

How to Design a CSR Programme Aligned with the PM SHRI Scheme

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Learn to align the CSR programme with PM SHRI. Discover digital learning solutions, collaboration strategies, and implementation support.

Designing a Corporate Social Responsibility (CSR) programme goes beyond fulfilling regulatory obligations. It's about creating a meaningful, lasting impact in the communities you serve.

For organisations committed to advancing education in India, the PM SHRI scheme (Pradhan Mantri Schools for Rising India) presents a compelling opportunity. This initiative transforms schools into model institutions that deliver quality, inclusive, and equitable education across the country.

For corporate CSR teams, NGOs, and social sector professionals, aligning your PM SHRI-aligned CSR programme with this national vision can amplify your impact. By connecting your resources and expertise with PM SHRI's objectives, you create initiatives that are both relevant and sustainable.

Why PM SHRI Opens New Opportunities for CSR in Education

The PM SHRI scheme represents a transformative vision for India's school education system. Through upgrading 14,500+ schools into model institutions, it demonstrates the National Education Policy (NEP) 2020 in action—from experiential and holistic learning gaps to digital inclusion and skill development.

What makes PM SHRI particularly relevant for CSR programmes is its focus on educational equity and quality learning outcomes—priorities that have long driven social sector interventions. The scheme provides a clear, credible framework where CSR investments create systemic improvement rather than fragmented, one-off projects.

For corporates and implementation partners, PM SHRI schools offer an opportunity to co-create impact with the government, strengthen school ecosystems, and bring innovative teaching practices to life. Whether through infrastructure support, teacher capacity building, or technology-enabled learning, a PM SHRI-aligned CSR programme amplifies your reach and impact while staying rooted in the goal of empowering every learner.

How Can You Translate the PM SHRI Vision into a Meaningful CSR Programme

Turning the vision of PM SHRI into a tangible CSR education initiative begins with understanding that the scheme is not just about upgrading infrastructure. To truly align with PM SHRI, CSR efforts must focus on areas that strengthen the core pillars of quality, inclusion, and innovation in education.

Mapping Your Organisation's CSR Priorities with PM SHRI Objectives

The first step is mapping your organisation's CSR priorities to PM SHRI's focus areas. Here's how

different priorities align:

- **Digital Learning:** If your CSR work centres on digital learning, you can support smart classrooms, provide digital content access, and implement digital libraries with PAL (Personalised Adaptive Learning), complemented by comprehensive teacher training.
- **Teacher Development:** If capacity building is your priority, consider investing in training modules, mentoring programmes, and professional development workshops that strengthen teaching practices across PM SHRI schools.
- **Equity and Inclusion:** CSR initiatives focused on foundational learning, girls' education, or inclusive learning environments align directly with PM SHRI's equity objectives. These interventions address critical gaps while supporting the scheme's vision of education for all.

This mapping ensures your PM SHRI-aligned CSR programme addresses specific gaps in schools while contributing to broader educational transformation.

Collaborate with Key Stakeholders

Effective collaboration with local education departments, school leaders, and implementation agencies is essential. Whether you implement your CSR programme directly or collaborate with an edtech partner to extend your reach, collaboration ensures your initiatives complement existing efforts by the government rather than duplicate them.

Leveraging government data, state education objectives, and NEP 2020 frameworks makes your PM SHRI-aligned CSR programme scalable, impactful, and sustainable.

Key collaboration strategies include:

- **Engage Local Education Authorities:** Build relationships with district education officers and school leadership to ensure your initiatives strengthen the existing school ecosystem based on the specific needs of students and teachers.
- **Partner with Implementation Agencies:** Experienced NGO working in education or Edtech Partner who brings expertise in working with schools and scaling interventions sustainably while maintaining deep community engagement.
- **Align with Government Frameworks:** Use NEP 2020 guidelines and the PM SHRI school transformation framework to design programmes that are systematic, measurable, and replicable across multiple schools.

Focus on Measurable Impact

Building robust mechanisms for impact measurement and storytelling is critical. Focus on how outcomes such as improved student engagement, teacher empowerment, enhanced digital access would be tracked and communicated. Strong impact measurement strengthens your CSR credibility and can inspire other organisations to support PM SHRI schools.

Define clear metrics that demonstrate the value of your PM SHRI-aligned CSR programme:

- **Student Outcomes:** Track adoption, and improvements in learning levels, & digital literacy.
- **Teacher Empowerment:** Measure improvements in teaching lesson planning, adoption of digital pedagogy, and overall classroom instruction.
- **Infrastructure and Resources:** Document the reach and usage of digital tools, learning outcomes, student attendance, enrollment, and upgraded facilities across schools.

Closing Thoughts

Aligning your education CSR initiatives with PM SHRI offers organisations a unique opportunity to create a meaningful, lasting impact on school education across India.

At iDream Education, we bring nine years of experience implementing CSR programmes in digital education. We ensure your PM SHRI-aligned CSR programme fully addresses the scheme's objectives, focus areas, and outcome expectations—from initial design through sustained impact measurement.

Whether your initiative involves smart classrooms, digital libraries integrated with PAL (Personalised Adaptive Learning), ICT labs, or comprehensive teacher training, we provide complete end-to-end support. From deployment and training to ongoing follow-up and impact measurement, our team delivers programmes that are both scalable and proven effective in government school environments. Planning a PM SHRI-aligned CSR programme in digital education? We'd be happy to connect with you, we can walk you through a personalised demo of our solutions, tailored specifically to your project requirements and organisational objectives.

To get in touch with us, call +91 7678265039. You can email us at share@idreameducation.org or share your details here, and we'll reach out to you.