# CSR and Cultural Partnerships

## Bring independent cinema, regional stories and film education to communities with limited access.

Partner with CineConnect to develop a defined public-benefit programme in one city or several. We work with you to identify the communities, activities and outcomes your support will enable, with an agreed budget and reporting plan.

### Choose the purpose you want to support

**1. Regional film culture and heritage.** Help communities encounter regional film traditions through curated screenings, introductions and discussions.

**2. Film education.** Support structured workshops and conversations that help participants understand storytelling, cinema and the world around them.

**3. Accessible cinema.** Develop screenings with appropriate captions, audio description and venue access for participants with disabilities.

**4. Community access.** Work with schools and community organisations to deliver a defined cultural or educational programme for people who face barriers to participation.

### A programme shaped around the community

We begin with the people the programme will serve: their interests, languages, access needs and available local spaces. Together we choose the activities, films, learning support and delivery schedule. Filmmaker participation is arranged subject to availability.

### Support one city or several

A larger partner can support a group of cities or an agreed country programme. Each location has a clear scope and delivery budget. A city counts once in the programme, even when one organisation supports several locations.

### A project proposal for your organisation

We provide a proposal describing purpose, participants, locations, deliverables, budget, implementation arrangements and reporting. Funding levels follow the approved project scope; the commercial Presenting Partner packages do not determine CSR deliverables.

Eligibility is assessed for each project, receiving entity and funding jurisdiction before an agreement is made. This guide is an invitation to develop a programme, not a certification of CSR or tax eligibility.

# What your organisation receives

Recognition and evidence of the work your support makes possible.

| Programme support | What we agree with you |
|---|---|
| Funding acknowledgement | Appropriate recognition on programme information, event material and reports, using approved wording and logos. |
| Photographs and short films | Cleared documentation of activities and participant experiences that you may share through your own channels. |
| Interviews and stories | Consent-based accounts from participants, facilitators or filmmakers, reflecting the actual programme. |
| Public communication | Project announcements and factual updates on CineConnect channels, with suitable local media outreach where agreed. |
| Activity and outcome reporting | Records of delivered activities, participation, access measures and outcomes appropriate to the project. |
| Financial reporting | Agreed expenditure reporting and supporting records demonstrating use of funds. |

## Tell the story of your contribution

Your organisation can communicate its support on its website, in responsibility reports and on social media. CineConnect supplies agreed documentation and approved project stories. Communication centres on the programme, its participants and its outcomes; press coverage and commercial results are not promised.

## What this route funds

Community access, educational activities, accessibility measures and the people and resources needed to deliver the approved project. Documentation and reporting are included in the project budget where appropriate.

## What stays in the commercial offer

Product displays and sales offers, customer loyalty entitlements, private client or employee entertainment and purchased producer-credit benefits belong to a separately funded commercial arrangement. This programme allocates access according to its beneficiary purpose, rather than reserving a business guest quota.

## Project-specific quantities

Screenings, workshops, documentation assets and reporting dates are specified in the proposal. We agree measurable delivery targets that fit the local need and budget. We do not automatically transfer commercial package quantities into a CSR agreement.

# Build a programme with us

## From a shared purpose to documented delivery.

**1. Identify the need.** Tell us your priority locations, communities and cultural or educational goals.

**2. Design the project.** Agree activities, beneficiary access, rights, local partners, staffing, budget and reporting.

**3. Confirm the funding route.** Review the proposed implementing entity and eligibility under the relevant country's rules, then sign the project agreement.

**4. Deliver and document.** Run the agreed programme, maintain activity and expenditure records, and share progress at agreed milestones.

**5. Review and complete.** Report outcomes, resolve outstanding commitments and account for any remaining restricted funds.

### India

Projects proposed for Indian statutory CSR are assessed against applicable purposes such as art, culture and education, and the requirements for the implementing entity. The company approves its programme through its own CSR process. Appropriate acknowledgement may accompany public-benefit work; product-marketing sponsorship is treated separately. [1–3]

### Other countries

International partners may support programmes through locally applicable corporate giving, cultural funding or social-responsibility arrangements. Eligibility, tax treatment, recipient requirements and cross-border rules are assessed for the relevant jurisdiction. Indian statutory CSR generally does not fund activities outside India. [1]

### Clear use of funds

Funds are used for the agreed programme and documented delivery costs. Financial reporting, payment milestones and treatment of unused funds are set out in the agreement. No tax benefit is guaranteed by this guide.

### Discuss a programme

Use the CSR and Cultural Partnerships enquiry route on CineConnect. Share your organisation, country, preferred locations, intended communities, objectives and indicative budget. For business visibility and customer experiences, see the separate **Presenting Partners** guide.

**CineConnect**
https://cineconnect.ninana.in/

### Reference framework

**[1] MCA CSR guidance**
https://www.mca.gov.in/Ministry/pdf/FAQ_CSR.pdf

**[2] Companies Act Schedule VII**
https://www.incometaxindia.gov.in/w/schedule-vii

**[3] CSR implementation rules**
https://www.mca.gov.in/Ministry/pdf/CSRAmendmentRules_22012021.pdf