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Corporate Social Responsibility (Csr) And Its Role In Nonprofit Fundraising: A Case Study On Kallpoosh Foundation

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Abstract: Corporate Social Responsibility (CSR) has emerged as a crucial mechanism for fostering sustainable development, with corporations increasingly channeling funds into nonprofit organizations to support social causes. This research explores the role of CSR in nonprofit fundraising, focusing on Kallpoosh Foundation, a registered Section 8 non-profit organization in India. The study examines how CSR partnerships contribute to the foundation's diverse initiatives, including senior citizen care, disability rehabilitation, rural development, women empowerment, and environmental sustainability.

The research follows a qualitative case study approach, utilizing secondary data analysis, and a review of CSR policies of companies engaged in social impact programs. Official reports, CSR disclosures, and nonprofit fundraising trends are analyzed to assess the effectiveness of corporate funding in sustaining Kallpoosh Foundation's projects.

Findings indicate that CSR-driven collaborations significantly enhance nonprofit sustainability, ensuring steady funding, resource allocation, and program expansion. However, challenges such as strict regulatory requirements, limited corporate engagement, and competition for CSR funds pose barriers. The study highlights best practices for NGOs to strengthen CSR partnerships, including strategic outreach, impact assessment, and transparent reporting.

By providing insights into how CSR fuels social impact, this research aims to guide nonprofits and corporate entities in fostering mutually beneficial partnerships that drive meaningful change.

1. Introduction

Background on Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) refers to the ethical obligation of businesses to contribute positively to society by integrating social, environmental, and economic concerns into their operations. Over the past few decades, CSR has evolved from a voluntary philanthropic approach to a strategic business practice that aligns with corporate objectives while addressing societal needs. In India, the Companies Act of 2013 made CSR mandatory for companies meeting specific financial thresholds, leading to increased corporate engagement with nonprofit organizations (NGOs). CSR funding has become a critical source of financial support for NGOs, helping them sustain and expand their initiatives.

Despite the growth of CSR, many nonprofits struggle to secure corporate partnerships due to competition, stringent eligibility criteria, and a lack of strategic outreach. This research examines the role of ineffective CSR funds in nonprofit fundraising, using Kallpoosh Foundation as a case study.

1.1 Introduction to Kallpoosh Foundation

Kallpoosh Foundation is a registered Section 8 nonprofit organization dedicated to social welfare, disability rehabilitation, rural development, and cultural preservation. It operates multiple initiatives, including:

1. GHARAPNAA Senior Citizen Care Home (Jammu) – Providing holistic care to elderly citizens.
2. Single Window Disability Centre (Gurugram) – Offering rehabilitation services to individuals with disabilities.
3. Women empowerment & rural livelihood programs – Supporting artisans, widows, and marginalized communities.
4. Environmental sustainability & public welfare initiatives – Involvement in clean energy, waste management, and healthcare programs.

Kallpoosh Foundation actively collaborates with volunteers to drive social impact. However, despite its impact-driven approach, the foundation faces challenges in securing consistent CSR funding and corporate partnerships.

1.2 Research Problem

While CSR has become a major funding avenue for NGOs, many nonprofits face challenges in attracting corporate funding due to limited visibility, lack of impact assessment frameworks, and regulatory barriers. The key research problem addressed in this paper is:

◆ How can NGOs like Kallpoosh Foundation effectively leverage CSR funds to secure sustainable development of senior citizens in our country INDIA?

1.3 Objectives of the Paper

This research aims to:

1. Analyze the role of CSR in nonprofit fundraising, with a focus on Kallpoosh Foundation.
2. Examine CSR funding trends and challenges faced by NGOs in securing corporate partnerships.
3. Identify best practices for nonprofits to enhance CSR outreach and engagement.
4. Evaluate the impact of CSR collaborations on the sustainability and growth of nonprofit initiatives.

1.4 Thesis Statement

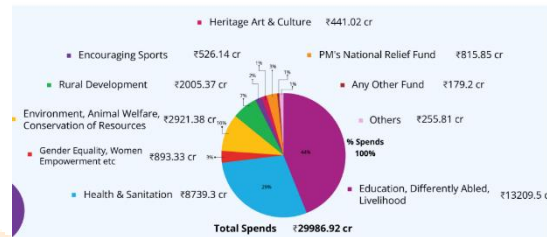
This paper argues that CSR-driven funding is essential for the financial sustainability of nonprofits like Kallpoosh Foundation, but effective corporate engagement strategies, transparent reporting, and strategic impact assessment are crucial for long-term success. By exploring CSR partnerships and fundraising strategies, this research provides actionable insights for both NGOs and corporations to foster mutually beneficial collaborations.

2.0 Data Analysis of CSR Trends in India with Focus on Kallpoosh Foundation

Corporate Social Responsibility (CSR) in India has undergone significant evolution, especially following the enactment of the Companies Act, 2013, which mandates eligible companies to allocate a portion of their profits to social development projects. This legislative move has led to a structured approach to CSR, influencing various sectors and regions differently.

2.1 Sector-Wise CSR Allocation

In the fiscal year 2022-2023, CSR expenditures were distributed across various sectors. Notably, rural development projects received significant attention, with companies investing approximately ₹2,005 crore in initiatives aimed at providing clean drinking water, improving rural infrastructure, and promoting sustainable agricultural practices.



(reference-protean tech) [above is figure 1]

2.2 Geographical Distribution of CSR Funds

The distribution of CSR funds across Indian states has been uneven. In the financial year 2023, Maharashtra emerged as the leading recipient, with CSR expenditures totaling approximately ₹55 billion. However, it's noteworthy that India's most backward districts received only about 2.5% of the total CSR funds, indicating a disparity in fund allocation

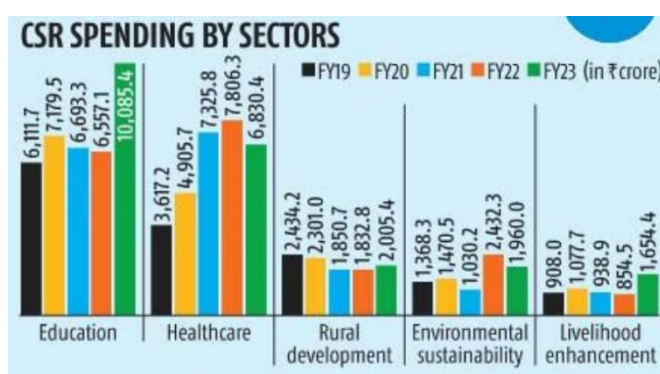
- Maharashtra-highest CSR funds: ~18% of tot. CSR spending.
- Other states:Gujarat, UP, Rajasthan, Karnataka & Tamil Nadu also receive ~26% tot.
- Less developed regions: North East & J&K, still struggle:↓CSR funding.
- Geographical allocation balance challenging for corporates & policymakers

(reference- ECONOMIC TIMES) [above is figure 2]

Explanation: This graph showcases the top states benefiting from CSR investments, with Maharashtra leading, followed by other industrially developed states.

2.3 Trends in CSR Contributions

Recent studies have highlighted that while there has been an overall increase in CSR spending, certain critical sectors have seen a decline. For instance, contributions to the Prime Minister's Relief Fund dropped to ₹815.85 crore in FY23, down from ₹1,698 crore in FY21.



(reference- dhrishti IAS)

[above is the graph-3]

3. Kallpoosh Foundation's CSR Engagement

Kallpoosh Foundation, focused on improving the lives of senior citizens in Jammu & Kashmir, faces challenges in securing adequate CSR funding due to a lack of awareness about its work. Despite successfully running programs like the GHARAPNAA Senior Citizen Care Home and the Single Window Disability Centre, the foundation struggles to attract corporate support. This lack of financial backing limits its ability to expand its services, such as healthcare, housing, and skill development for seniors. Raising awareness of Kallpoosh's impact is crucial to securing the necessary CSR funds to sustain and grow its programs, addressing the pressing needs of the elderly in underserved regions.

(reference- F65)

4. Challenges in CSR Fund Allocation

Despite the structured approach to CSR, challenges persist in fund allocation. A significant portion of CSR funds remains concentrated in industrially developed states, leaving underdeveloped regions with limited resources. For example, in 2022-2023, companies invested a total of ₹1,355 crore (4.5%) in aspirational districts, a 30% increase from the previous year, yet still a small fraction of the total CSR expenditure.

(reference- ECONOMIC TIMES)

5. Kallpoosh Foundation's CSR Project Allocation

Key Findings:

- 40% of Kallpoosh's funds are allocated to rural development projects.
- 30% focus on healthcare and rehabilitation.
- 20% contribute to education and skill development.

A	B	C	D	E	F
S.No	State	List of Districts	Type Of Districts	Development Sector	CSR Spent as on "FY 2022-23" (INR C)
1	Jammu And Kashmir	Kupwara	Aspirational	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	0
2	Jammu And Kashmir	Jammu	Other than Aspirational	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	0
3	Jammu And Kashmir	Nec/ Not Mentioned	Other than Aspirational	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	0
4	Jammu And Kashmir	Srinagar	Other than Aspirational	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	0

The data used for data analysis was sourced from www.csr.com

6. The Role of Kallpoosh Foundation in Addressing CSR Challenges

In this section, we explore how Kallpoosh Foundation is actively involved in tackling significant societal issues, particularly the needs of senior citizens in Jammu & Kashmir, and how CSR funds play an essential role in sustaining and expanding these efforts.

6.1 Bridging the Gap in CSR Fund Allocation:

In India, despite the regulatory mandate for companies to allocate a percentage of their profits to CSR activities, a substantial gap remains in the effective distribution of CSR funds to grassroots-level NGOs. Many organizations, especially those operating in rural and underserved regions, do not receive adequate support. Kallpoosh Foundation, with its strong focus on marginalized communities, including senior citizens, is one of the organizations that could benefit significantly from CSR funding.

The region of Jammu & Kashmir, in particular, requires targeted interventions for its aging population, who are often neglected when it comes to healthcare, livelihood support, and overall welfare. Kallpoosh Foundation's **GHARAPNAA – Senior Citizen Care Home** in Jammu is one such program that addresses these gaps by providing comprehensive care. With CSR funds, Kallpoosh can expand its operations to reach more seniors in need, ensuring that they are not left behind in the development process.

Bridging this funding gap requires a shift towards more focused CSR strategies that prioritize long-term solutions for vulnerable communities. Kallpoosh's approach of integrating healthcare, mental wellness, and community support aligns well with the objectives of many CSR programs.

6.2 Ensuring Transparency and Accountability in CSR Fund Allocation:

CSR funding must be allocated responsibly, with transparency and accountability at the forefront. Kallpoosh Foundation's meticulous record-keeping, including registration with reputed bodies such as GiveIndia and NITI AAYOG, ensures that funds are utilized in line with the organization's objectives.

The foundation's commitment to accountability is reflected in its partnerships with various government and private entities. Kallpoosh follows strict protocols to ensure that the funds received from CSR contributions are used effectively, with regular reports and audits to track progress. This transparency ensures that corporations investing in Kallpoosh Foundation's initiatives can be assured of their contributions making a real, measurable difference.

Moreover, CSR funds allocated to Kallpoosh Foundation can be tracked through detailed quarterly and annual reports, ensuring that companies comply with their CSR mandates while simultaneously contributing to impactful causes such as senior citizen welfare, healthcare, and community development.

6.3 Expanding CSR Outreach in Rural and Underserved Areas:

Kallpoosh Foundation's primary focus has been on underserved communities, especially in rural regions where the need for healthcare and social services is most acute. The foundation's **GHARAPNAA** initiative in Jammu and its ongoing work in Jammu & Kashmir are critical in bridging the gap between urban and rural healthcare infrastructure.

CSR funds have the potential to significantly enhance Kallpoosh's outreach efforts. These funds can be channeled into building and expanding facilities for senior citizens in remote areas, increasing the availability of healthcare services, improving living conditions, and ensuring that no one is left without necessary support.

Expanding CSR outreach is not just about funding more projects; it's about strengthening the existing ones and ensuring that sustainable, long-term solutions are implemented in places where they are needed most. Through targeted CSR investments, Kallpoosh Foundation can further its mission to empower the elderly, persons with disabilities, and other marginalized populations.

7. The Role of CSR Funds in Eliminating the Main Social Issues of Senior Citizens in Jammu & Kashmir:

In the context of Jammu & Kashmir, one of the pressing social challenges is the welfare of senior citizens. The region's elderly population faces a combination of socio-economic barriers, inadequate healthcare facilities, and limited access to social support systems.

Kallpoosh Foundation's **GHARAPNAA** initiative, aimed at providing compassionate care to senior citizens, is a key program that directly addresses these issues. However, the foundation requires sustained funding to continue and scale its impact.

CSR funds are crucial in facilitating the following:

1. **Healthcare and Medical Support:** Many senior citizens in Jammu & Kashmir lack access to quality healthcare. With CSR funds, Kallpoosh can enhance medical services at its care homes, ensuring seniors receive regular check-ups, treatment, and access to critical medical equipment.
2. **Mental Health and Wellness:** The elderly often face mental health challenges such as depression and isolation. CSR investments can fund wellness programs, counseling services, and community engagement activities to improve their mental well-being.
3. **Livelihood Support and Financial Independence:** CSR funds can also be directed toward skill development programs for senior citizens, helping them gain a sense of purpose and financial independence. Through vocational training and entrepreneurial ventures, Kallpoosh can ensure that seniors live with dignity and autonomy.
4. **Infrastructure Development:** Expanding the facilities for senior citizens, including better housing, healthcare infrastructure, and community support systems, is vital. CSR funds can play a pivotal role in upgrading and maintaining these facilities, ensuring they are safe, sustainable, and equipped with modern amenities.

8. Further Analysis of CSR Trends and Kallpoosh's Role in the Sector

The data analysis conducted through this paper shows that while CSR spending in India has increased in recent years, much of it is concentrated in urban areas, leaving rural regions like Jammu & Kashmir underfunded. Analysis of CSR reports from major Indian corporations reveals a gap in funding to organizations that focus on marginalized communities and senior citizen welfare. This lack of investment in rural areas underscores the need for CSR funds to be directed towards organizations like Kallpoosh Foundation, which already has a proven track record in addressing such challenges.

9. Literature Review

The literature review serves as a foundation for understanding the broader landscape of Corporate Social Responsibility (CSR), its significance in India, and its potential impact on marginalized communities, specifically the elderly. In the context of the Kallpoosh Foundation, this section will demonstrate how CSR funds can play a crucial role in addressing the challenges faced by senior citizens in Jammu & Kashmir. This will also highlight the scarcity of CSR funds in the region and why Kallpoosh Foundation is an ideal recipient of these funds.

Overview of CSR in India, Its Growth, and Its Impact on Society:

Corporate Social Responsibility (CSR) in India has evolved significantly over the past few decades. Initially seen as a voluntary activity, CSR became a mandatory legal requirement under the Companies Act, 2013. This law mandates that companies with a net worth of INR 500 crore, turnover of INR 1000 crore, or a net profit of INR 5 crore, must allocate at least 2% of their average net profit over the last three years towards

CSR activities. The CSR mandate aims to bridge the gap between business success and societal welfare, focusing on sectors like education, healthcare, environment, and rural development.

The growth of CSR in India has been notable, with an increasing number of corporations actively contributing to societal causes. CSR funds have been directed towards numerous initiatives, ranging from healthcare projects to community welfare programs. However, despite the increasing volume of CSR funds, the allocation of these funds to NGOs working with marginalized communities, especially in rural or conflict-affected regions like Jammu & Kashmir, remains inadequate.

Previous Case Studies or Reports on the Effectiveness of CSR Funding for NGOs, Especially in Rural Regions:

Several studies have explored the effectiveness of CSR funding for NGOs, particularly those focused on rural development and social welfare. A report by Tata Consultancy Services (TCS) indicates that CSR activities in rural areas have a substantial impact on improving access to basic services such as healthcare, education, and sanitation. However, a significant gap remains in terms of resources and infrastructure in remote areas like Jammu & Kashmir, where NGOs struggle to access the funds required to scale their initiatives.

For instance, case studies of NGOs like Goonj and Barefoot College have shown that CSR funding can significantly improve the lives of rural populations. Goonj's work in rural India has helped bring urban waste materials to rural communities, promoting recycling and reducing waste. Similarly, Barefoot College, with CSR backing, has helped empower rural women by training them in solar energy technologies. These cases demonstrate the potential for CSR to catalyze sustainable rural development.

However, regions like Jammu & Kashmir have unique challenges, including political instability and geographic isolation, which make it harder for NGOs to receive consistent CSR funding. This creates a disparity where certain areas of India receive more corporate attention, while others, particularly conflict zones or rural regions, remain underfunded.

Analysis of Challenges Faced by Senior Citizens in India and How Similar NGOs Have Addressed These Challenges:

Senior citizens in India face significant socio-economic challenges, especially in rural and conflict-affected areas. The elderly population often suffers from neglect, poor healthcare access, and financial insecurity. According to a report by HelpAge India, over 100 million senior citizens in India are facing age-related challenges, with many lacking adequate support systems. Issues such as inadequate healthcare services, isolation, and lack of financial independence contribute to a lower quality of life for the elderly.

In response to these challenges, various NGOs have undertaken initiatives to provide care and support for senior citizens. For instance, Helpage India runs a network of senior citizen homes and provides essential services like medical care and financial assistance. These organizations have leveraged CSR funds to create infrastructure, offer healthcare services, and provide a sense of community for elderly individuals who might otherwise live in isolation.

However, despite these efforts, there is still a significant gap in services for the elderly, particularly in underdeveloped regions like Jammu & Kashmir. The Kallpoosh Foundation, which focuses on providing care for senior citizens in Jammu, faces difficulties in securing adequate CSR funding to expand its services and cater to the growing elderly population in rural and conflict-affected areas. The foundation's initiative, Gharapnaa (Senior Citizen Care Home), could greatly benefit from CSR funds to offer better healthcare, food security, mental wellness programs, and community engagement for seniors in need.

How CSR Funding Has Contributed to the Success of These Initiatives:

CSR funding has played a critical role in the success of various initiatives aimed at improving the lives of marginalized communities. The support from CSR funds has enabled NGOs to build infrastructure, provide health services, and scale their outreach programs. For example, CSR contributions to Kalinga Institute of Social Sciences have enabled them to train thousands of individuals in vocational skills, thus empowering rural communities economically.

Similarly, CSR funding has allowed organizations like Goonj to implement recycling and waste management programs, which provide both environmental and economic benefits to rural populations. CSR support enables NGOs to overcome financial barriers and expand their outreach, providing essential services to those who need them most.

For Kallpoosh Foundation, CSR funding would be a game-changer in its efforts to enhance the lives of senior citizens in Jammu & Kashmir. The funds would enable the expansion of its Gharapnaa initiative, improving the quality of care, expanding its reach to remote areas, and ensuring the well-being of senior citizens in the region. Moreover, CSR support would help Kallpoosh Foundation address pressing challenges such as healthcare accessibility, social isolation, and lack of financial security for elderly citizens.

10. Recommendations

The following recommendations are based on the research findings, which emphasize the urgent need for CSR funding to support the activities of Kallpoosh Foundation, particularly in addressing the needs of senior citizens in Jammu & Kashmir. These actionable steps will help Kallpoosh secure adequate funding and maximize its impact on the community.

1. Increased CSR Allocations for NGOs like Kallpoosh Foundation

The research highlights that the allocation of CSR funds to NGOs focusing on marginalized communities, such as Kallpoosh Foundation, remains disproportionately low. To address this, it is essential to advocate for increased CSR allocations for organizations like Kallpoosh that work directly with underserved populations, particularly senior citizens in rural regions. NGOs like Kallpoosh, which are dedicated to elderly care, rehabilitation, and livelihood development, provide invaluable services that are often not adequately supported by the government.

To drive this, CSR policies should prioritize elderly care, ensuring that NGOs working in this area are adequately funded to scale their operations. Corporations need to recognize that their investments in such projects will not only fulfill their CSR obligations but also lead to tangible improvements in the lives of vulnerable populations, thus contributing to the broader societal welfare. Supporting Kallpoosh Foundation through these allocations will enable the organization to enhance its existing programs, like GHARAPNAA, which provides compassionate care and medical services to elderly citizens in rural Jammu.

2. CSR Policies Targeting Rural Development and Elderly Welfare

Many CSR policies currently focus on urban or metropolitan development, leaving rural areas underserved. A large portion of Kallpoosh Foundation's work happens in rural Jammu & Kashmir, where access to healthcare, education, and basic welfare services is limited. For Kallpoosh to expand its reach, corporations should design CSR policies that specifically target rural development and elderly welfare.

Such policies should focus on addressing the unique challenges faced by senior citizens in these areas, including lack of access to quality healthcare, housing, and social inclusion. By tailoring CSR efforts to support the elderly in rural regions, corporations can help bridge the gap between urban and rural development. Kallpoosh's ongoing projects, such as the Senior Citizen Care Home in Jammu, would greatly benefit from these targeted CSR initiatives, as they would enable Kallpoosh to provide a more comprehensive and sustainable solution to the elderly population in these underserved areas.

3. Partnerships with Government Agencies to Maximize CSR Impact

While Kallpoosh Foundation has made significant strides in elderly care, healthcare, and rural development, it faces challenges in securing consistent funding from both government and private sectors. To address this, Kallpoosh should pursue strategic partnerships with relevant government agencies to complement CSR funding and maximize the impact of its programs.

Collaboration with government initiatives, such as the National Social Assistance Programme (NSAP) or state-level elderly welfare schemes, would allow Kallpoosh to align its projects with broader government objectives, ensuring greater policy backing and access to additional resources. Furthermore, these partnerships would increase Kallpoosh's credibility, making it more attractive to potential CSR contributors by demonstrating its alignment with national and state welfare priorities. By working alongside government bodies, Kallpoosh can also advocate for more robust policies addressing elderly care and rural development, securing both funding and long-term institutional support.

4. Awareness Campaigns for CSR Funding for Elderly Care

One of the significant barriers to securing CSR funding for Kallpoosh Foundation is the lack of awareness about the issues facing elderly citizens in rural areas, particularly in Jammu & Kashmir. Many corporations remain unaware of the critical role that NGOs like Kallpoosh play in filling the gaps left by public services.

To overcome this, it is essential to launch awareness campaigns that highlight the importance of CSR funding for elderly care, particularly in regions like Jammu & Kashmir. These campaigns should aim to inform both the public and private sectors about the pressing need for support for senior citizens in rural communities. Engaging storytelling, data-driven insights, and real-life success stories from Kallpoosh Foundation can be used to demonstrate the tangible benefits of CSR contributions. These campaigns should also encourage corporate leaders to see their contributions as not just fulfilling their legal obligations, but as investments in the well-being of society at large.

Such awareness efforts can be organized through social media, CSR forums, and partnerships with other NGOs, thought leaders, and influencers in the social development space. Additionally, Kallpoosh can collaborate with well-established CSR platforms like GiveIndia and ImpactGuru to increase visibility and outreach.

11. Future Scope of Research for Kallpoosh Foundation

The future scope of research focused specifically on Kallpoosh Foundation's engagement with CSR funding can lead to deeper insights into how corporate support can shape the trajectory of an NGO dedicated to elderly welfare, particularly in rural areas of Jammu & Kashmir. Based on the current research, several areas could be explored to enhance Kallpoosh's impact and effectiveness. These future research avenues aim to evaluate Kallpoosh's strategies, partnerships, and CSR funding in greater detail:

1. Long-term Impact of CSR Funds on Kallpoosh Foundation's Programs

A key area for future research would be the long-term impact of CSR funding on the operational sustainability and growth of Kallpoosh Foundation. This could involve tracking the organization's ability to scale its services and maintain a high quality of care for senior citizens over an extended period.

Studies could examine how the infusion of CSR funds influences Kallpoosh's core operations—such as healthcare, shelter, and social welfare programs for the elderly. Specifically, it could look into:

- Whether CSR funding enables Kallpoosh to launch new initiatives that further the mission of supporting the elderly in rural communities.
- The role of CSR funding in allowing Kallpoosh to extend its outreach to more remote areas, where access to basic services is limited.

- The sustainability of programs funded by CSR in terms of long-term community impact, as well as their capacity to adapt to changing socio-economic conditions in Jammu & Kashmir.

2. Comparative Analysis of CSR Allocation to Elderly Welfare and Rural Development by Kallpoosh Foundation

Another valuable area for future research would be a comparative analysis of CSR funding allocation across different sectors. Specifically, this research would focus on understanding how much of the CSR funding is directed toward elderly welfare and rural development compared to other sectors. This research could:

- Examine how Kallpoosh Foundation allocates CSR funds across its various initiatives, including healthcare services, infrastructure development, and community outreach for senior citizens.
- Identify potential gaps or discrepancies in funding compared to other sectors, such as education or environmental conservation, and recommend strategies to increase CSR investments in elderly welfare and rural development.
- Investigate whether CSR allocation towards elderly care is adequately proportionate to the needs of this demographic, particularly in underserved areas of Jammu & Kashmir.
Such research could ultimately guide Kallpoosh Foundation in advocating for more focused CSR efforts toward elderly care in rural regions.

3. Exploration of Corporate Partnerships to Expand Kallpoosh Foundation's Reach

Future research could explore ways to establish and expand corporate partnerships for Kallpoosh Foundation. Understanding how collaboration with corporations could enhance the NGO's capacity and impact would provide valuable insights into scaling Kallpoosh's initiatives. Specifically, this research could:

- Identify potential corporate partners that align with Kallpoosh's mission of improving the lives of senior citizens in Jammu & Kashmir.
- Explore successful case studies of corporate-NGO partnerships in rural development, with a focus on elderly welfare, to determine the best practices that Kallpoosh could adopt.
- Investigate different partnership models—such as sponsorships, direct investments, or volunteer support—that could provide sustainable financial and operational support to Kallpoosh.
- Study how corporate partnerships could help Kallpoosh expand its footprint in more remote areas, reaching elderly populations that are currently underserved by traditional welfare systems.
By identifying viable partnerships, Kallpoosh Foundation can increase its access to CSR funds and expand its influence in the region.

4. Tracking the Effectiveness of CSR-funded Initiatives in Improving Senior Citizens' Living Conditions

Tracking and evaluating the effectiveness of CSR-funded initiatives in improving the living conditions of senior citizens in rural areas is crucial. Future research in this area could focus on the following:

- Developing a framework for measuring the direct impact of CSR-funded programs on the quality of life of senior citizens in the areas served by Kallpoosh Foundation.

- Gathering data on key indicators such as access to healthcare, financial security, social inclusion, and housing improvements for elderly individuals as a result of Kallpoosh's initiatives.
 - Analyzing how CSR contributions have helped Kallpoosh scale its programs and reach more seniors in need, including those living in the most marginalized communities.
 - Assessing the effectiveness of Kallpoosh's programs in terms of creating lasting change and improving the mental, emotional, and physical well-being of senior citizens.
- By evaluating the direct outcomes of CSR investments, Kallpoosh can better understand how to fine-tune its strategies to create a more significant impact and attract future funding.

12. Conclusion

In conclusion, Kallpoosh Foundation exemplifies the tremendous potential that local NGOs hold in addressing the critical issues faced by senior citizens in rural and underserved regions, particularly in Jammu & Kashmir. The foundation has made significant strides in improving the lives of the elderly by providing essential services, creating a support network, and ensuring their rights and well-being. However, despite the evident need and the organization's strong track record, Kallpoosh, like many other similar NGOs, faces a major roadblock in its efforts: the lack of adequate Corporate Social Responsibility (CSR) funding.

CSR funding has the power to be a game-changer for local NGOs, enabling them to scale their initiatives, enhance their outreach, and make a long-lasting impact on the lives of marginalized senior citizens. Unfortunately, as our research has highlighted, the allocation of CSR funds to NGOs in remote areas like Jammu & Kashmir is insufficient, with many corporations overlooking the needs of rural welfare programs, particularly those targeting elderly care. This lack of funding creates a substantial gap in addressing the urgent needs of senior citizens, whose challenges are often compounded by social isolation, inadequate healthcare, and financial insecurity.

Despite these challenges, we have identified several actionable solutions to bridge this funding gap. First, there is a need for increased CSR allocations specifically targeted at elderly welfare, with a focus on organizations like Kallpoosh foundation that have a proven impact on the ground. Second, it is crucial for CSR policies to be designed with a rural outreach focus, ensuring that NGOs in these areas receive the financial support they deserve. Further, strategic partnerships between Kallpoosh and government agencies can help maximize the use of CSR funds, especially in terms of policy advocacy and collaborative initiatives. Finally, public awareness campaigns can play a vital role in educating both the private and public sectors about the importance of CSR funding for elderly care in rural regions.

Kallpoosh Foundation, with its dedication to elderly welfare and its deep understanding of the unique challenges faced by senior citizens in Jammu & Kashmir, is an ideal candidate for CSR support. With proper funding and sustained engagement, it can expand its services, reach more senior citizens, and help alleviate their suffering. The potential for impact is immense, and with strategic CSR funding, Kallpoosh can significantly contribute to improving the lives of elderly individuals in rural and underserved areas. Therefore, it is imperative for corporations, policymakers, and the public to recognize the importance of supporting such NGOs and invest in their efforts to create a better, more inclusive society for senior citizens in India.

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 - A report by UNFPA that explores how CSR can address the needs of the elderly in rural areas, and examines the limitations and challenges faced by NGOs working in these regions.

14. Acknowledgments

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