

WHAT IS
YOUR
SCORE



CSR Olympiad

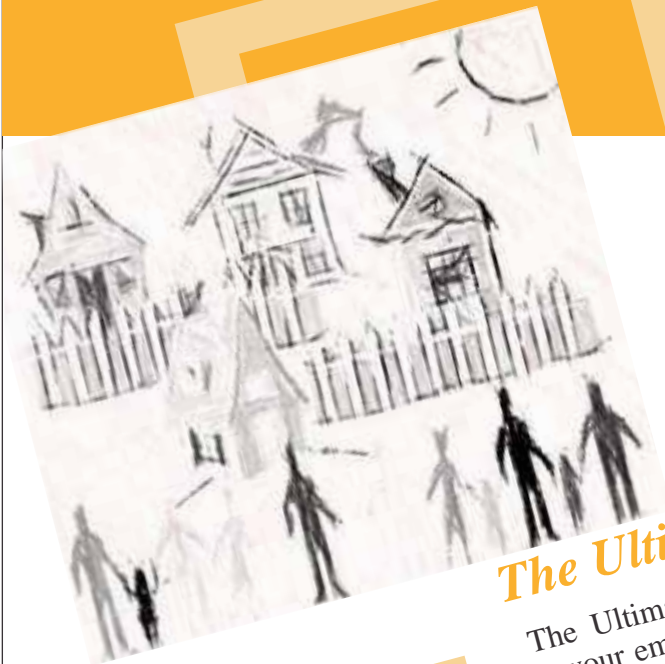
www.csrdiary.com

Teams of 5 employee

Teams of 5 employees each compete against one another for a recognition on their volunteering service.

While each employee gets a certificate & recognition : the winning team gets special awards and commendations.

The entire exercise leads to stronger team work, development of leadership capabilities and a notable fall in attrition rate.



The Ultimate Positive Branding

The Ultimate Positive Branding on Social media is your employee declaring his / her actions for the community you serve. Volunteering as a part of your CSR strategy is probably the activity with the biggest payoff.

There is no bigger branding exercise than your employees working with the community you serve. This also create a first hand knowledge of the community for your employees; leading to a better understanding; resulting in superior customer service and product management

Involve your stakeholders in your volunteering / CSR activities

Involve your stakeholders in your volunteering / CSR activities. Even customers look forward to working together for the community / neighbourhood CSR programs. CSR Diary is the ideal platform to involve your customers, suppliers and other stake holders and work together on community service.



Every one is a Winner !!!

Every employee who participates on CSR Diary is a winner. Volunteering as a part of your CSR strategy is probably the activity with the biggest payoff.

While your employees are geographically diverse, so are the causes closest to their hearts. We at CSR Diary understand this. Hence your employees are free to select their cause, their NGO and their timings.

The 100 Day Race..... The CSR Olympiad

What is the race about?

Jump start your CSR schedule with a volunteering drive.

Employees keen to volunteer will log on to CSR Diary and record their volunteering efforts. We will reach the NGO's and get the effort verified, On verification, we issue a certificate for every hour volunteered. These certificates can be shared on social media.

Teams consisting of 5 employees each or branch wise teams will pitch against each other for the team with the most volunteering hours.



Who all will Participate

This 100 day competition is open to all your participating employees. Allocation of members to teams will be decided by your HR. The competition is internal to the company

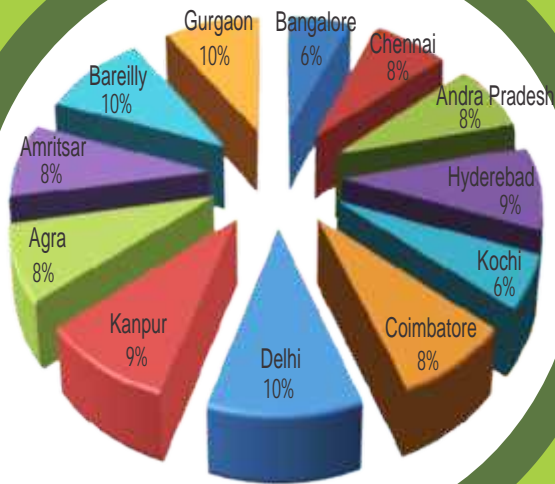
Intra company

While the 100 day competition is internal to the your company a final recognition will also be given to the most active company.

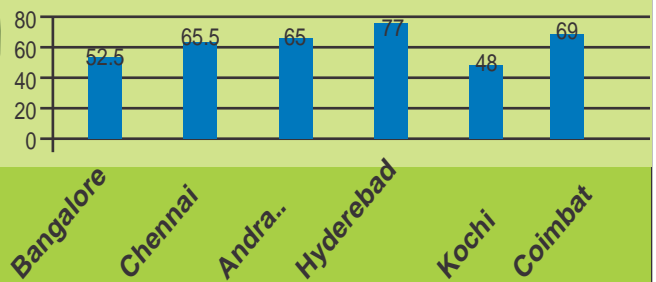


Results and competition

Pan india volunteering hours on CSRDIARY.com



Comparison: South Branches



Volunteering hours on CSRDIARY.com

**ENTER
TO
WIN**

Team Branch
Individual
Company Cause

Prizes....

| Team | Individual | Company | Branch | Cause |
|--------------------------------------|------------|---------|--------|-------|
| Top 3 | Top 3 | Top 3 | Top 3 | Top 3 |
| And other made to order certificates | | | | |

CSR Diary : The Official Score Keeper for Volunteering Efforts

CSR Diary captures every volunteering effort of every employee through any NGO of their choice for a cause of their choice and verifies the same. A certificate authenticating your employees volunteering effort is issued which can be shared on social media. Such a certificate not only motivates your employee but also helps create a positive brand on social media and the communities you serve.

- Allows teams of employees to compete for higher volunteering hours
- Engage with Communities you Serve
- Positive branding for your company
- Interact with communities you serve
- Use this platform throughout the year for the cost of coffee*.

“The Best way to find yourself is to lose yourself in service of others.”

Mahatma Gandhi

- Invite customers and vendors to participate in your volunteering events
- Your branches compete against one another: leading to community engagement; finally benefiting your brand image positively
- Made to order competitions on CSR Diary

CSR Diary presents a 100 day challenge for all members.



Dare to Commit?

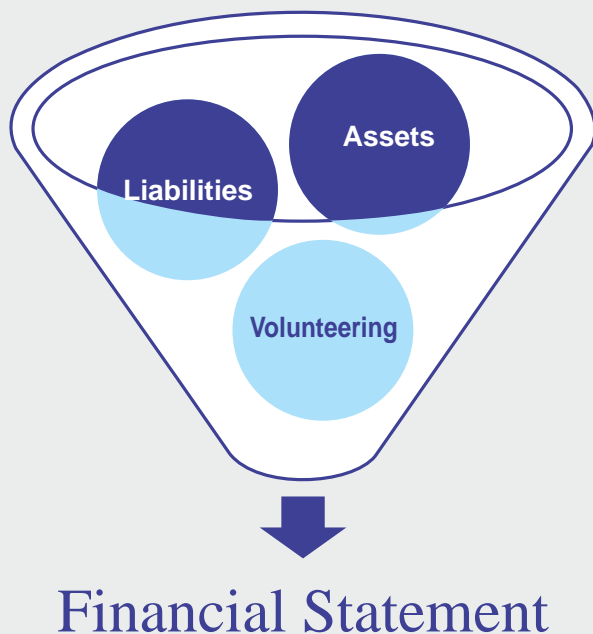
We urge corporate employees to commit to a certain number of hours for the year and declare the same on CSR Diary. This will enable you to measure your outcome against your commitment.

Once you commit, you also become a volunteer on demand for the country. We will

keep you informed of volunteering opportunities near your vicinity.

You also receive a weekly email comparing your commitment to your achievement. Thus motivating teams of your employees to engage with the community which your serve.

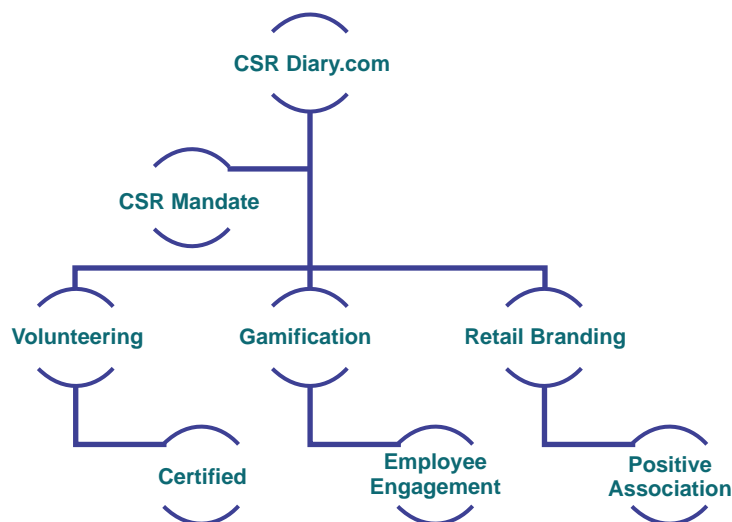
“You can’t improve on what you don’t measure”



The first item on a balance sheet should be 'Our Employees Volunteered for a million hours this year'. This is where the company really gives back to the community it serves.

This is true CSR!!

“CSR Diary provides an ideal gamification platform for
employees & customer community
to gamify volunteering activities
with the primary purpose of
'Building the Nation'
through volunteering service and at the
same engaging the stake holders towards building
customer loyalty and brand building.”



The Process

- Employees keen to volunteer, register with CSR Diary
- Employees are assigned to Teams
- Employee Teams compete against each other leading to gamification and encouragement to volunteer
- CSR Diary issues a certificate for every activity
- Employees can share these on social media leading to retail branding

Why CSR Diary?

1. CASI Global, The Global Certification body for CSR & Sustainability has recommended this product
2. The first Volunteering platform that does not play favourites
 - a. Most volunteering platforms come with a catch, a cause or an NGO or a Geography
 - b. CSR Diary is a neutral platform that support your NGO, your Cause and Your geography
3. The first platform to offer made to order certificates
 - a. Certificates from CSR Diary motivate your employees towards Gamification and in-turn benefit you brand
 - b. Social media friendly certifications help create positive brand recall
4. Product available across 20 countries
5. Easiest & Most effective channel to create a positive brand association
6. Easiest way to engage your employees leading to highly motivated teams

The Need for CSR Diary

Young people are increasingly agents of Change with a determination to drive reforms. With over ten million volunteering acts recorded across the globe last year; volunteering is now at the center stage not only for youth but for corporates as well. It is the center stage of CSR strategy for many corporates and the ideal way to reach out to and understand the communities they serve. CSR Diary is a platform which encourages volunteering and promotes the same through gamification and certification of volunteering efforts,

While every person, corporate and government has a particular cause close to its heart and purpose: we at CSR Diary are supportive to every action. We believe every action counts!!

We are happy to connect with NGO's, verify your volunteering deeds and provide certifications for the same. We are also happy to provide our platform to corporates keen to gamify their volunteering and strengthen their teams and reach out to communities they

serve.

Finally, not the least, we believe every CEO speech in the balance sheet should begin with “the number of hours their employees have served their communities” this is in our opinion true CSR.

CSR Diary as a Catalyst

Countries today are keen to effectively integrate volunteerism within national frameworks enabling better engagement of people in development processes. **CSR Diary acts as a catalyst providing verification services, gamification services and organizing competitions with the overall purpose to make volunteering fun.**

CSR Diary
The Official Score Keeper for
Employee Volunteering Efforts



THE 100 DAY RACE ON CSR Diary

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Recommended by
CASI Global, New York
www.casiglobal.us

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