

# Chrysalis Services:

## END-TO-END CSR MANAGEMENT CAPABILITIES

Empowering Corporates to Drive Impact with  
Strategy, Scale & Sustainability



# | About Us

Chrysalis Services is a CSR consulting firm committed to helping organizations design, implement, and measure social impact. With a strong presence across 19 states in India and a team of sectoral experts, we specialize in translating CSR vision into action—ensuring compliance, strategy alignment, and lasting change.

# | Why CSR Matters



Governed under Section 135 of the Companies Act, 2013, CSR is now a strategic function.



Corporates must spend **2%** of their average net profits on eligible CSR activities.



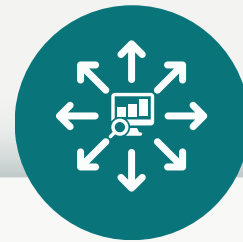
CSR done right can build brand value, strengthen community relations, and align business with sustainability goals.



# Common CSR Challenges Faced by Corporates



Lack of a  
dedicated CSR team



Fragmented project  
monitoring and poor  
M&E systems



Difficulty in  
identifying credible  
NGOs



Compliance  
complexities and  
evolving legal  
frameworks



Inconsistent  
stakeholder  
communication



CSR investments  
lacking long-term  
sustainability

# What Sets Chrysalis Apart



## **Dedicated team**

with strategic and on-ground expertise



## **Robust M&E frameworks**

based on Theory of Change and SDG linkages



## **Wide NGO network**

across thematic areas and geographies



## **Cost-effective support**

within administrative caps under CSR law



## **Tech-enabled insights**

and real-time project tracking



## **Experience across domains:**

education, climate action, agriculture, women empowerment, and more

# Our End-to-End CSR Offerings



**Strategy Development:** CSR roadmaps aligned with company goals and compliance



**Governance & Budgeting:** Frameworks that optimize fund utilization and decision-making.



**Project Identification:** Sourcing impactful and thematic-aligned CSR proposals.



**NGO Onboarding:** Vetting and partnership management.



**Fund Disbursement Support:** Ensuring smooth, compliant transactions.



**Monitoring & Evaluation:** Dashboards, field assessments, and timely corrective actions.



**Reporting:** Monthly, quarterly, and annual impact and financial reporting.



**Statutory Updates:** Alerts on policy changes affecting CSR.



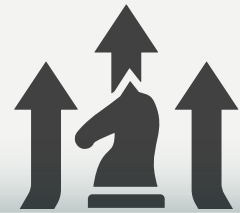
**Employee Engagement:** Campaigns and volunteering programs.



**Social Media Amplification:** If needed, we help position your CSR brand externally.



# Approach to Project Execution



Strategic alignment  
with business values  
and CSR mandates



RFP roll-out, proposal  
evaluations, and due  
diligence



NGO capacity building  
and partnership  
facilitation



Ground-level  
execution with site  
visits, beneficiary  
tracking



Adaptive  
management  
through ongoing  
reviews



Consolidated and  
insight-driven donor  
reports



# Track Record of Success (Client-Anonymous)

## Case 1

**Theme:** Digital Inclusion & Skilling

**Scope:** Developed CSR strategy, identified NGO partners, implemented across 3 metro cities, tracked real-time progress, provided quarterly board-level reporting.

## Case 2

**Theme:** Sustainable Agriculture & Rural Livelihoods

**Scope:** CSR realignment to core business strengths, selected local NGO partners, implemented soil testing and pesticide safety campaigns, built structured M&E frameworks.

## Case 3

**Theme:** Women Empowerment & Circular Economy

**Scope:** Designed national program on textile waste repurposing, trained women beneficiaries, developed Hub-and-Spoke model, ensured impact across regions.

Each project involved need assessment, strategy alignment, NGO onboarding, fund management, monitoring, and final reporting.

# FAQs

**“Why work with Chrysalis if we have an internal CSR team?”** ●.....

→ We complement internal capacity with sector expertise, compliance rigor, and execution bandwidth.

**“Is the cost justified?”** ●.....

→ Our work leads to measurable outcomes, stronger compliance, and enhanced brand trust.

**“Why outsource Monitoring & Evaluation?”** ●.....

→ We provide unbiased insights, advanced tools, and consistent data—something on-ground staff can’t always prioritize.



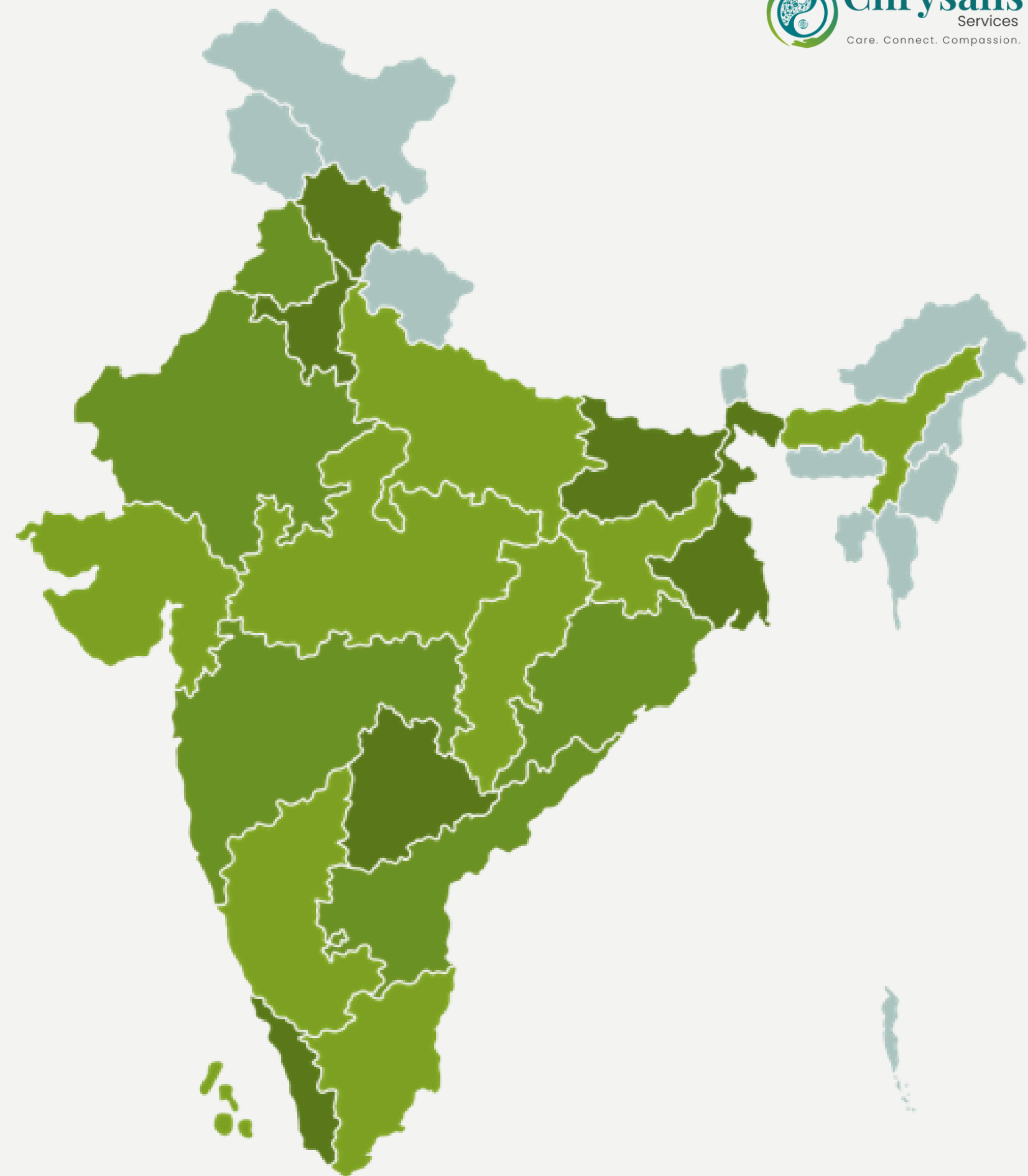


# Geographic Reach & Thematic Expertise

**19** states across India

## Sectors:

Education, Agriculture, Environment, Health, Skilling, Women Empowerment, Renewable Energy, and more.



# Let's Build Impact Together

Whether you're setting up your CSR program or scaling an existing one, **Chrysalis brings the vision, systems, and partnerships needed to turn good intent into great outcomes.**

