

MYNA MAHILA FOUNDATION CORPORATE

Issued By	Human Resources Department
Validated by	Director, Myna Mahila Foundation
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Approved by	Board
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Corporate Social Responsibility (CSR) Engagement Policy (Policy)

1. Purpose

The purpose of this Policy is to define the guidelines and best practices for Myna Mahila Foundation (MMF) in engaging with corporate partners, donors, and stakeholders. This Policy ensures that all CSR activities align with MMF's core mission of empowering women's agency with specific focus on their health autonomy and economic independence. This Policy aims to foster transparency, collaboration, and long-term sustainable partnerships with CSR partners, while maintaining MMF's ethical standards.

2. Scope

This Policy applies to all MMF staff, consultants, volunteers, and stakeholders involved in CSR-related activities, including partnership identification, donor relations, and fundraising efforts. This Policy outlines best practices and norms for documentation, email communications, partnerships, and engagement with CSR donors.

3. CSR Objectives

MMF's CSR Impact goals focus on empower women in urban slums by enabling their health autonomy and economic independence.

Key goals include:

3.1. Bridging Crucial Gaps in Awareness and Increasing Social Engagement of Beneficiaries on Menstrual Hygiene Management (MHM) and Sexual and Reproductive Health (SRH): To educate and facilitate positive health outcomes, including better MHM, lower fertility rates, increased contraceptive

use, and reduced HIV/AIDS risk. Reducing taboos around menstruation to boost girls' confidence, reduce stress, and promote inclusion in school and community activities.

3.2. Health and Well-being: To ensure the physical and mental health of women is safeguarded through accessible and effective health programs and increase health seeking behaviour among the beneficiaries by removing financial and socio-cultural barriers to access healthcare services.

3.3. Increased Dignity and Gender Equality: To address MHM and SRH related stigma, improving access to proper facilities, and reducing discrimination. Promoting MHM and SRH as a means to protect dignity, bodily integrity, and self-efficacy, contributing to a more gender-equal environment.

3.4. Economic Independence: To open up more opportunities for jobs, promotions, and entrepreneurship, thereby increase Female Labour Force Participation in India. To generate more livelihoods for women by tapping into the income generation potential of MHM and SRH.

3.5. Sustainability: To create long-term sustainability in the impact MMF has on the community by building meaningful and transparent partnerships.

4. Documentation Best Practices

4.1 **Salesforce:** All CSR-related activities and donor engagements should be tracked and documented in Salesforce. This ensures accurate record-keeping, easy access, and a transparent view of the progress of engagements and fundraising efforts.

4.2 **Interim Documentation:** In the interim stage, while we are in the process of transitioning to Salesforce, individuals who are involved in CSR engagement on behalf of MMF shall maintain the above information in a consolidated folder on Google Drive and ensure the access of the same is restricted to only individuals from the Fundraising Team.

4.3 Email Communication:

- a. **Fundraising-Related Emails:** Always CC girlpower@mynafoundation.com in any email communication related to fundraising activities to ensure transparency and proper documentation.
- b. **Slide Decks:** When preparing materials for donors or partners, ensure that all presentations are tailored to the prospective CSR donor's interests, providing relevant and compelling content about MMF's impact.

4.4 **Organizing Folders:** Refer to the Guideline Document for Organizing Folders developed internally to ensure uniformity in documentation within MMF.

5. Confidentiality Obligations

5.1 Employees involved in CSR engagement activities shall ensure that sensitive and confidential information they have access to is handled with utmost discretion. For the purpose of this Policy, “**Confidential Information**” shall mean any sensitive personal data of beneficiaries, employees, consultants, and other individuals, financial data of MMF and associated individuals including CSR donors, and any other information that may be marked explicitly as confidential or otherwise reasonably understood to be confidential.

5.2 Sharing of Confidential Information even outside the Fundraising team shall be restricted and shall be done so with proper permissions and specific to the purpose.

5.3 Violation of Confidentiality Obligations shall invite strict disciplinary action which may, in the event of gross violations, even lead to termination of the said individual’s employment/engagement with MMF.

6. Partnerships Best Practices

6.1 MMF will critically evaluate potential partners and donors before engaging in any long-term collaboration or partnership on a case-by-case basis for relevance to the fulfillment of MMF Objectives.

6.2 Notwithstanding the same, individuals from MMF involved in CSR Engagement activities shall refer to the following Partner/Donor Selection Matrix for broad guidance:

Criteria	Accept	Reject
Program Interest	Interested in supporting MMF’s existing programs or creating new ones aligned with MMF's mission	Seeking to modify MMF's core programs or creating new programs unrelated to MMF’s objectives
Investment & Engagement	Open and transparent about the meeting agenda and investment details	Requests meetings without providing clear details about their interest or funding commitments.

6.3 Individuals who engage with CSR Donors shall exercise their utmost discretion keeping in mind the vulnerable nature of beneficiaries whom MMF works with and with regard for the fact that MMF is predominantly composed of employees and consultants who began their journey with MMF as beneficiaries.

6.4 Engagement Process:

- a. **Critical Evaluation:** When considering new partnerships or donors, MMF will evaluate their alignment with the organization's values, mission, and capacity to contribute meaningfully to the work MMF does in urban slums in Mumbai, particularly in sexual and reproductive health.
- b. **Initial Meetings:** Meetings with potential partners should be conducted in a manner that encourages transparency. Donors and partners should be encouraged to clarify their interests, investment plans, and areas of collaboration before any formal agreements are made.
- c. **Rejection of Non-Aligned Partners:** MMF reserves the right to reject partnerships or donors who are not aligned with the organization's mission, vision, or ethical standards. Specifically, partnerships that seek to deviate from MMF's core programs or that display opacity in funding will not be pursued.

7. Conflict Resolution

7.1. In cases of conflict or disagreement with a potential or existing partner, MMF shall endeavour to resolve the same through amicable mutual settlements. If necessary, MMF will engage external mediators to ensure that the best interests of both MMF and the partner are maintained.

7.2. MMF shall keep its **Compliance Officer** informed of any progress or updates on the same.

8. Compliance

MMF will adhere to all applicable Indian laws, including regulations related to CSR activities, fundraising, and data management. MMF will ensure that all activities carried out in partnership with donors comply with ethical standards, maintaining transparency and integrity at all stages of the engagement.

9. Training and Awareness

9.1. MMF shall ensure all relevant staff and stakeholders are trained in this Policy and related best practices. The training shall cover:

- a. **CSR ethics and guidelines**
- b. **Anti-corruption measures**
- c. **Documentation and reporting practices**
- d. **Handling confidential information**

9.2. Training will be mandatory for all staff directly involved in CSR engagement and will be refreshed annually.

9.3. Training shall occur at the time of induction of the concerned individual and refresher training shall be provided on annual basis or when the need arises due to updates in MMF policies.

10. Monitoring and Reporting

10.1. Myna Mahila Foundation will employ a comprehensive Monitoring and Evaluation strategy to ensure robust data collection, effective implementation of the programs executed utilizing funds from CSR donors, and continuous improvement of the same

10.2. MMF will monitor the effectiveness of CSR partnerships and ensure that all activities are in alignment with this Policy. MMF will provide periodic reports to stakeholders, including donors, that detail:

- a. Impact of CSR investments
- b. Financial transparency
- c. Program progress

The cadence for these reports shall be decided based on mutual discussions with each CSR donors.

10.3. Our M&E approach includes:

- a. **Pre-Assessment Survey:** To establish initial knowledge, attitudes, and practices regarding menstrual health management and hygiene among the beneficiaries before the program.
- b. **Post-Assessment Surveys:** Two rounds of post-assessments—immediately after sessions and three months later—to assess and measure short-term and long-term impacts on knowledge, attitudes, and hygiene practices of beneficiaries.

10.4. Through structured surveys and pilot tests, our M&E will capture both quantitative data and qualitative insights.

10.5. MMF's highly-qualified M&E team will ensure comprehensive and reliable data collection. All results will be shared through detailed reports, community meetings, and digital platforms to maintain transparency and engage stakeholders.

10.6. MMF also has in place specific Standardization of Operation Procedures (SOPs) for Monitoring and Evaluation of each specific program.

11. Review and Amendment of the Policy

This Policy will be reviewed periodically to ensure it remains aligned with MMF's goals, legal requirements, and CSR best practices. Any changes or amendments to this Policy will be communicated to all relevant stakeholders.

12. Conclusion

MMF values its relationships with corporate partners and donors, recognizing their critical role in sustaining and expanding the impact of our programs. By adhering to the best practices outlined in this

Policy, MMF aims to ensure that partnerships with CSR donors are mutually beneficial, ethical, and transparent, ultimately supporting the empowerment of women in Mumbai's urban slums.

Signed,

On Behalf of Myna Mahila Foundation

Sweta Kanavaje

Director-Strategy and Operations

Date: <needs specific date>