly organized a skill development training program for the fishermen community engaged in Aquaculture (Fresh Water & Sea Water) in Udupi

district on 24th February 2021. This will help the local fish farmers to understand the latest technology available in the market thereby adding to their net profits which they were devoid of during their conventional ways and briefing was given on the energy efficient aeration techniques, optimum levels of dissolved oxygen, equipment required and other cost saving methods.

Main guest of honor Mr. Amit Kapur, Director, Everest Turbo, discussed about importance of dissolved oxygen in fish farming, fundamentals of aeration, energy efficient aeration techniques and how to enhance profit through minimal energy spent. Presided over by Dr. Shrikanth Rao -Director, MIT, Manipal. Dr. Shrihari Upadhyaya-CEO of MUTBI, Dr. Raviraja N.S.-Director of Corporate Relations, MAHE, Dr. Manohara Pai M.M -Professor, Department of I & CT, MIT, Manipal, Dr. Radhika M Pai -Professor, Department of I & CT, MIT, Manipal, Ms. Ameetha -Everest Turbo, were present.

Our CSR partners:



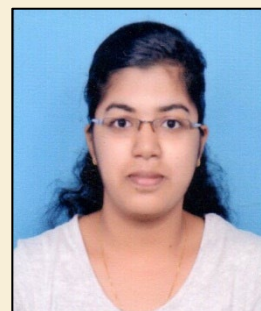
Office of Corporate Relations Team:



Dr Raviraja N S
Director



Mr. Charan Shettigar
Associate



Ms. Anushka Bangera
Associate

CONTACT US:

Office of Corporate Relations (OCR)
3rd Floor, Manipal.edu Building
Manipal Academy of Higher Education
Manipal - 576 104, Karnataka, India
Landline: 0820-2923484

Website: <https://manipal.edu/mu/about-us/corporate-relations.html>