

# SOUVENIR

CSR for  
**shreshth bharat**

8 October, 2014



**Relationship  
Building  
beyond  
Funding**



**Indian Social Responsibility Network (ISRN)**

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## **Launching of Souvenir - 'CSR for Shreshth Bharat'**



'CSR for Shreshth Bharat' National seminar on CSR was held on 8th Oct'2014 at Hotel Ashoka, New Delhi, organized by ISRN. Souvenir was launched by Sh. Jayant Sinha, Hon'ble Minister of State for Finance, with Ms Lalitha Kumarmanglam, Chairperson, National Commission for Women, Sh. Vinay Sahasrabuddhe, National Vice President, BJP, Sh. Alok B Shriram Senior VP, PHD Chamber of Commerce & Industry and Sh. Rajneesh Goenka, Chairman, Tobu Cycles on 18th Dec'2014 at a One day Certificate Training program – 'Strategies for Result Oriented CSR' organized by ISRN at PHD House, New Delhi.



## *Indian Social Responsibility Network*



*Editorial*

*Guided by:*

Dr. Vinay Sahashrabuddhe

*Editorial Inputs:*

Santosh Gupta

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Deepti Tripathi

Dr. Kanika Gupta

Dr. Manju Gupta



## *Message*

There are so many reasons to talk about Corporate Social Responsibility (CSR) now with the investment climate in India changing with greater interest to produce and manufacture in India, 'Make in India', I think the corporate sectors roll is only going to increase as a result corporate sectors roll not just in manufacturing but also to play a role of responsibility towards society where there's ever so many things to do is only an appropriate time. So, I appreciate this effort of Indian Social Responsibility Network, who are coming ahead to make this dream of corporate helping in the role of community development realize to its fullest of effectiveness. I am sure this seminar had been very beneficial for all the participating delegates in terms of gaining insight into different aspects related to seminar.

Also to realize true spirit of CSR, I invite great sense of commitment from the corporate sector towards Swacchh Bharat Abhiyan , corporate don't have to be confined to the eleven headings mentioned in the bill. I'm sure you will be generous to join PM for cleaning India and sustainable Hygiene and sanitary condition prevail in rural India in schools, hospitals and so on with greater participation from the corporate sector, I think Prime Minister's call can be converted into a reality in building beautiful and clean India and in that I seek all your cooperation and Lastly I congratulate ISRN again for organizing such a wonderful event at this crucial time and publishing this post event souvenir, sharing ideas and experiences from the corporate fraternity. I believe this souvenir will be a great medium for communicating about the works already being done in the field of CSR with all possible corporate entities, government and NGOs. I wish ISRN all the very best for future.

**Nirmala Sitharaman**  
Minister of State, Commerce & Industry  
Ministry of Commerce & Industry

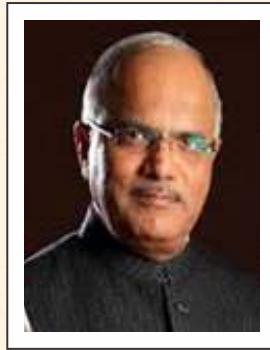


## *Message*

It gives me immense pleasure to present before you this 'CSR for Shreshth Bharat' souvenir, post the National Seminar held on 8th Oct'2014 at New Delhi by ISRN. Indian Social responsibility Network is a platform trying to bridge the long existing gap between NGOs, the community and Corporates or Government at this crucial time of introduction of Corporate Social Responsibility in Companies Bill 2013. I express my special thanks to Ms. Nirmala Sitharamanji, Hon'ble Minister of State- Commerce Industry, speakers, panelists and delegates for making this event a success.

CSR at this point in time, is particularly concerned with the impact that the activities of an organization have on the social, environmental and economic environment in which it operates. The need of the hour is to look for ways of producing a sustainable synergized positive impact out of the strengths of major stakeholders. ISRN strives to create an environment of easy access to information and resources for all the players of the development sector. I am really hopeful that our efforts in this direction will surely lead to the building of a "Shreshth Bharat".

**Lalitha Kumarmanglam**  
Chairperson  
National Commission for Women & ISRN



## *Message*

Building Bharat- a 'Shreshth Bharat' is what every country mate is striving for. Transformation of Bharat into 'Shreshth Bharat' involves active role of all citizens, communities and fraternities. CSR is an attempt to ease the participation of one of the integral and important part of our society – Corporate fraternity. CSR is an excellent way of presenting the connection between the profits making image to responsible citizens. In the same line ISRN is an effort for facilitating the connection and merging of community and corporate. This Seminar 'CSR for Shreshth Bharat' had been one such effort and I feel extreme pleasure in sharing that seminar had been successful in achieving its objective by providing a platform to interact with NGOs and share ideas, aspirations so as to plan for better future together.

This post event souvenir is being published to share detailed proceedings of the seminar along with few stories of success from PSUs. The whole idea of the publication is to give glimpse of the CSR work being undertaken by different companies so as to spread their cause. We really want to thank all the dignitaries and my ISRN team for making it a successful event. We wish and hope that we move together towards Building Relationship, Beyond Funding with active participation and true spirit of effective and efficient Corporate Social Responsibility.

**Dr. Vinay Sahashrabuddhe**

Vice Chairperson, ISRN & Vice President, BJP



## *Message*

The Indian economy is characterized by a business mind set which views philanthropy under a positive light. Since generations, successful business houses and entrepreneurs have contributed towards their social responsibilities by spending on building schools, colleges, places of worship, donations to charities etc. However, most of these activities were largely unstructured, unplanned, driven by the personal ideologies of the promoters, and un-related with the business. Now with companies Act 2013, the face of CSR has invited a call for active participation of NGOs and other small community based organizations to truly participate in the development process of society.

ISRN is one such initiative, where we are trying to bridge the gap and serve as helping hand to both corporate and NGO for successful implementation of corporate social Responsibility in true spirit. This souvenir is being launched after the 'CSR for Shreshth Bharat' seminar held at Delhi with an aim of disseminating information, ideas and practices related to CSR with everyone. I'm very hopeful that ISRN has long way to go in establishing the goal of sustainable development through CSR in our nation.

**Dr Mallika Nadda**  
Convener, ISRN



## *Message*

It is an honor to present this post seminar Souvenir 'CSR for Shreshth Bharat' , after successful conduct of seminar on 8th Oct' 2014 at Hotel Ashok, New Delhi. Souvenir is one medium where we are trying to propagate the commendable works done in the field of CSR to all the ministries, corporates, NGOs etc. This souvenir also will help recipients to have detailed revisit into the proceedings of the seminar held. I'm especially grateful to Ms Nirmala Sitharaman, Hon'ble Minister of State Commerce & Industry for gracing the event with her presence as Chief guest and for her very motivational words. I also thank all the delegates for their presence and participation in the seminar. I owe sincere thanks to all the speakers and panelists of the event for sparing time and sharing their knowledge and views on different dimensions of CSR. Corporate Social responsibility (CSR) being the topic so much talked about these days, seminar 'CSR for Shreshth Bharat' aimed to serve as a platform where corporate, Govt and NGO could come discuss their aspirations, ideas and vision for building 'Shreshth Bharat'. This We at ISRN understand that combining Corporate Social responsibility (CSR) with NGO partnership is a good idea and need of the hour too. The easy and feasible possibilities should be explored more in order to make the corporate worlds participate more in social and environmental progress, in its true sense and not in the sense of apparent responsibility. Time is to break the long persisting belief of viewing corporations as different from society, they are economic entities of course but economy and society are deeply interconnected systems and are complimentary to each other.

Lastly, it is fair to conclude that it's high time for stakeholders of development sector to be together and come on the same line for societal development at ground level. ISRN is committed to make all such effort to facilitate the relationships of development players by building capacities and creating enabling environment.

**Santosh Gupta**  
CEO, ISRN



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# **Indian Social Responsibility Network**

ISRN is a multi-dimensional facilitation network, working in the domain of Corporate Social Responsibility (CSR) with a vision to level up India into a developed nation on world platform. ISRN is registered as trust with its headquarter at Delhi and several regional offices with co-partners spread across India.

## **Idea behind foundation:**

With two successful events at the backdrop, the first being National Convention on CSR in Mumbai held on 15th & 16th Feb.2014 and the second held on 11th &12th July 2014, we have weaved the feedback and suggestions of the participants of these two events and laid foundation of Nation's first forum for CSR i.e. ISRN.

## **Vision**

India attains the status of a developed nation with collective partnership and dedication of all four important players i.e. Corporate, Govt., NGOs and Community.

## **Objective**

In social development sector fill the gaps and create strong relationship between Government, NGOs and Corporate for integrated & sustainable development in each area for society.

## **Services:**

- ✓ Assistance in complete project cycle-
  - Planning
  - Implementation
  - Monitoring & Evaluation
  - Capacity building programs
- ✓ On-site feasibility and impact assessment studies
- ✓ Human resource selection and co-partner identification for project intervention
- ✓ Advocacy

## People behind ISRN

- ❖ **Ms Lalitha Kumarmanglam:** Chairperson, ISRN and National Commission for Women.

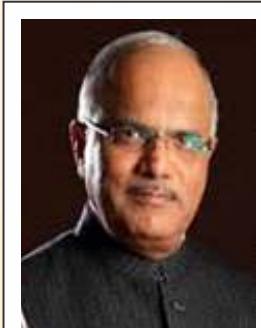
Ms. Lalitha Kumaramgalam, Chairperson of the National Commission for Women and National Spokesperson of BJP is a nationally well-known debater on television. She is a prominent female political leader and has served the BJP nationally, regionally and locally in various capacities and has stood as candidate in Tiruchirapalli and Pondicherry a total of three times. She holds a B.A. (Honours) Degree in Economics from St Stephens, Delhi University and Masters in Business Administration from Madras University.



She is an experienced social worker who has worked on various development issues for women and the under-privileged for over two decades. She is the founder member and Chairperson of Prakriti Trust, Indian Social Responsibility Network (ISRN) and a trustee and Chairman in Road Safety Trust (RST). She has worked in health, development, HIV/AIDS prevention and advocacy that works with marginalized and dis-empowered communities. Through her NGOs, she has represented, consulted for and worked for various State Government, National Government programs, UNDP, UNICEF, UNAIDS, National AIDS Control Organisation, USAID, AusAID, FHI, NORAD, DFID, Ford Foundation, Gates Foundation, Tamil Nadu State AIDS Control Society, and a plethora of national, international donors and NGOs.

- ❖ **Dr Vinay Sahsrabuddhe:** Vice Chairperson ISRN, Director General, Rambhau Mhalagi Prabodhini, Public Policy Research Center and National Vice President, BJP

Dr Sahsrabuddhe is an activist-researcher at the core, He has been heading Rambhau Mhalgi Prabodhini (RMP), Mumbai for the last 26 years as its Director General. He also headed BJP's Good Governance cell for a while. He has also worked as member of the Senate and Management Council of the University of Mumbai for several years. Between 2002-2004, he was Chairman of the western regional committee of CAPART (rural technology council) of the Govt. of India. A freelance journalist since his college days, Sahasrabuddhe is a regular contributor to several Marathi and English language dailies and weeklies and a blogger as well.



The University of Mumbai awarded him a doctorate in Politics in 2009 for his thesis 'Political Parties as Victims of Populism and Electoral Compulsions: A Quest for systemic Solutions.' His research was later published in the form of a book, entitled 'Beyond a Billion Ballots.' Twice fellow of Salzburg Seminar, Dr. Sahasrabuddhe has traveled abroad extensively. He has visited more than 15 countries for seminars and conferences. He has half a dozen Marathi and English books to his credit, two of them award-winning.

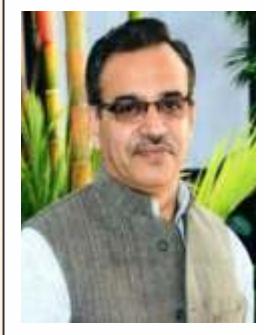
❖ **Dr Mallika Nadda:** Convener ISRN, Chairperson, Special Olympics Bharat, Himachal Pradesh, and Founder Chetna

Dr Nadda is an Assistant Professor at Himachal University and founder of NGO named Chetna, in Himachal Pradesh, working on spectrum of issues like women empowerment. Besides Chetna, she also has social engagements with Himalaya Parivar, special Olympics and Indian Red Cross Council . She is active in the field of social development on issues like disability, women empowerment, employment etc since past 15 years and has received Derozio award, Rajiv Gandhi Manav Sewa Award and Best event organizer for Special Olympics at Shimla and Bilaspur(2008- 2009) among other recognitions in the field of community development.



❖ **Shri Ravindra Sathe:** Co-convener, ISRN Executive Director, Rambhau Mhalagi Probodhini, Mumbai

He is presently, Executive director at Rambhau Mhalagi Probodhini, Mumbai, which is an academy for the training and orientation of socio-political activists and a centre for overall public-awakening activities and research projects. He is an expert on HRD, leadership domains with 20 years of experience. Besides, he is also a regular columnist in various publications and has received various recognitions and awards for his contribution in social development sector.



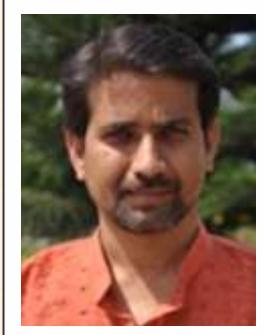
❖ **Dr Indumati Rao:** Co-convener, ISRN & Founder CBR Network, Bangalore

She is the Founder member of CBR Network working in nine South Asian countries CBR Network has Certificate of Membership with Rehabilitation International and was given UN Special Consultative Status. Indumathi Rao has actively contributed for more than 25 years in planning and implementation of Self help mutual aid groups in the rural and tribal areas in south Asia for families with children with special needs, CBR with rights based vision in south Asia. She is the current chairperson of GPDD. Former member of National commission for persons with disabilities.



❖ **Sh Sanjay Chaturvedi:** Co-convener, ISRN, MD, Divine International Foundation

Sh. Sanjay Chaturvedi is seasoned social development professional with 15 years of wide experience in rehabilitation and capacity building domains. Currently associated as founder & chairman with Divine International Foundation (DIF), which is provider of human resource and training related consultancy services to a wide range of clients throughout



the Country, primarily in Uttarakhand. He is self-motivated, self driven and resourceful individual with young dynamic and leading personality and proven ability to develop and strengthen management teams.

❖ **Sh. Sumit Bhasin:** Director, Public Policy Research Center

20 years experienced social development professional who has aim contribute his best to the social uplift of the needy, downtrodden, socially weaker and oppressed section of the society in particular women, children and Sr. Citizens below poverty line. He is an expert in policy research and formulation.



❖ **Sh. Basant Kumar :** Member, Akhil Bhartiya Gramodyog Mahasangh, Founder Gokhle Pratipalan Ashram, Chairman, Mahavir International, Bhagalpur

Mr Basant Kumar, is a seasoned development professional with more 20 years of experience into the field. He had been associated with different forums at National and regional levels like Rashtriya Karigar Panchayat, Sampooran Saaksharta & Gram Swarajya Abhiyan, Bharat Jan Vigyan Jattha. He also has worked with KVIC, CAPART among other eminent organizations.



❖ **Sh. Santosh Gupta :** CEO, ISRN

Santosh Gupta is the CEO of Indian Social Responsibility Network. He is one among those eminent people who were behind its foundation/this initiation.

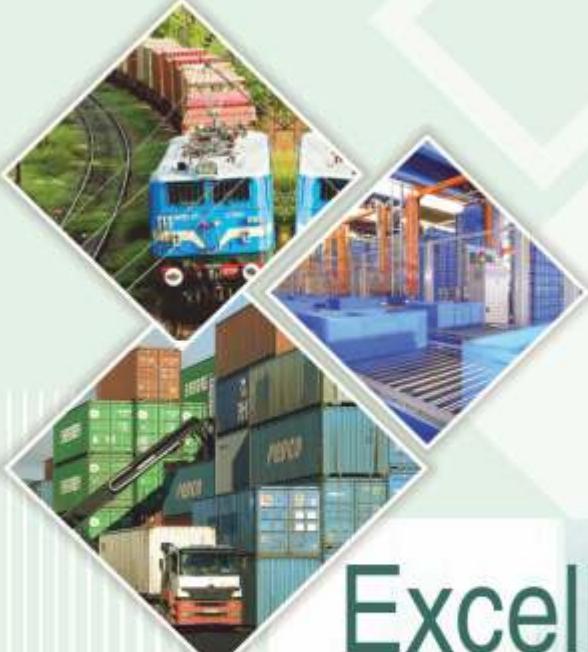
He has an enriching experience of more than 15 years in social development sector. He has worked with Ministry of Home Affairs as Assistant Director, where responsibly updated the progress of plan scheme of "Strengthening of Fire & Emergency Services" in the country.



He has extensive experience in Disaster Management as he has worked with UNDP in Disaster Risk Management Programme which was a part of United Nations Development Programme in East Delhi District and further continued the programme with Delhi Disaster Management Authority, Govt. of NCT of Delhi.

He has also worked with UNICEF, CARE India, UP Land Development Corporation, where he has handled major national & international projects and programs.

His experience with diverse stakeholders like government, public representatives, vulnerable communities, NGOs, opinion leaders and community volunteers has come up as an asset for establishment & growth of ISRN.



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# **CSR for Shreshth Bharat**

## **A Detailed Report**

**REPORT ON**  
**CSR for Shreshth Bharat**  
**8th October, 2014**



With the passage of The Companies Act 2013, and with it coming into effect from 1st April 2014, there has been an entire gamut of new discourse towards the term CSR, or Corporate Social Responsibility. CSR activities, which earlier were viewed from the narrow spectrum of Philanthropic Activities taken by Corporates or promoters at the helm of large and small businesses, are now supported by a well-defined and structured legislative framework.

In India, CSR is now governed by clause 135 of the Companies Act, 2013, passed by both houses of the Parliament, and had received the assent of the President of India on 29 August 2013. The CSR provisions within the Actis applicable to companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more.

Even as the new act encourages the companies to spend a minimum of 2% of their average net profit in their previous three years on CSR activities, there is a lot of confusion on issues like the various heads on which these funds are to be spent, whether philanthropic acts and one time donations come under the purview of this act or whether the funds attributed to CSR activities can later be claimed as tax exemptions under various acts of Income Tax.

In view of all of the above, Indian Social Responsibility Network, India's premier CSR agency in association with India@75/CII and Governance now organized a daylong seminar titled, "CSR for Shreshtha Bharat" in Hotel Ashoka in New Delhi on 8th October, 2014. ISRN (Indian Social Responsibility Network) is an initiative to bring together people of different

genre, working on CSR issues, who believe that changes cannot always be brought about by conventional methods of working but by changing our ways, with respect to context and growing needs. The various people behind this noble initiative are Ms. Lalitha Kumaramangalam, Dr. Vinay Sahasrabuddhe, Dr. Indumathi Rao, Dr. Mallika Nadda, Shri. Ravindra Sathae, Shri Sumit Bashin, Shri Basant Kumar, Shri. Sanjay Chaturvedi, Sh. Rakesh Mittal, Smt. Poonam Mittal and Shri Santosh Gupta. Representing all the four pillars of the CSR universe in India, more than 200 stakeholders from Government, Corporates, NGOs and Various Communities attended this daylong seminar.

The event, “CSR for Shreshtha Bharat” was chaired by Smt. Nirmala Sitharaman Ji, Hon’ble Minister of State, (Independent Charge), Commerce & Industry and Minister of State, Finance and Corporate Affairs. Dr. Lalitha Kumaramangalam, Chairperson, National Commission for Women and Chairperson, ISRN delivered a special address. The Seminar was also addressed by dignitaries like Shri Chandrasekhar Banerjee, Dr. Malika Nadda, Co-Convener, ISRN, Shri Santosh Gupta, CEO, ISRN and Shri Sanjay Chaturvedi, Co-Convener, ISRN amongst many others.

For fruitful discussion on the various aspects of CSR in India, the programme was designed as a four session discussions on

1. Corporate as Vehicle for Societal Development
2. Together towards Shreshtha Bharat (Relationship Building Beyond Funding)
3. Challenges in CSR Implementation and Importance of Social Audit and
4. CSR Tourism and Valedictory Session

The Event started in true India Tradition, with the lighting of lamp by Chief Guest Smt. Nirmala Sitharaman along with Dr. Lalitha Kumaramangalam, Shri Chandrasekhar Banerjee, Smt. Malika Nadda, Smt. Shobha Vijendra Gupta, Shri Sanjay Chaturvedi and Shri Santosh Gupta.

All the guests and speakers were welcomed by Dr. Malika Nadda, who on behalf of ISRN thanked everyone for sparing their valuable time. Explaining the theme of the Seminar, “CSR for Shreshtha Bharat”, Dr. Nadda emphasised upon the inspiration drawn from Honourable Prime Minister's slogan of “Ek Bharat, Shreshtha Bharat”. Pointing to the inherent message of Cleanliness and Sanitation, (Swacch Bharat) built in the Hon’ble Prime Minister's dream of Shreshtha Bharat; Dr. Nadda enunciated the importance of CSR in strengthening the social, economic, political and cultural fabric of our country.

The gathering was then addressed by Santosh Gupta, CEO, ISRN who pointed towards how in a short span of a year, ISRN has come a long way in becoming the bridge between the Government, Corporates, NGOs and Communities. Pointing to the objectives of ISRN, Shri

Gupta pointed to Networking being not about just connecting people but about connecting organizations with people, people with ideas, and ideas with opportunities.

To present the perspective of the Industry, the seminar was then addressed by Shri Chandraseet Banerjee, Director General, Confederation of Indian Industries (CII). Shri Banerjee started his address by congratulating ISRN for its noble initiative and also congratulated Dr. Lalitha Kumaramangalam, doubly for her recently acquired Doctorate as well as on her taking charge as Chairperson, National Commission for Women.



Shri Banerjee stressed upon the need for the industry to join hands in achieving India's development through CSR activities in Honorable Prime Minister's clearly enunciated missions such as Housing for all by 2022, Swacch Bharat by October 2019, Education for Girl Child through the "Beti Padhao Beti Bachao Abhiyan" and 24 by 7 electricity for the next 10 years.

Commenting on the paradigm shift of the perception amongst the industrialists about CSR, Shri Banerjee said, "After an initial distrust of CSR in the late Eighties and early Nineties, Industry has come a long way in realizing the potential of CSR activities and being socially committed adds to corporate objectives with not only just adding value in terms of a better workforce, a better environment and a better shareholder value. Industry has realized the importance of CSR activities in terms of protecting the goodwill and reputation, mitigating unrest and increasing business competitiveness and overall sustainability."

The seminar was then addressed by Dr. Lalitha Kumaramangalam Ji, in her capacity as the Chairperson of ISRN as well as Chairperson, National Commission for Women. Dr. Kumaramangalam expressed her anguish at the dismal state of Gender Parity in terms of CSR projects undertaken by Corporates. Stressing upon the need of viewing CSR through the prism of gender, Dr. Kumaramangalam said, "As all of us know, women form 48% of the total population in the country. In a scenario where we are looking at a very aggressive development and taking our place at the head of the comity of nations, we cannot afford to leave behind even the half of these 48% women. Currently more than the half of women populace lags behind. Most women even today, for the want of a better word, are extremely marginalized, and it's a kind word that I use. Barely eight days after taking over as chairperson of national commission for women, let me say that the real life events faced by women in India are horrifying. And the real reason for this is the continued economic, educational and social marginalization of women in all sectors."



Bemoaning the lack of empathy often shown by the media about the gender issues, she said, "I also see a very saddening lack of empathy from the Press in this country. Be it developmental activities or the atrocities against women, or the need to change laws to even basic core issues like sanitation, Press is more given to sensationalizing, leading to the loss of the core messages. I'd request all the stakeholders to bring gender into CSR activities, and gender here should not be misconstrued as a simplistic man vs woman issue.

It is important for women to have equal access to education, nutrition, skill development, employment and even sanitation. Thanks to the initiative taken by Honourable Prime Minister, Sanitation has now come into focus, but more than just building toilets, we will have to ensure that these toilets are used. Sadly we see women using public or home toilets far less than the men. To tackle this, we need to invest a huge amount of our time and effort in social awareness and conditioning, mainly by the government but also by the corporates. This is important for the thrust given to Swacch Bharat, for a cleaner India. Lack of toilets across the national highways is just one example of the lack of sanitation facilities in our country. The situation is even worse for the physically challenged women, railways, railway stations and bus stations. My limited point here is the inclusion of gender sensitization here, which will do the bulk of the work towards a Swacch Bharat."

The gathering by then addressed by Chief Guest Smt. Nirmala Sitharaman ji, who began her address by lauding ISRN for its initiatives. She commented, "We cannot forget the untiring efforts made by the likes of DeenDayalUpadhyaya Ji towards "Antyodaya", towards the upliftment of the poorest of the poor and those relegated to the margins of the society. And I am very glad to see most of the people who have worked alongside me towards the cause of "Antyodaya" here at ISRN. Right people are leading this network, and I'm sure there is going to be a very productive and focused group of activities."

The structure for social welfare spending under the new companies law is "absolutely well drafted" allowing corporates to spend money towards CSR activities without any ambiguity, according to Nirmala Ji. .The heads under which CSR spend has to be made have been well defined and the spending can be done in a clear way without any ambiguity, Minister of State for Corporate Affairs Nirmala Sitharaman said."Under the law the structure for spending on CSR



activities is absolutely well drafted,” she said. In a first of its kind, certain class of companies are required to shell out at least 2 per cent of their three-year annual average net profit towards Corporate Social Responsibility (CSR) activities under the Companies Act, 2013.

Even though it has not been even an year since the CSR norms came into effect, Ms. Sitharaman said she was sure “there is a lot of traction” already gained in terms of what companies have to do towards such activities. In response to a query on whether Swachh Bharat Abhiyan would also be included in CSR rules, the minister said that various heads (for social welfare spending) have already been defined by the law.

“With Prime Minister's emphasis on Swachh Bharat Abhiyan ...it is up to the corporates on whether to join. The law has clearly stated the heads on which CSR spend has to be done,” she said.

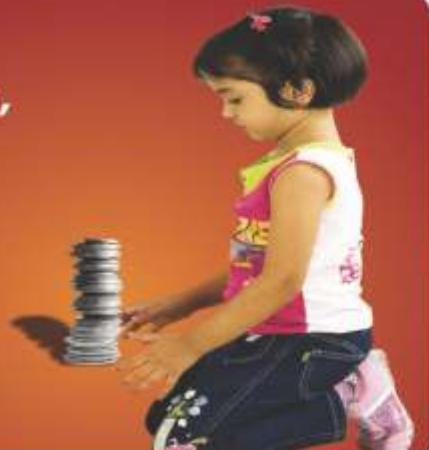
The CSR ambit includes livelihood enhancement and rural development projects, working towards protection of national heritage, art and culture, including restoration of buildings and sites of historical importance and works of art, setting up public libraries, promotion and development of traditional arts and handicrafts.

The Vote of Thanks was then presented by Shri Sanjay Chaturvedi, Co-Convener, ISRN.



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## SESSION ONE

# Corporate as vehicle for Social Development

Key Speaker – **Dr. Indumati Rao**, CBR Network, Co-convener, ISRN

Panelists- **Lt. Gen. Rajender Singh**, CEO – DLF Foundation,  
**Mr. Rajan Navani**, Chairman – National Committee, India@75

**Objective:** Session was structured to discuss on various roles that can be played by corporates in accelerating the process of social development. Session basically aimed to discuss on following aspects related to corporate-

**CSR resources:** This section aims to bring out the fact that corporates are not only the profit making business entity but also the huge resource pool in the form of knowledge, manpower, skills and finances which has the capability to efficiently transform the picture of India.

**Integrating CSR into company culture:** This session attempts to gain insight into the corporate viewpoint and their behavior towards CSR with cautious efforts to positively inculcate sense of responsibility than charity by quoting examples.



**Focus on sustainability and long term impacts:** Community development is not a one shot task. Any CSR activity must be planned visioning the long term impact with due consideration and understanding of the time frame which is required to produce the desired impact. Corporates with their huge and efficient knowledge resource, skills, and competency can do wonders to the society if the planning is long term and continuously sustained for the benefit of the poor and deprived sections.

### Key discussions:

Session started with words from Ms. Indumati Rao, key speaker for the session. Ms. Rao initiated the discussion by saying quoting the verse from Taitri upnished which says that the part of one's income should go to the welfare of society. She said we Indians have this in our inherited culture to serve for the needy and poor. She also added CSR is not a new concept to be

practiced in India, we have been following and practicing CSR since ages, and various corporate have also been involved in activities of social development prior to this companies bill.

Talking on the strategy of implementing CSR, she added sustainability of intervention is the biggest area to be taken care of. We need to understand, process of social development is slow moving and time taking process, any development is not a one shot action, so sustainability of intervention of any activity by corporate should be prime focus from inception to delivery to impact.



In her address to the gathering she also briefed delegates on the companies act 2013. She shared with participants different rules and clauses under companies bill. She also discussed in detail schedule VII of the bill which talks about different areas where CSR funds can be utilized. She discussed in detail about the need of women empowerment in todays scenario and how this can impact the society on large.

Towards end of her address she talked about the role of NGOs in CSR. She voiced that NGOs have very crucial role to play in this whole process as the onus of implementation and delivery lies with them, it also becomes crucial that NGOs look at the CSR as an opportunity to deliver their best with all resource support from corporate. She ended her address by once again emphasizing on the need of NGOs and corporate to come together on one line for realizing true spirit of CSR.

Moving, the session ahead next speaker Mr Rajan Navani, briefed participants about india@75 . He shared with delegates the role of India@75 in making CSR effective. He also briefed about 'City connect' initiative where 5-6 corporate were called to come ahead together and take care of the city based on their area of expertise. He said there's need for the corporate to come ahead and take responsibility of the city as per their aspirations and expertise. He also shared the idea of national volunteering grid where corporate executives can play an important role in serving society by lending their expertise to the NGOs and other civil society organizations.

He added, the idea of national volunteering grid will also be an opportunity for corporate executives to connect with the disadvantaged and rural community building the sense of oneness with fellow countrymen and feeling their requirements.

Next, Lt Gen Rajendra Singh started his address congratulating India for introducing CSR as mandatory for corporate and added that this will prove to be a stepping stone in process

of social development. He added, scrutinizing the current situation of India we clearly get the understanding of wide division that exist between rich and poor, urban and rural population. He also voiced that India has huge potential in the form of youth and requirement of the hour is to engage that youth in the development process by building their skills and capacity as per the market demands.

He put forward the suggestion for introducing committee and platforms like ISRN where NGOs and corporate could come together to discuss on the ideas and share the way ahead. In his conclusive note he again emphasized on sustainability and the need of NGOs and corporate to come together.

#### Key highlights:

The session gave insight to delegates into the importance of CSR bill and the possible active roles which can be played by corporate in taking it ahead with true spirit. The real success of this bill is entirely dependent on how keenly corporate play their role in planning keeping in view sustainability.



## SESSION TWO

### Together towards Shreshth Bharat

**Key speaker :** Sh. Manoj Agarwal, Chairman, Great Value Group, Patron, ISRN

**Panelists :** Sh. Rohit Adya, Director External Communication, Vodafone, India,  
Sh. Joy Bandekar, President Corporate, Flipkart India  
Sh. Rajneesh Goenka, Chairman, Tobu Cycles Group

**Objective :**

- Prospective new sectors in CSR
- Presentation of Best Practices
- Sustainable Networking and Stakeholder Partnership

This session was aimed at sharing and exploring new prospective areas of CSR where corporate can actively intervene for the development of the communities.

**Key discussions:**

Mr Manoj Agarwal, Chairman, Greatvalue Group, started the session by sharing with participants spirit and basic structure of CSR by which it can be taken ahead. He shared “ CSR is mix of three components – Services, Beneficiary and location.”, and it is very crucial to decide rightly on these three aspects at the right time as they play a decisive role on the impact of the intervention. He also added that CSR should not be seen as compulsion or an activity to carry out activity due to its mandatory reason under companies bill. Rather this should be seen as medium to connect with our fellow countrymen who are under privileged



He also talked about PPP model for better implementation and planning of CSR , so as to yield more fruitful results. He emphasized, “Looking at the current situation, I advocate augmentation of CSR fund allocation from 2% to 5%” he added this has put bigger responsibility on corporate shoulders to think from holistic development angle than from pure profit making.

He also shared with participants his idea of lending books for education of poor, the venture where Great Valur group is planning to intervene.

Next, in the panelist were Mr Joy Bandekar , President Corporate Affairs, Flipkart, India . He gave presentation of 'Karigar ke dwar' intervention by flipkart, where they provide skill and

technology support to the weavers and artisans. He shared “ with the passage of karigar ke dwar, we also realized that it is very good medium to connect with the rural community and understand their need, which we dint use to realize in normal situations”.



He added that Flipkart has tried introducing students from NIFT to support design inputs to the weavers as it is very crucial that new generation which is coming out of colleges knows about the ground situation.

He added that with 26 million registered users, 60 lakh visits per day , flipkart has tremendous out reach to connect buyers directly to the sellers.

Next in the session was Mr Sudeep Bhalla, Vice President Corporate Communication & sustainability, Vodafone, India. Mr Bhalla shared with the delegates importance and revolutionary potential mobile phone has in itself within. He shared how mobile phones have taken such an important place in our lives in past few decades only. He added as a telecom corporate, he believes there is huge potential and possibility to benefit the community using mobile phones. He shared different initiatives undertaken by Vodafone in the areas of health, education and skills . He shared about the initiative of ensuring vaccination of children upto 2 years where an sms alert was delivered to the parents and also health workers to vaccinate the child.



He also shared the use of mobile phone as part of CSR to convey awareness or deliver other inputs at door step of the community.

Last panelist for the session Mr Rajneesh Goenka , Chairman Tobu Cycles. Mr Goenka started his address from ancient time and shared that CSR is not a new concept to Indians , we have been since long involved into community welfare. He added CSR is not something which should come out of some compulsion, it has to flow from within. He shared in day to day activities also we are some how connected to helping each other. He shared an idea of initiating used goods bank, to make respectable use of discarded items from households so that they can be easily adopted by the poor and needy ones.



### **Key Highlights:**

Session gave insight to the participants on few of the CSR/philanthropy

interventions being done by corporate. Also session had been specifically beneficial in terms of getting insight to the journey of CSR and also different prospective to be explored.




  
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**SESSION THREE**  
**Challenges in Implementation of CSR**  
**and**  
**Importance of Social Audit**

**Key Speakers:** Sh. Parul Soni, Executive Director- Ernst & Young

**Panelists :** Sh. Ravindra Sathe, Executive Director, Rambhau mhalgi Prabodhini  
Sh. S.K.Jha, Chief Vigilance Officer, SPMCIL  
Sh. Alok Kumar, Advocate & Solicitor, THS Law Firm

**Objective:**

The objective of this session was to identify the challenges in the implementation of CSR activities for Corporate Sector as well as NGOs. The session also aimed to highlight importance of social audit as it has been recognized in various other sectors, but in CSR sector, it has yet to be explored.

**Key Discussions**

The concept of corporate social responsibility is now firmly rooted on the global business agenda. But in order to move from theory to concrete action, we need to overcome several obstacles. A key challenge business facing today is the need for more reliable indicators of progress in the field of CSR. Key speaker of the session Mr. Parul Soni, Executive Director, Ernst & Young explored on the importance of Corporate Social Responsibility and the challenges in implementation of CSR projects. According to him, CSR is investment for nation building. The Companies Act will facilitate in strengthening the CSR regulations. Corporate sectors can contribute in holistic development of society through CSR. He highlighted certain implementation challenges amongst many. First and foremost, he discussed that companies lack comprehensive understanding of CSR for which he suggested Companies need to be made aware that embedding of CSR in the business process leads to innovation and ultimately results in competitiveness. Secondly, NGOs have inability to comprehend the needs of the companies. Thirdly, lack of capacity that NGOs exhibits in their professional outlook. NGOs have good reputation at ground level but they lack the capability of building their own documentation of activities which results in their endeavor going unaccounted and society remains ignorant to their diligent efforts. Thus, arises a need for developing their capacities in the areas of their incapacities through networking, working with peers. He also said that companies struggle to find a good implementation partner. He said that NGOs should be well aware of the schedule 7 of Companies Bill 2013 which states the area of CSR activities for corporate sector and they



should research well for corporate area of interest before approaching their corporate client for project funding under CSR. He shared his opinion, the implementation of CSR activities can be done by corporates through three ways, firstly one setting up their own foundations. Lately, many corporates have set up their own foundations where the optimum utilization of CSR funds occur and these foundations are set up with the vision aligned with their companies' vision and work for sustainable and inclusive growth. The second way through the implementation partners(Third party). The company will transfer their funds to the implementation partners who in turn will utilize these funds for further impact on the society. This method as discussed Mr. Soni appeared to be promising as the implementing partner will bridge the gap between the corporate sector and NGOs.

He concluded with hope and promise that the recent Companies Bill 2013 at least requires 3 to 5 years to mature and showcase its impact in societal development.

The next panelist, Sh. S.K. Jha, Civil Vigilance Officer, SPMCIL, made a point that being an IPS officer; he has been recently involved in the arena of CSR. He said that CSR has been ingrained in the ethos of our business culture since the beginning. According to him, CSR is not just about giving but sharing of responsibilities between major stakeholders involved. He suggested that in the profit making environment of any business, there might be a need to add indicator of social development in their strategies. He highlighted certain challenges in his discussion, one of which was geographical limitation of corporate sector as they cannot reach to the remotest area where the outreach programs are done by NGOs of those areas.



Mr. Jha closed his speech with words as- CSR should not merely be seen as a set of activities on which mandatory spending is required but rather CSR should include social, environmental and economic factors and make it is core to strategic decision making in organizations.

Mr. Alok Kumar, THS law firm elaborated on the legal aspect and challenges of Companies Bill 2013. He explained on the 'Triple Bottom Line' approach of CSR. CSR expense which is capital in nature is not tax deductible. The essence of Section 37 of Income Tax Act, 1961 is that expenses must be incurred wholly or exclusively for business of tax payer. CSR expenditure is made as a good corporate citizen to earn goodwill and create an atmosphere where businesses can succeed. He also focused on the point that while making investments in CSR, the companies should consider the external factors like the need of the community. It has always been the fundamental duty of the corporate to be socially responsible and now they have got the platform for it. Also discussed that there is a provision that Board of the Company may specify reasons if CSR amount is not spent but what constitutes a valid justification is upto the



discretion of the Board. Requirement of having a penalty if CSR amount is not spent may also be deliberated and also whether a companies need to include past shortfall in future period may also be deliberated.

He also said that CSR assurance is required to ensure credibility and transparency in reported CSR information and it help repose faith of stakeholders. CSR assurance also results in improvement of internal reporting system which will strengthen future reports. Thus, CSR should not merely be seen as a set of activities on which mandatory spending is required but rather CSR should be core part to strategic decision making in organizations. Organizations need to be made aware of such wider scope and definition of CSR.

Last panelist of the session, Mr. Ravindra Sathe, Executive Director, Rambhau Mhalgi Prabodhini, shared his views on the importance of Social Audit in CSR. He explained social audit as way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization. Social auditing creates an impact upon governance. It values the voice of stakeholders, including marginalized/poor groups whose voices are rarely heard. Social auditing is taken up for the purpose of enhancing local governance, particularly for strengthening accountability and transparency in local bodies.

The importance of social audit in Corporate Social Responsibility as described by him was; first, of raising awareness of rights, entity and obligations under scheme. Secondly, to ensure all forms and documents are user-friendly. Third, to ensure that all the relevant information is accessible, displayed and read-out. Fourth is to ensure that the decision making process is transparent, participatory and as far as possible, carried out in the presence of affected persons. Fourth, to ensure that all decisions and rationale are made public as soon as they are made. Fifth, to ensure that there are regular (half yearly) public hearing (jan audit manch) where the scheme and the process of social auditing is publically analyzed. Sixth, to ensure that findings of social audit are immensely acted upon for further necessary action. This results in required systematic changes in social audit.

The advantages of social audit are that it makes the process transparent and ensure the rationale for stakeholder participation. It helps in analyzing the project from all angles and gives factual details of the situation.



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Social Auditing can be applied in several steps. The first two steps are critical when a department decides to incorporate social accounting, social book-keeping and social auditing. The department needs to look at its vision, goals, current practices and activities to identify those that are amenable to social auditing purposes. The next activity would be to assign the task of matching the activities with the social objectives and identifying gaps. This again could be carried out by a small group drawn from the managerial cadre and execution/implementation groups at the field level. All this information would be then looked into; to develop a plan for Social Auditing, including who would be responsible in the department, monitoring and identifying the resources required. This responsibility again could be given to a small group of three individuals.

Stakeholder consultation, involving department functionaries and civil society, would be the forum for sharing the Social Audit plan. This consultation would clarify the issues important for Social Auditing, role of stakeholders, as well as commitments from them. The outcome of the consultation would be fed into the process of detailing out: the indicators to be monitored; which existing records are to be used; and how additional information would be collected. The next key step is to fix responsibilities for various activities. The activities include preparing formats for social account-keeping, compilation of data and reporting the same on a monthly basis (internal use). Managers of the department/programmes can use this information for monitoring as well as providing feedback for improving performance and overcoming bottlenecks. Ideally, Social Audit should be conducted regularly, and the method should be developed through a participatory relationship between the auditor and the organisations/departments.

Social audit is an immediately result oriented exercise and even a report prepared tentatively and with a lack of self-assurance will have something to contribute. The principal difficulty is the non-existence of appropriate social accounting and reporting systems or even a rudimentary system of evaluation of the social changes created.

### Key Highlights

Session highlighted that a massive capacity building is required for corporates and their employees, NGOs and other stakeholders involved in CSR activities so that the intent of this excellent legislation is achieved bridging divide between the privileged and poorer sections of the society.

Also role of social audit could be very significant in development of CSR framework, so as to help companies to effectively channelize the available resources for social responsibility practices.



## SESSION FOUR

### CSR Tourism

**Key Speakers:** Sh. Santosh Gupta, CEO, ISRN

**Panelists:**

- Sh. Shyam Parande, General Secretary, Sewa International
- Sh. Ashwani Lohani, Chief Administrative Officer, Indian Railways Organization for Alternate Fuel
- Ms. Usha Verma, ADG(T)/CVO, Ministry of Tourism

#### Objective

The objective of this session was to discuss how CSR can enhance the tourism industry development through various interventions.

#### Key Discussion

Key speaker Mr. Santosh Gupta, CEO, ISRN, started the session with his presentation on CSR tourism where he illustrated that tourism industry is one of the largest industry in India. It has a wide spectrum in heritage, cultural, medicinal, business, sports and education. He shared CSR tourism concept talks about the new dimensions – where and how CSR can boost the tourism? CSR tourism carries within an idea of – promotion and preservation of existing historical sites, promotion of our culture and heritage in form of cultural practices, artisans, traditional arts and other local heritages and showcasing the blend of rural culture, values and traditional taste with integration of current requirement and technology through which village can be transformed into a tourist destination.



He talked about involvement and cooperation with local communities so as to improve the quality of life of local people. He proposed three dimensions where CSR can be undertaken actively to develop community and boost tourism industry also.

**Promotion & Preservation of Historical Sites:** This idea includes identifying sites, their restoration and promotion as tourist site. This also becomes very crucial in the situation of natural calamities. Like in recent example of J&K flood, kedarnath floods, there had been numerous small historically and culturally significant destinations, monuments which were affected by flood. CSR can very play active role in restoration and promotion of the sites again.

**Promotion of Culture:** Promotion of our cultural heritage in forms of handicrafts, traditional arts

and other local heritages. India has such huge treasure of cultural heritage in forms of handicrafts, and other art works which are still being practiced and preserved by few rural and local communities. CSR can play very active role in promotion of such cultural values by skill up gradation, marketing support etc. This will not only motivate people engaged in it to continue but also will be able to attract youth to pursue the same traditional arts. This will also help in then tackling the issue of rural migration which results from unemployment.

Promotion of technologically advanced cultural heritage: The unconventional angle this concept talks about is showcasing the blend of rural culture, values and traditional taste with integration of technology through which villages can be transformed into a tourist destination. Like Charanka village of Gujrat and Dharnai village of Bihar are completely solar powered village these can be promoted or listed down on tourism website as tourist destination to showcase modern and empowered rural India This concept will not only help in extending Indian culture but also would be abode for knowledge exchange and learning in many ways for tourists.

The benefits of CSR intervention from tourism angel will facilitate capacity building of the artisans, marketing support, sustaining the environment, self reliance of tribal & ethnic communities, motivation to artisans to continue the art and craft practices attraction of young artisans to continue the art form, generation of employment.



Next panelist for the session Sh. Ashwani Lohani took the discussion further with talk on scope in CSR tourism. He said there is a need to enhance the rural tourism development which will put our villages on the map of world and people would like to come and visit our culture. He also mentioned that CSR funds are available for the development but corporate lack the knowledge of proper utilization of funds and thus, there is a need to build capacities of corporate sector in this area. According to him, government can play a major role in this. He mentioned that CSR tourism has lot of potential and opportunity in terms of growth and thus, we will have to work hard to take it forward.

Next panelist Sh. Shyam Parande, General Secretary, Sewa Interanational, spoke about the concept of Social Tourism which includes volunteering, eco-tourism, heritage-tourism, religious tourism and others. Every kind of travel can be complemented as social tourism. It targets families, youth, schools and all possible groups both local and global. It is a form of tourism which is directly related to the evolution of economic development, improvement in quality of life. Social tourism emphasize on the human development of tourism activity by shifting the emphasis on social efficiency which is relative to the human and benefit it derives. This can also be considered as social tool for improving relation between people with different cultures, tradition and realities. It an important source to ensure better use of natural and cultural resources and it helps in shifting the tourist flow to less frequented places thus aid in optimal utilization of resources. Since it is a budding concept there is a huge scope for

innovation and creativity in designing and developing it further. It also shows huge opportunity for growth as people are prepared to spend for a change.

Ms. Usha Sharma, ADG, Ministry of Tourism, elaborated on tourism industry and shared that government has approved Rs. 500 crores for destination tourism and for pilgrim tourism the approved amount is Rs. 100 crores. She said tourism ministry encourages corporate to adopt historical monuments for restoration and preservation like ONGS has adopted Taj Mahal and many others are following into their footsteps.



### Key Highlights:

This session on CSR tourism offered participants vision of new dimension of CSR in tourism industry, which is capable of yielding tangible double benefits of community development along with the economic development of the country. Social tourism is also an incredible way of communicating your cultural and heritage value with the world thus attracting more tourists in the nation .



### Valedictory Session

- Sh. Ashish Gautam, Founder, Divya Prem Sewa Mission
- Dr. Sameer Sharma, MD, ITDC
- Dr. Shobha Vijender, Convener, Organizing Committee, CSR for Shreshth Bharat

The seminar was concluded at the end by Sh. Ashish Gautam, Founder, Divya Prem Sewa Mission, with his kind words about his pleasure to be delivering valedictory speech to such

dignitaries. He said that many distinguished leaders who have pioneered CSR initiatives graced the event with their presence and he appreciated their words on importance of CSR in today's society.

He further added that CSR has a vital role in developing economy and paradigm shift from philanthropy to socially responsible approach for CSR activities and for approach to work; development stakeholders will have to work hand in hand by sharing experiences, pooling resources and by jointly promoting CSR. In the first session, it was unanimously concluded that corporate will play a major role in betterment of society through investment in long term and sustainable interventions since one of the major reason for failure or partial success of schemes, projects from Govt., bilateral or multilateral agencies is the fact they are short term intervention. Corporate sector with their huge and efficient knowledge resource, skills, and competency can do wonders to the society via strategically planning for long term and sustainable intervention which will benefit the poor and deprived sections. In the next session, together towards shreshth Bharat, the discussion on nation building through partnership of various stakeholders in development sector was very fruitful and many ideas were generated from the panelists and the audiences to do so which will help in bringing is sustainable development through CSR. The third session focused on gaps and challenges in implementation of CSR activities. He said principles of social responsibility can be incorporated into the business strategy of the company. The company can make efforts to internally create awareness about ethical business practices and principles. According to him, there is a need for any company to determine an innovative CSR strategy aligning with their company's objective. Importance of social audit was also discussed in third session which is that it helps in bringing transparency to the whole process and it should be an integral part of any CSR project and strong measures must be taken to ensure effective monitoring of project. The last session of the seminar discussed a new dimension that is, CSR tourism; where it was discussed how CSR can give a boost to tourism industry Promotion and preservation of existing historical sites, promotion of our culture and heritage in forms of cultural practices, artisan, traditional arts and other local heritages and showcasing the blend of rural culture, values and traditional taste with integration of current requirement and technology through which village can be transformed into a tourist destination.

The vote of thanks was delivered by Dr. Shobha Vijender, Convener, Organizing Committee. On behalf of ISRN, she extended her gratitude to dignitaries on dais for gracing the event and for their thought provoking ideas on CSR for nation building. She thanked the speakers for their time and efforts on enhancing knowledge and learning of participants at seminar. She took the opportunity to thank the core team members of ISRN without whom the event could not have been a success. She also extended her gratitude to our knowledge partners- CII and media partner- governance now and other partners for their unending support. And most of all appreciation was extended to the delegates who came from across the country to attend this seminar.





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# **CSR - Views from Experts**

## Sustainability of CSR Supported Initiatives

By Indumathi Rao, Co-Convener, ISRN & Regional Advisor, CBR NETWORK

Many companies today realize that they are responsible for the future of the world, and they no longer accept the maxim that the business of business is business only. Their new premise is: Corporations are the dominant institutions on the planet today; therefore they have to help address social environmental issues that affect humankind. This premise is increasingly becoming the ethically driven view of many large multinational companies. Globalization of the world implicates the idea of global corporate citizenship in globally constituted civil society and brings in the need for clarity about how to enforce different regulations; to whom should the multinational company owe their loyalties—whether they should be an Indian company or a global company—and what would be a global company's responsibilities in a broader civic sense. According to Orts, corporations are citizens of a global society and therefore owe a duty to participate in that general society.

CSR is not a new concept, we have a vast heritage of CSR and it comes from the deep seated social conscious. Many corporate have already been engaged in the process of societal development through their different interventions as part of their company culture. But the need of the hour is to invest in long term and sustainable interventions and not in project mode.

### Lessons Learnt

ISRN organized a two day seminar in Bangalore in July 2014. There were many presentations which looked at different dimensions of CSR in Indian context as well as in the global context. All most every presenter irrespective of their background whether they represented Corporate, government or civil societies raised one common issue and that is sustainability of CSR Initiatives.

### Need for Sustainability in CSR Projects

“Sustainable development meets the need of the present without compromising the ability of future generations to meet their own needs tomorrow.”

It takes more than just a strong initiative for success.

It takes a sustainable approach that stands the test of time.

While there have been success stories of short-term interventions, their impact has been limited and have faded over a period of time. It is essential for corporate to adopt a long term approach rather than sticking to short term interventions, involving companies and employees in the long process of positive social transition.

It should be well understood that

- ❖ CSR is about long term relationship building between corporate/business houses and Civil Societies/NGOS/government.
- ❖ CSR needs a platform to help businesses people to develop the knowledge, competencies and contacts to partner with nonprofits in ways that make a substantive impact on societal causes — from poverty alleviation to education to environmental protection.
- ❖ CSR implementation needs networking of business houses/companies for effective implementation of CSR supported inclusive sustainable projects.

### NGOs need to Rethink –Reorganize

The new wave of business-NGO collaborations differs from the relationships of the past. No longer is corporate philanthropy the main driver for collaboration. We are now seeing the birth of strategic partnerships that are designed to tackle both internal operational issues and the external impacts of corporate activity.

Modern NGO-business partnerships involve NGOs and trade unions in decisions that affect core business practices. As a consequence, corporate social responsibility (CSR) no longer consists merely of the 'nice' things a company might do with its profits; increasingly, it goes to the heart of how companies make those profits in the first place.

NGOs perhaps need to think and reorganize the way we are functioning to become effective partners under CSR.

- ❖ This would require:
  1. Enabling NGOs for professional management of projects – NGOs should be made equipped with professional staff and play their role with maturity and responsibility.
  2. Networking of NGOs for better sustainable inclusive development – Strong linkages need to be developed among NGOs working within the same community.
  3. NGOs may realign their goals and objectives with the national development priority goals and vision – NGOs may come forward with parallel theme of work as taken up by the nation as whole aiming at reduction of human suffering and development of the poor.
  4. Interface with digital and other technologies for sustainable development and process documentation - Aided by advances in information and communications technology NGOs should adopt scientific methodology in their operations.

5. NGOs need to plan sustainability strategy as an integral part of project management – they should not be focused on short term targets, they need to devote themselves for long term impacts and come up with appropriate strategies of project implementation.

### Some Ideas for Strengthening the corporate sector and civil societies

1. Corporates need to shift from charity based approach to development approach in CSR projects

Considering CSR as act of philanthropy, businesses often restrict themselves to one time financial grant and do not commit their resources for such projects. Moreover, companies do not always keep the stakeholders in mind while planning for such initiatives, thereby reducing the efficacy & efficiency of CSR initiatives.

However, over the last few years, the concept of CSR has been changing. CSR slowly moves away from charity & dependence and starting to build on empowerment & partnership. Hence, the utmost necessity is transition from giving as an obligation or charity to giving as a strategy or responsibility.

2. Corporates may need to network with other business houses for sustainable and inclusive development

Companies may join hands with their counterparts and other local firms to supplement the project in terms of expertise & resources useful for the overall development of the community targeted.

3. Corporates may need to focus on projects which has sustainability strategy built into the project management if the projects has built in plan to develop the projects into long term programme.

Companies should embrace sustainability in their CSR projects consciously demonstrating their firm commitment towards the society wherein they operate.

### Key issues in sustainability in development projects

1. Whether the project needs to continued? List out justifications-hypothesis)
2. If it has to be sustained what is the role of community and local governments (Panchayath /ward development) in the sustainability plan?
3. If a community or local bodies cannot sustain who will sustain the programme and for how long?

4. What are the plans to build the capacity of the community and local bodies to sustain the programme ?

### Contingency plans in CSR

- ❖ Unless the primary stake holder and community is involved in project planning and management the sustainability of the projects cannot be achieved only by a dialogue between NGOs and Corporate.
- ❖ Communities and stake holders must be aware under CSR the resources are not of perennial flow of funds and sustainability must be planned in using minimal outside resources and maximum community resources.
- ❖ This needs a though study for each project on using the existing resources in the community knowledge, skills, human Resource, facilities ,existing development programme by the government as this analysis will ensure for minimal inputs from outside resource and maximum utilization of potential inherent in our communities. Such a startegy has multiple advantages from using indigenous technologies to creation of employment and livelihood opportunities to local communities.

### Thinking Forward

- ❖ Sustainability of CSR projects must be planned by the NGOs.
- ❖ This requires capacity building of NGOs, networking of NGOs, research on local indigenous local resources for effective project management, building linkages with development programmes etc.
- ❖ The need for a project must come from the primary stake holders and this demands massive awareness and education of rural youth /local bodies to develop their own communities moving towards sustainable and inclusive development addressing concerns of everyone especially women and most disadvantages sections within their communities.

Being the implementing agency, NGOs have a significant role to play in this arena. They should ground the program with long term motive assisting in sustainable community development through activities such as capacity building and self reliance. This can be done by contributing to awareness and promoting the self organization of local groups. For instance, NGOs ought to develop local products & local markets; develop social, capital & human resources; and act as network liasions between community and systems.

Furthermore, networking forums like ISRN should regularly monitor and closely liaison with implementation partners to ensure that CSR initiatives really deliver the desired outcomes. Voluntary grid should be framed within the community for encouraging participatory approach and self evaluation. The underlying theme is that Community should be placed in the driver seat, breaking the top down approach; inspite of choosing sectors of intervention, community (who really needs) should be chosen for CSR activities.

### Some key questions yet to be answered in CSR

- ❖ What is the role of civil societies and NGOs in CSR projects initiated by the government?
- ❖ Whether NGOs in rural areas can fulfill the planning, monitoring and reporting requirements as per the new CSR act?
- ❖ CSR planned and implemented by the corporate under not for profit companies may gradually develop a new dimension in the development /service sector. (NGOs may become redundant unless there are measures for their capacity building)

### Conclusion

“Business will play a pivotal role in meeting the sustainability challenges of the 21st century.”

CSR is not a fad or a passing trend, it is a business imperative that many Indian companies are either beginning to think about or are engaging with in one way or the other. One of the major reason for failure or partial success of schemes, projects from Government, bilateral or multilateral agencies is the fact they are short time based intervention which leaves the community helpless after their exit. Corporates with their huge and efficient knowledge resource, skills and competency can do wonders to the society by planning with a long term and sustainable intervention to benefit the poor and deprived sections.

A clearly defined mission and a vision statement combined with a sound implementation strategy and a plan of action firmly rooted in ground realities and developed in close collaboration with implementation partners, is what takes for a successful and sustainable execution of CSR.

## New CSR Regime in India: Confusion or Clarity

By Sh. Alok Kumar, THS Law Firm

“Successful people have a social responsibility to make the world a better place and not just take from it” Carrie Underwood

### Revisiting the existing policy:

Corporate Social Responsibility (the “CSR”) is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (the “Triple Bottom Line Approach”), while at the same time addressing the expectations of shareholders and stakeholders. It is thus important to draw a distinction between CSR, which can be a strategic business management concept and charity, sponsorships or philanthropy. Even though the latter makes a valuable social contribution and enhances the reputation of a company, the concept of CSR clearly goes beyond that.”

The Indian Companies Act, 2013 (the “Act”) has made spending and reporting on CSR a compulsory obligation. The Act contains provision to constitute a CSR Committee of the Board fulfilling the criteria under Section 135(1) of the Act. The Committee consists of three or more directors, out of which at least one director is required to be an independent director. Section 135 of the Act specifies that companies with net worth of more than Rs 500 Crores, or turnover of more than Rs 1000 Crores, or net profit of more than Rs 5 Crores are required to constitute a CSR committee to formulate CSR policy for the company. Companies are now required to spend a minimum of 2 % of average net profit earned during preceding three years before formulation of the policy. Further, Schedule VII of the Act has considerably widened the ambit of CSR activities which now includes, among other subjects:

- Poverty eradication
- Promotion of education, gender equality and women empowerment
- Reducing child mortality and improving maternal health
- Combating AIDS/HIV, malaria and other diseases
- Ensuring environmental sustainability

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- Employment-enhancing vocational skills and social business projects
- Relief and funds for socio-economic development such as for welfare of SC/ST, OBCs, minorities and women.

The Ministry of Corporate Affairs has also notified the Companies (Corporate Social Responsibility Policy) Rules, 2014, (the “Rules”) with effect from 1st April 2014. Accordingly, Section 135 of the Act was also notified from the said date.

### **The questions that are raised in the corporate world on the Act and the Rules are?**

1. Earlier the CSR has largely been realised as voluntary contribution and now all of a sudden statutory provisions are made for CSR. Whether these statutory obligations will affect the quality of goods and services provided by the Companies to their customers/consumers? Hence is it expedient to analyse impact on the Scheme of Voluntary versus Mandatory CSR?
2. Under Section 37 of the Income Tax Act, an expenditure which is not capital expenditure and is expended "wholly and exclusively" for the purpose of a business is allowed as a business deduction. Further, exemptions are given under section 80G, would the expenditure under Section 135 of the Act be eligible for the Tax exemption?

Thus the question arises whether the deduction can be allowed under Section 37 of the Income Tax Act in the absence of specific provision for tax-exemptions on CSR expenditure?

3. Can the objective under CSR be looked upon from the prism of Fundamental Duties as set out in Article 51A of the Constitution of India and does it include Companies?
4. Whether absence of punitive measures against non-compliance of obligation with respect to CSR as stated in the Act and the Rules would render said provisions fruitless?
5. Whether obligation with respect to CSR as stated in the Act and the Rules is positioned to allow convergence with foreign contribution regime in India especially with respect to Non clarity on Computation of Financial Accounts of Foreign Companies?

### **Impact of shortcomings and Suggestions on improving Current policy on CSR:**

- A. Scheme of Voluntary versus Mandatory CSR.

“The voluntary approach to corporate social responsibility has failed in many cases”: David Suzuki

The Act and the Rules can be viewed as capturing the best aspects of both the voluntary and the Mandatory approaches.

According to Jeremy Bentham's famous Doctrine of Hedonism or theory of pain and pleasure, the function of law must be to meet these ends i.e. to provide subsistence, to produce abundance, to favour equality and to maintain security. At present India still suffers from the largest concentration of poverty in the world and if the Government is not able to sufficiently aid its poor through tax-driven social welfare programs, then the responsibility will necessarily fall on companies and other private enterprises who can help in the achievement of aforesaid ends as enshrined in the Bentham's Doctrine of Hedonism.

Further it can also be said that if voluntary CSR initiatives have not been successful for India, there seems to be no reason why the state should not intervene by making CSR activities mandatory.

Another major advantage of mandating CSR activities, as opposed to levying additional taxes, is that the company will always have the liberty to choose the mode of how and in what manner its funds are to be used and hence, the corporation would be “free” to invest its funds in any CSR activity as given in Schedule VII of the Act and the Rules. Companies could use the money to further minimize its own created externalities, say degradation of the environment and such can be done beyond the requirements of environmental law, or they could choose to create positive externalities by building schools or providing workers with more comprehensive benefits. Knowing that each company who fulfil the criteria of Section 135(1) of the Act might bring 2% of its profits to the society for re-investment, society members may become far more enthusiastic about the potential of industry coming to their neighbourhood and brings the possibility to reduce the problem of unemployment. Re-investing in communities can build reputational legitimacy, trust, and reciprocity from which companies may ultimately benefit. If community members and other stakeholders feel that the company is extending its fiduciary duty to encompass their well-being, then they may feel some positive duty to act in the company's best interest in return. It is noticeable point that when workers feel that they are being treated with respect and fairness, they require less monitoring to elicit their best efforts. The reduction in monitoring costs may ultimately reduce overhead and create a better work environment. Similarly, local residents who have been treated well by a company, their children have been educated in its school or nursed in its hospital are less likely to organize protests and create extra costs.

Thus in the future also it is very possible that companies who are engaged in creating positive externalities may find more trust and good-will more valuable than those companies who are engaged in traditional risk-prevention. Thus it is imperative that amendments may be made in the Current Act and the Rules with respect to Tax-exemptions to companies who are adopting CSR activities pertaining to prevention of negative externalities. Further the chances are very little that companies might not see a mandatory CSR expenditure as being quite as unpleasant or deterrent as high taxes, since the company will likely benefit directly, in a calculated way rather than from spending on CSR.

The liberal international market and a fear of competitive disadvantage has prevented India from levying taxes on corporate enterprises, however the mandatory CSR activities can be read as a product of India's complex set of economic pressures and tensions. It is one of the few corporate laws of India that represents a revolutionary solution to India's current economic needs, rather than a imbibing laws of another country where the situation is totally different with respect to dissimilar economic context. As such, those who are enthusiasts of CSR and of societal development around the world may encourage India in future to further develop this concept of CSR and similar initiatives that are responsive to its current circumstances, rather than automatically rejecting ideas that do not fit into pre-established intellectual categories.

## B. Tax treatment of CSR

The focus of the Act on CSR is as a matter of expenditure of funds by companies rather than as a matter of conduct or corporate behaviour. Therefore, CSR excludes "activities undertaken in pursuance of the normal course of business of the company".

The companies are now under an obligation to spend a minimum of 2% of their "Average Net Profit" earned during preceding three fiscal years on the CSR programme and Average Net Profit is to be calculated in accordance with the provisions of section 198 of the Act (In case of Foreign Company, Net Profit means the net profit of such company as per profit and loss account prepared in terms of clause (a) of Sub-Section (1) of Section 381 read with Section 198 of the Act). 'Average Net Profit' for purpose of Section 135 of the Act and the Rules shall mean, net profit before tax as per books of accounts and shall not include profits arising from branches outside India

The FINANCE (No. 2) BILL, 2014 dealing with CSR has also proposed that

“...expenditure incurred wholly and exclusively for the purposes of the business is only allowed as a deduction for computing taxable business income. CSR expenditure, being an application of income, is not incurred wholly and exclusively for the purposes of carrying on business. As the application of income is not allowed as deduction for the purposes of computing taxable income of a company, amount spent on CSR cannot be allowed as deduction for computing the taxable income of the company. Moreover, the objective of CSR is to share burden of the Government in providing social services by companies having net worth/turnover/profit above a threshold. If such expenses are allowed as tax deduction, this would result in subsidizing of around one-third of such expenses by the Government by way of tax expenditure. The existing provisions of section 37(1) of the Act provide that deduction for any expenditure, which is not mentioned specifically in section 30 to section 36 of the Act, shall be allowed if the same is incurred wholly and exclusively for the purposes of carrying on business or profession. As the CSR expenditure (being an application of income) is not incurred for the purposes of carrying on business, such expenditures cannot be allowed under the existing provisions of section 37 of the Income-tax Act. Therefore, in order to provide certainty on this issue, it is proposed to clarify that for the purposes of section 37(1) any expenditure incurred by an assessee on the activities relating to corporate social responsibility referred to in section 135 of the Companies Act, 2013 shall not be deemed to have been incurred for the purpose of business and hence shall not be allowed as deduction under section 37. However, the CSR expenditure which is of the nature described in section 30 to section 36 of the Act shall be allowed deduction under those sections subject to fulfilment of conditions, if any, specified therein. This amendment will take effect from 1st April, 2015 and will, accordingly, apply in relation to the assessment year 2015-16 and subsequent years.”

The corporate world feels that this proposed amendment can become a great impediment and may defeat the real objective of bringing CSR related amendments in the Act. Say, for example now a company may be motivated to contribute to those statutory funds where 100% deduction is available. For instance a company can implement a CSR programme by contributing to the various development programmes. It can also comply with CSR provision by contributing to funds like National Defence Funds or other funds where 100% tax exemptions are available. After the proposed amendments the companies would be motivated to spent CSR money only on those areas where tax exemptions are available. In other words all other areas will virtually become redundant. There is a strong need to reconsider this provision and the companies may be allowed to deduct CSR expenses under Section 37.

Further, contribution to Corpus of a Trust/ society/ section 8 companies of the Act etc. will qualify as CSR expenditure as long as (a) the Trust/ society/ section 8 companies of the Act etc. is created exclusively for undertaking CSR activities or (b) where the corpus is created exclusively for a purpose directly relatable to a subject covered in Schedule VII of the Act<sup>2</sup>. Thus any company can set up its own organization which is registered as a Trust or Section 8 Company, or Society or Foundation or any other form of entity operating within India to facilitate implementation of its CSR activities in accordance with its stated CSR Policy. Moreover a company may also implement its CSR programs through not-for-profit organizations that are not set up by the company itself and such spends may be included as part of its prescribed CSR spending activity only if such organizations have an established track record of at least three years in carrying out activities in related areas. Nevertheless due to the inclusive provisions of the Act and the Rules on CSR, there is a lack of proper understanding pertaining to Tax-exemptions related provisions because in ordinary fashion Companies uses their own established Trusts, societies etc. for their own benefit in terms of tax-exemptions.

Perhaps, an appropriate amendments to the Income Tax Act is also essential to ensure allowance or disallowance for deduction of CSR expenditure as this would evade unnecessary litigation.

### C. Penalty for violation of CSR provisions

It is mandatory for companies to disclose their CSR Policy, programs/projects undertaken and amount spent in their report and the Rules provide a separate format for such reporting. The report containing details of such CSR activities and CSR policies have to be made available on the company's website also for informational purposes but there is no penal provision provided in either of the Act or the Rules against non-compliance of the said reporting obligation.

However, Section 134 (3) (o) of the Act imposes a duty on the board of directors to disclose all the relevant information about its CSR policy and its implementation on an annual basis. Moreover, Section 134 (8) of the Act states that if the company fails to comply with the aforementioned provision, it shall be liable to pay fine which shall not be less than Rs. 50,000 but may extend to Rs. 25,00,000. Similarly, every defaulting officer shall be imprisoned for a period not exceeding 3 years and may also be asked to pay fine which shall not be less than Rs. 50,000 but may extend to Rs. 5,00,000. However, there is no penal provision regarding non compliance of the said provision in context of spending or reporting part. This essentially implies that the Act punishes a company for

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<sup>2</sup> General Circular No. 21/2014; No. 05/01/2014- CSR Government of India Ministry of Corporate Affairs

not disclosing information about its CSR policy but does not hold them liable for not undertaking CSR activities.

Though, Section 450 read with Section 451 of the Act provides for a residual and a capacious provision for punishing a company or its officers in case, no specific punishment are provided for a particular offence. More specifically, it states that if a company fails to comply with any provisions of the Act or the Rules, the company and any defaulting officer can be asked to pay a fine which may extend to Rs. 10,000 and Rs. 1,000 per day if the contravention continues after the first fine. Further as per Section 451 of the Act, the defaulter is punished either with fine or with imprisonment and where the same offence is committed for the second or subsequent occasions within a period of three years, then that company and every officer thereof who is in default shall be punishable with twice the amount of fine for such offence in addition to any imprisonment provided for the offence.

#### D. Importance of Social Audit and Effective Monitoring

Rule 6(1)(b) of the Rules states that "...the CSR Policy of the company shall, inter-alia, include...monitoring process of such projects or programmes".

Clearly the CSR Policy should be framed subject to Rule 6 of the Rules and such policy should state the activities to be undertaken by the company as specified in Schedule VII, recommend the amount of expenditure to be incurred on the activities and monitor the Corporate Social Responsibility Policy of the company from time to time. Further subject to the provisions of Rule 5(2) of the Rules, the CSR Committee shall institute a transparent monitoring mechanism for implementation of the CSR projects or programs or activities undertaken by the company. Both holding and subsidiary companies of foreign companies have to fulfil the requirements of Section 135 of the Act thereby making every effort to meet the threshold.

It is very important to monitor how well a company is meeting the expectations of its stakeholders and for this it is also important to incorporate the response or feedback of stakeholders in its management decisions, in order to make sure that the ongoing development project or programme through CSR spending activities must be carried out smoothly. Thus a company should take into consideration the ideas of stakeholders in which top executives along with the members of CSR Committee may discuss the ongoing CSR projects or programmes with external expert opinion, conduct surveys pertaining to the satisfaction of the stakeholders, and company can also distribute an internal questionnaire with respect to CSR projects or programmes in order to assess progress and identify issues among other stakeholders of the company like employees (who, without the

company, would not have jobs), bondholders (who would like a solid performance from the company), customers (who may rely on the company to provide qualitative goods or services) and suppliers (who may rely on the company to provide a consistent revenue stream).

Effective monitoring of CSR activities can be done if a company work to promote exchange of ideas with its stakeholders by providing access to CSR information through its sustainability Report, its website and through other channels whatsoever. A company should view the sustainability report as an important tool for customers and employees alike because the said report will guide both former and the latter to understand that the company on which they have utmost trust maintains a balance in all the three aspects i.e. economical, social and environmental. Thus the importance of effective monitoring is that, by doing so a company will be able to explain company policies to its stakeholders about the CSR activities in detail. Such information can be disseminated to the society through its stakeholders and it will ultimately places a company with a closer touch with the rest of the society and heightens the awareness of the society with respect to the prevailing adverse conditions and issues and how far the company is willing to combat such conditions and issues. Further it also giving a chance to the rest of the society to pour in some stimulating ideas which can help the company to provide better value, not only to its stakeholders but to the whole country at large.

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## Importance of Social Audit in CSR

**By Sh. Ravindra Sathe, Executive Director, Rambhau Mhalgi Prabodhini**

Companies around the globe are beginning to assess their social performance and report the results of these assessments as a means of demonstrating their commitment to social responsibility. These audits can help companies identify risks, noncompliance with laws and company policies, and areas that need improvement. An audit should provide a systematic and objective survey of the firm's ethical culture and values. Audits can also spotlight social responsibility activities and accomplishments related to environmental impact, sustainable development, fair trade, consumer welfare, treatment with employees and their relationship with other stakeholders. Such audits are often called *social audit or social responsibility reports*.

Reports of such auditing processes are significant in demonstrating a firm's commitment to and ensuring the continuous improvement in its social responsibility efforts. Without reliable measurements of the achievements of social objectives, a company has no concrete way to verify their importance, link them to organizational performance, justify expenditures to stockholders and investors, or address any stakeholder concerns.

### Background

The word 'Audit' is derived from Latin word "Audire" which means 'to hear'. In ancient times, emperors used to recruit persons to get feedback about the activities performed by the kings in their kingdoms. The persons recruited by emperors were designated as auditors. These auditors used to go to public places to listen to citizens' opinions regarding various matters, like behaviour of employees, incidence of tax etc.

Charles Medawar pioneered the concept of Social Audit in 1972 with the application of the idea in medicine policy, drug safety issues and on matters of corporate, governmental and professional accountability. According to Medawar, the concept of Social Audit starts with the principle that in a democracy the decision makers should account for the use of their powers, which should be used as far as possible with the consent and understanding of all concerned. The concept of Social Audit then evolved among corporate groups as a tool for reporting their contribution to society and obtaining people's feedback on their activities to supplement their market and financial performance.

### What is a Social Audit ?

A social audit is a process in which the people work with the government to monitor and evaluate the planning and implementation of a scheme or programme, or indeed of a policy or law.

*“Social Auditing is a way of measuring and reporting on an organization's social and ethical performance. An organization which takes on an audit is transparent and makes itself accountable to its stakeholders.” InterPraxis“*

It also serves as a strategic instrument to evaluate the practice of corporate social responsibility.

Through its social audit the company shows what it does on behalf of its professional staff, their families, collaborators and the community at large. Its main function is to make public the company's social responsibility, thereby strengthening the links between company, society and environment. When put together by multiple professionals, the social audit shows and measures the organization's concern about people and about life in our planet. The social audit process is critically dependent on the demystification and wide dissemination of all relevant information

### **How is it related to other types of audits?**

1. Government Audit
2. People's Audit
3. Social Audit

**Government audit** – is conducted usually by professional auditors without significant involvement of affected people. It assesses primarily procedural integrity and outputs. It has little ability to get public perceptions or verify outcome.

**People's audits** - is conducted by the people, sometimes with assistance from movements and NGOs, with a standing invitation to the government. It can get public perception, local knowledge and public verification. It can assess outcomes and priorities. However, there is low acceptance of findings among governments.

**Social audit** - is conducted jointly by the government and the people, especially by those people who are affected by, or are the intended beneficiaries of, the scheme being audited. It can bring on board the perceptions and knowledge of the people. It can look at outcomes and not just outputs . It can involve the people in the task of verification. Also, there is much greater acceptability by the government.

### **The ideal scenario**

- Government audit remains the basic audit, but becomes more transparent and participatory.
- Social audit conducted in addition for certain types of schemes and activities, especially those involving huge and/or disaggregated expenditure.

- Public audit selectively where the auditing process seems to have failed

**Social auditing is more art than science.** It requires someone unwilling to accept things at face value and capable of digging down deeper to uncover what lies below the surface. An effective auditing process must be able to consider a variety of sources and perspectives to paint a more comprehensive portrait of social performance, thereby having ability to completely understand the program under audit and its wider social context. Above all, the social audit team should be unbiased, independent and equipped with appropriate training and experience in this segment.

### Scope of a Social Audit

In recent years, the scope of the social audit has been expanding to include greater inclusion of the social accounting processes, which involve a detailed preparation and accounting of social accounts, targets and milestones. An implication of this trend is that the original social audit is increasingly seen as a method for social organizations to apply good governance. Stakeholder engagement is integral to the social audit.

- A social audit is conducted over the life span of a scheme or programme, and not just in one go or at one stage.
- It audits the process, the outputs and the outcome
- It audits planning, implementation, monitoring and evaluation.

Social audit evaluates how well public resources are being used to meet the real needs of target beneficiaries. It values the voice of the stakeholders including disadvantaged groups whose voices are rarely heard. It makes comparative study between actual performance and program goals, ascertaining where improvements need to be made and what those improvements should be. This process strengthens accountability and transparency in local bodies, thus increasing the efficacy and effectiveness of local development programmes. It may also scrutinize the various policy decisions keeping in view stakeholder interests and priorities, particularly of rural people.

### Elements of a Social Audit

The key factors for successful social audit the level of information shared with and the involvement of stakeholders, particularly of the rural poor, women and other marginalised sections (people who are directly affected). Commitment, seriousness and clear responsibilities for follow up actions should be displayed by elected members and the key facilitators should be involved in the process.

**The prime elements of social audit have been highlighted as below:**

1. Raising awareness of rights, entitlements and obligations under a scheme.

2. Specifically, about the right to participate in a social audit.
3. Ensuring that all forms and documents are user friendly.
4. Ensuring all relevant information is accessible, displayed and read out.
5. Ensuring that the decision making process is transparent, participatory and, as far as possible, carried out in the presence of the affected persons.
6. Ensuring that all decisions, and their rationale, are made public as soon as they are made.
7. Ensuring that measurements, certification and inspection involves the affected people on a random and rotational basis.
8. Ensuring that there are regular (six monthly) public hearings (jan audit manch) where the scheme and the process of social auditing is publicly analysed.
9. Ensuring that the findings of social audits are immediately acted upon.
10. Also ensuring that these findings result in the required systemic changes.

### Summary

Balancing social responsibility with business performance is imperative in the early 21st-century business arena.

In the era of corporate social responsibility, where corporations are often expected not just to deliver value to consumers and shareholders but also to meet environmental and social standards deemed desirable by some vocal members of the general public, social audits can help companies create, improve and maintain a positive public relations image. Good public relations is the key because the way a company is perceived will usually have an impact on its bottom line. Social audit, being a formal review of a company's endeavors in social responsibility, it is becoming a popular tool to determine a company's social impact in the community.

The main reason for the push for social audit is the huge disconnect between what the people need, what the government thinks and what is actually done. Social Audit is an innovative mechanism that can create the enabling conditions for public accountability. In a welfare State, the government has total obligation for the well-being of the people. This is translated in practical terms into concern for the improvement of "quality of life" through improving state living, health and education, earning capacity, etc for the people. Hence Social audit is proposed as a supplement to conventional audit to help government departments/public agencies/NGOs for understanding and improving their performance as perceived by the stakeholders.

## Social Tourism – A Catalyst for Change

By Sh. Shyam Parande, General Secretary Sewa International

To start simplistically from the basic term, tourism helps to make stronger, healthier and happier families, which in turn contribute to a healthier, happier, caring society that benefits everyone. Hunziker, an economist, rejected the earlier view of tourism research as a subset solely of economics. Instead, he viewed tourism more as a cultural phenomenon.

Roughly expressed, "*Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.*" Apart from an economic perspective, he also examined its sociological impact. Hunziker did not want tourism to have a negative impact on the cultural values of either the destination or the tourist.

### Tourism as a social policy concern

*"For working people they (holidays) represent an essential break, and for those who live in stressful and isolated situations through old age, ill-health or family circumstances they are recognised as having important medical and social benefits...it is a reflection of our social policy that those who are most in need of the benefits that a holiday can bring are least able to take one."*

Which are the segments of community that fall prey to social exclusion, material deprivation – social and relational aspects of poverty??

- Families on low incomes
- Families living with a disabled member
- Single parent families
- Older people
- Children living in low income households
- Socially isolated people
- People with reduced mobility

The concept of social tourism has been implemented in different ways to suit national contexts. Not only the implementations, but also the justifications and goals of social tourism can differ greatly. The multi-faceted aspect of social tourism makes the phenomenon a difficult concept to define: with initiatives ranging from voucher schemes and government intervention to charitable holiday provision and social enterprise, what exactly is social tourism?

Dr. Hunziker proposed the following definition:

*"Social tourism is a type of tourism practiced by low income groups, and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services."*

He viewed tourism as adding value to society by increasing understanding of other cultures and thereby reducing xenophobia and isolationism.

Social tourism holds bouquet of benefits for both disadvantaged and socially excluded individuals and families:

- relief from stressful or mundane situations and a break from routine;
- mental health and well-being benefits;
- the encouragement of social interaction;
- the broadening of experience and widening of horizons;
- the development of independence and;
- the strengthening of family relationships

For these reasons, it is highly opined that governments should support and encourage social tourism. Hence there's need to engage government local bodies, voluntary organizations as well as corporate sector for promoting social tourism.

**Sewa International** aspires to do Sewa with Tana (Giving our time physically), Mana (Giving our time mentally), and Dhana (Giving our wealth through donation for positive Sewa Projects) Abiding by the motto “**NAR SEWA NARAYAN SEWA**” - “**Serving Humanity is Serving God**”, **Yuwa for Sewa** is a transformer in the lives of youth as in a change. Through its various YFS projects, it is making strong move towards social tourism by giving opportunity to young adults to contribute their time to a larger movement of serving humanity.

Let us read through the journals of a student who participated in such a program and continued to.

**Cathleen's impressions of 1<sup>st</sup> week-** “If I could wish one thing right now it would be that everyone in the world spoke the same language.”

“I want to talk to everyone. I want to ask the school kids questions, I want to talk to people who actually live in the Villages & slums.”

**2nd week-** “I want to know their personal stories, thoughts, experiences of change, hopes, life outlooks, religious views, everything. I want to be able to feel the emotion behind their words. It is impossible, and I hate it.”

**3rd week-** One thing that makes me sad about the US is our lack of family values – at least compared to India. As a 22 year old I obviously love the idea of not living with my parents because of the whole “freedom” that comes with it.

But then I think about my own parents who are divorced, each living by themselves, probably lonely but by now used to the loneliness (like I am here). In India family is undeniably the most

important thing in everyone's lives. In the US we say that it is, but we act the opposite.

**Last week-** But the thing I would NOT want to change about India is the hospitality of Indian people.

Everyone has been so generous and lots of people have been inviting me into their homes for lunch or dinner and talking to me about various aspects of India and the US, or about their professions.

It's very nice to have so many people teaching me so many things and trying to help me feel at home here.

A glimpse of above expressions strongly depicts that even a short stay of couple of weeks ushers in a great change

### Scope of Social Tourism in Indian Scenario

India has great potential with huge diversity giving an opportunity to experience & understand the social fabric. Creativity is the key to growth- there is enough scope to design & develop new ideas. There's huge opportunity for growth as people are prepared to spend for a change. Luxury is one part but connecting with communities and understanding is another.

The various aspects of Social Tourism can be explored like

- Volunteering
- Eco tourism
- Adventure tourism
- Heritage tourism
- Religious tourism
- Yoga & meditation exposure

Every kind of travel can be complemented by Social Tourism.

The prime **target groups** may be-

- Families
- Youth
- Schools
- All possible groups- domestic and international

## Summary

Putting in a single line, Social tourism refers to initiatives that aim to include groups into tourism that would otherwise be excluded from it.

Further it can be expressed as “the relationships and phenomena in the field of tourism resulting from participation in travel by economically weak or otherwise disadvantaged elements in society”

### Sustainable tourism is social tourism

In promoting access for groups for which going on holiday has progressively become more difficult, social tourism strengthens the tourism industry's revenue generation potential. Social tourism aids mobility and enables off-season tourism to be developed, particularly in regions where tourism is highly seasonal. Accordingly, social tourism encourages the creation of longer-lasting employment opportunities in the tourism sector, in line with the Lisbon Strategy, by making it possible to extend such jobs beyond the respective peak season.

- Social tourism is “a shaper of society”
- Social tourism is “a promoter of economic growth”
- Social tourism participates to the regional and local development
- Social tourism is a partner in global development programs

Therefore, social tourism can become a source of fighting poverty in areas with tourism potential by creating jobs, raising incomes, creating or enhancing all adjacent activities and development of the whole country through which launches applications, the various productive sectors through its multiplier effect.

Tourism must be an opportunity for all of us- a chance of knowledge and mutual discovery, a school of solidarity among locals and tourists. This industry involves in some way the notion of happiness to live and therefore is a chance for all paid by all social system. This participation could be only made possible or facilitated by a combination of policies, clear social measures and the commitment of social players.

## Together towards Shreshth Bharat – Relationship Building Beyond Funding

By Sh. Manoj Agarwal, Chairman, Great Value Group, Patron, ISRN

CSR is evolving in its meaning and practice continuously. If the term “Corporate Social Responsibility” is interpreted separately, it manifest that -

- (a) “*corporate*” means organized business;
- (b) “*social*” means anything dealing with the people and
- (c) “*responsibility*” means accountability between the two.

Hence combining the three, in totality CSR is represented by the contributions undertaken by the companies to society through its business activities and its social investment. The ideal definition of CSR given by World Business Council for Sustainable Development is –

*“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large”*

To put in simpler words, CSR is a company's sense of responsibility towards community and environment (both social and ecological) in which it operates.

Corporate Social Responsibility (CSR) is often expressed as corporate responsibility, corporate citizenship, social enterprise, sustainable development, corporate ethics, and in some cases, corporate governance. What binds these terms together is the expectation that corporate (private and public enterprises alike) behave ethically vis-à-vis a broad group of stakeholders - workers and their families, communities and the wider society.

For instance, companies can express their citizenship

1. Through their waste and pollution reduction process
2. By contributing social and educational program
3. By earning adequate returns on the employed resources

### CSR : A Historical Perspective

The concept of CSR in India is not new, the term may be. Philosophers like Kautilya preached and promoted the concept of helping the poor and disadvantaged while doing business. The idea was also supported by several religions like “Zakaat”, followed by Muslims, “Dhramada” by Hindus and “Daashaant” by Sikhs

Also in recent times, before Corporate Social Responsibility (CSR) found a place in corporate lexicon, it was already textured into many companies by setting up charitable foundations, health and educational institutions, and trusts for community development

### CSR: A Commonly Misunderstood Concept

- ♣ Myth # 1: Businesses invest the money, therefore they decide the modus operandi of the CSR initiative. Well this is not true. Stakeholders must be involved along with corporate from the onset in defining an initiative to make it successful.
- ♣ Myth # 2: Financial resources alone can meet CSR needs of an enterprise. Again not true. Adequate human resources is equally important for the CSR programs to be well defined and well accompanied.
- ♣ Myth # 3: CSR is interchangeable with corporate sponsorship, donation or other philanthropic activities. While this may have been relevant in mid-90s but the current thinking of CSR has moved beyond philanthropy to in-fact encompass all segments of business operations.

But now it is essentially high time for the modern business world to shed off these beliefs and with full conscience incorporate CSR into their company culture, firmly acting as one of the main pillars in this social transition. There is utmost need for organizations to be seen as “having roots in the community” and demonstrate long-term commitment to societal development.

### PYRAMID OF CSR



## Sustainable Networking & Stakeholder Partnership

As we approach 2015 target for the millennium development goal, it became essential for all stakeholders to contribute towards nation building. Nation Building needs to gain momentum to counter the rising chasm, between rich and poor, women & men, cultural heritage v/s religious extremism, population & pollution, stimulus v/s sensitivity, and address it in an ameliorative way. Nation Building is the confluence of intended & operational efforts & stimulus by various systems in the country & the citizens

### CSR: A Win-Win Situation for both Business and Community

#### Benefits to the Company

CSR is not only relevant because of a changing policy environment but also because of its ability to meet business objectives. Undertaking CSR initiatives and being socially responsible can have a host of benefits for companies such as the following:

- ♣ Enhanced brand image and reputation
- ♣ Lower operating cost and Increased Sales and Brand Loyalty
- ♣ More ability to attract and retain employees
- ♣ Access to capital and workforce diversity
- ♣ Greater Productivity and Quality.

These benefits are important and most companies that are engaged in CSR are revisiting their strategies and expanding their operations to reap enhanced benefits and contribute to inclusivity in growth.

#### Benefits to the Community

CSR pours in multiple advantages to the society right from funds to resources to skills and many more. So community should welcome these interventions with both hands and show participation enthusiastically paving the way for community development, with special focus on the genuinely needy segments.

- ♣ Strong and long term skill support
- ♣ Access to knowledge resource
- ♣ Enabled environment to support community and work for a long term without financial and human resource crunches

Hence, CSR is no longer seen as corporate social assistance or philanthropy, but as essential to a good business strategy, helping reduce investment risks and enhancing business profits by improving transparency and accountability. It is about working together - with government, with civil society, and with the community - to improve the lives of millions of people by making growth more inclusive.

### CSR: The Way Forward

CSR has become increasingly prominent in the Indian Corporate scenario. Organizations are expected to grow their business. With the growth of their business, organizations need to build trustworthy and sustainable relationships with the community at large.

- ♣ Corporate Social Responsibility is not a charity. A close reading of Gandhian works reveals that the Mahatma rejected charity as effective corporate responsibility. Rather than charity, the Gandhian concepts of trusteeship and sarvodaya were deemed to be more effective means of corporate responsibility.
- ♣ Corporate Social Responsibility is much more than just a financial support. Today CSR in India has gone beyond charity and donations and is approached in a more organized fashion. It has become an integral part of the corporate strategy.
- ♣ Corporate Social Responsibility is not a passing trend but a business imperative that many Indian companies are either beginning or are engaging with in one way or another.
- ♣ Corporate Citizenship: A new way to market CSR? Corporate citizenship, similar to CSR concept, is focusing on the membership of the corporation in the political, social and cultural community, with emphasis on enhancing social capital.
- ♣ Corporate citizenship embraces all the facets of corporate social responsibility, responsiveness and performance.
- ♣ While some of these initiatives may be labeled as corporate citizenship by some organizations, there basic message and purpose is the same.

### CSR: Sharper, Smarter and Focused

CSR has become a buzzword now. It is one of the most important global issues.

CSR is gradually becoming a part and parcel of the corporate strategy. Business enterprises are no longer expected to play their traditional role of mere profit making enterprises. The ever increasing role of civic society has started to put pressure on companies to act in an economically,

socially and environmentally sustainable way. CSR talks about responsibility across all stakeholders, in terms of the Triple Bottom Line - People, Planet and Profits.

The challenge for us is to apply fundamental business principles and this can be done by:

- ♣ Focusing on priorities
- ♣ Allocating finance for treating CSR as an investment from which returns are expected
- ♣ Optimizing available resources by ensuring that efforts are not duplicated and existing services are strengthened and supplemented
- ♣ Monitoring activities and liaising closely with implementation partners such as NGOs to ensure that initiatives really deliver the desired outcomes
- ♣ Reporting performance in an open and transparent way so that all can celebrate progress and identify areas for further action



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## e-Marketplace?

By Sh. Joy Bandekar, President- Corporate Affairs, Flipkart

### What is e-Marketplace?

With the advancement in the development of Electronic Commerce technologies, new types of intermediaries have been established. These new intermediaries are offering new value added services. This new way of doing business describes the e-marketplace, which represents one of the new business models developed in the late '90s. The e-marketplace is the result of using innovative technology in business processes.

An e-marketplace is a location on the Internet where companies can obtain or disseminate information, engage in transactions, or work together in some way. Most of the e-marketplaces provide two basic functions:

- 1) They allow companies to obtain new suppliers or buyers for company products, or
- 2) Develop streamlined trading networks that make negotiating, settlement, and delivery more efficient. Currently e-marketplaces exist in many different industries.

Flipkart is such a platform where MSME's, manufacturers or retailers sell directly to the buyers.

They do the billing under their brand name, offering them an opportunity not only to sell in their own village / city but across the country and directly to the buyer without stepping out of their workplace. It also supports automated accounting, cataloging, packaging, transporting, handling return of products, brand building and handling customer care.

The appeal of doing business on the Web is clear. By bringing together large numbers of buyers and sellers and by automating transactions, e-marketplaces expand the choices available to buyers, give sellers access to new customers (buyers), and reduce transaction costs for all participants.

### e-Marketplace benefits to the retail ecosystem in the following ways:

- Innovation: COD, 30-day free & easy returns, seamless delivery even in tier 3+ cities, expedited delivery at scale, wide high-quality selection and affordable pricing
- Access: MSMEs, women & rural entrepreneurs build own brand

- Ecosystem: Development of e-tailing services / adjacent industries, such as logistics, warehousing, packaging, cataloguing, payments, data analytics, IT
- Job creation & skills training:

### **Flipkart Karigar Ke Dwaar- Abhiyaan**

It is a Pan-India Abhiyaan, and not a CSR initiative

With a view to provide online marketing platform to handloom weavers to boost the handloom sector, empower the weavers and boost manufacturing in the country, Ministry of Textiles, through DC (Handlooms), has inked a Memorandum of Understanding (MoU) with Flipkart India Pvt. Ltd. Through this exclusive pact, Flipkart will provide weavers in India online marketing platform, infrastructural support in data analytics and customer acquisition to assist them get remunerative prices for their products and expand their business. The weavers will sell their products under their brand name and emerge as an entrepreneur selling his products directly to buyers across the country through the online platform.

Flipkart will also provide DATA analytics and market intelligence which will help the weavers focus only on producing better saleable product ranges. It will help them plan their production and inventory and scale up their business, thus significantly booting manufacturing in rural India and encourage entrepreneurship.

The partnership will connect the artisans directly to the buyer and the support from Flipkart in guiding, packaging, collecting and delivering to the buyer will encourage the artisans in rural India.

Flipkart's "ABHIYAAN Flipkart – KaarigarKeDwar" to connect the weavers to the buyers across the country will also help resuscitate various arts which are on the verge of extinction and change the face of rural India. This initiative will help rural weavers earn right remuneration for their products without even stepping out of their homes. Thus the children of these weavers will be encouraged to learn and continue the art and stay back in the rural areas instead of migrating to the urban areas for jobs, thereby continuing the rich tradition of Indian art.

The Director General – Employment & Training (DGET) will help scale the businesses of these small enterprises by supplementing their employee requirements and upgrading their skills.

The initiative 'FlipkartKaarigarkeDwaar' will identify a large number of prospective employees that

are required for the growing industry. Flipkart in consultation with DGET will develop specific training modules as well as train the trainers. The modules will be used to train the prospective employees needed by Flipkart or its Business Partners.

Flipkart and DGET will impart training towards introduction to e-marketplace, basics of selling, photography, cataloging, accounting and online payments, online merchandising, importance of online and social media marketing, use of data analytics, packaging, logistics, order and returns management, warehousing and handling customer communication.

After the successful completion of training program and due assessment, this skilled manpower will be awarded a certificate from the Ministry of Labour, Government of India and be employed by Flipkart or its Business Partners.

#### **National Institute of Fashion technology ( NIFT ) :**

Students from 2nd year will get market intelligence, allocate to clusters in batches, will initiate designs. Segregation of designers:

- ♣ Good designers will have private labels
- ♣ Some will do trading
- ♣ Some will take up a job
- ♣ Rest will take up academics or do research

Students will have clarity of thought by the time they pass out. Hence, with this approach, on one hand we will get ready technology-driven workforce having practical vision and on the other hand age old traditional art and craft would be preserved being economically sustainable.

#### **flipkart.com today**

We have 26 million registered users; 60 lacs page visits per day; we ship over 50 lacs shipments from thousands of MSME's every month across the country.

Its enhanced offerings and support include Cost effective customer acquisition, Direct sourcing from weavers / MSME's, Infra support to seller, flipkart photo studio network, packaging solution, self support and self serve.

## Conclusion

In a nutshell, the e-marketplace is a virtual marketplace where buyers and suppliers meet to exchange information about product and service offers, and to negotiate and carry out business transactions

Furthermore, in the age of the Internet and with the emergence of new information and communication technologies, the e-marketplace is a Web-based information system, where multiple suppliers and multiple buyers can undertake business transactions via the Internet

The e-marketplaces are new business models that are developing and changing very rapidly. Therefore, it is important that the business environment encourages organizations to use such models to gain a competitive advantage in the global market. Governments need to play a key role in such activities.

***“We want to change the paradigm of growth by partnering with the government to be an enabler of responsible, sustainable and inclusive growth in rural and urban India. Training is recognized as an important tool for developing the online capabilities of MSMEs.”***

With these words of MekinMaheshwari, Chief People Officer, Flipkartit is well affirmed that Flipkart has made a strong move towards nation building and with its responsible participation in the social development process will enhance efficacy and sustainability.

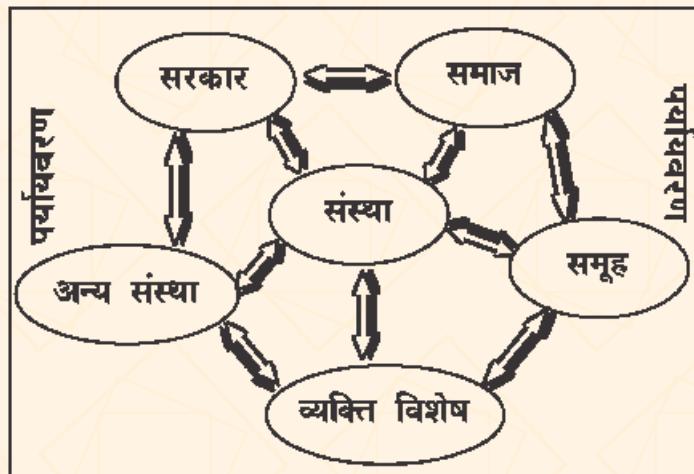
***The objective of this movement is to create an enabling ecosystem that will help grow ancillary industries in rural areas to grow the rural economy, rural employment and reduce migration of rural population to urban areas.***

## वर्तमान सामाजिक परिपेक्ष्य में CSR की भूमिका

संजय चतुर्वेदी, MD, Divine International Foundation, Co-convenor, ISRN

**Corporate Social Responsibility (CSR)** पिछले कुछ दशकों से किसी न किसी माध्यन से चर्चा का विषय रहा है। समय के साथ-साथ आज प्रत्येक परिदृश्य में CSR की भूमिका बढ़ती जा रही है। CSR (Corporate Social Responsibility) व्यापार जगत का मानवीय चेहरा है। व्यापार जगत जिसका मूल सदैव लाभ से जुड़ा होता है। उसी व्यापार जगत में जब नैतिक मूल जुड़ कर किसी भी प्रकार से मानव व उससे जुड़े पर्यावरण में लाभ प्रदान करने की जिम्मेदारी उठाते हैं तो यह अवधारणा CSR अर्थात Corporate Social Responsibility अर्थात व्यापार जगत की समाज के प्रति उत्तरदायित्व (जिम्मेदारी) कहलाता है।

हर व्यापार जगत का एक नैतिक कर्तव्य होता है और मानव समाज में कार्य करने वाली प्रत्येक संस्था की जवाबदेही तथ्य होती है।



यदि हम इस चक्र को समझें तो इससे पूर्णतया स्पष्ट है कि संस्था किसी न किसी रूप में समाज, सरकार, समाज में रहने वाले अन्य समूहों, व्यक्ति विशेष एवं अन्य संस्था से प्रत्यक्ष व अप्रत्यक्ष रूप से जुड़ी हुई होती है। इन सबके साथ-साथ संस्था का उत्तरदायित्व उस पर्यावरण के प्रति भी होता है जिसमें संसाधनों का प्रयोग संस्था अपने निजी लाभ के लिये करती है।

वर्तमान समय में यदि हम भारत देश में देखें तो विविध क्षेत्र हैं जिसमें CSR अपनी भूमिका को निभाते हुये विकास में देश को सहयोग दे सकता है। कृषि उत्पादन, खाद्य सुरक्षा, समान वितरण, शिक्षा, मानव तस्करी, बाल मजदूरी, भिक्षाटन, शारीरिक व मानसिक रूप से भिन्न व्यक्ति, स्त्री एवं बच्चों से जुड़े मुद्दे, वृद्ध व्यक्ति समूह, स्वास्थ्य, संचार, कानूनी चेतना, रोजगार एवं स्वरोजगार आदि ऐसे विभिन्न क्षेत्र हैं जिसमें Corporate World निरन्तर कार्य कर रहा है और अन्य भागीदारी की भी आवश्यकता है।

CSR को कानून के अन्तर्गत लाने के पश्चात् इन सामाजिक एवं पर्यायवरणीय मुद्दों में व्यापार जगत ने अपनी जिम्मेदारी को समझते हुये अपना योगदान दे रहा है। प्रत्येक Corporate समाज में स्थिर प्रगति (Sustainable Development) के पक्ष में सराहनीय पथल कर रहा है।

CSR अपनी भूमिका को निम्न तीन महत्वपूर्ण माध्यमों से सुनिश्चित कर सकता है।

Sustainability (स्थिरता)

Accountability (उत्तरदायित्व)

Transparency (पारदर्शिता)

**Corporate Social Responsibility** का प्रयोग व्यापार जगत ने समाज में स्थिर विकास के लिये किया है और जब कोई भी Corporate संस्था Sustainability, Accountability व transparency के साथ अपने दायित्व को समाज के प्रति निभाती है तो वह अपने दायित्वों के साथ शत-प्रतिशत न्याय करती है। CSR द्वारा संचालित कार्यक्रमों को सरकार व समाज की भागीदारी द्वारा ही प्रभावपूर्ण तरीके से सम्पन्न करवाया जा सकता है। इसके लिये सरकार को भी अपने जिम्मेदारियों व दायित्वों को भली प्रकार से निभाना होगा। और समाज के भागीदारी को सरकार एवं व्यापार जगत के सम्मिलित प्रयांस के द्वारा ही सुनिश्चित किया जा सकता है। जब भी विकास के विषय में कार्य करना होता है तो सबकी सम्मिलित भागीदारी अनिवार्य हो जाती है।

बर्तमान समय में हमारा देश विकास के लिये निस्तर कार्यरत् है और देश के प्रधानमंत्री ने भी आज CSR की भूमिका को समझा है और उन्होंने व्यापार जगत को आगे आ कर अपने दायित्वों को निभाने का आग्रह भी किया है। CSR अपनी भूमिका को लोगों तथा अन्य संस्थाओं की भागीदारी को सुनिश्चित करके और भी भली भाँति से निभा सकता है।

संस्थाओं (Corporate world) को नैतिक दायित्व के प्रति जागरूक रहना चाहिए, उन्हें सावधानीपूर्वक विकास के विभिन्न कार्यों व प्रारूपों का चयन करना चाहिए एवं CSR के FUND के सभी दिशा में वहन को भी सुनिश्चित करना चाहिए।

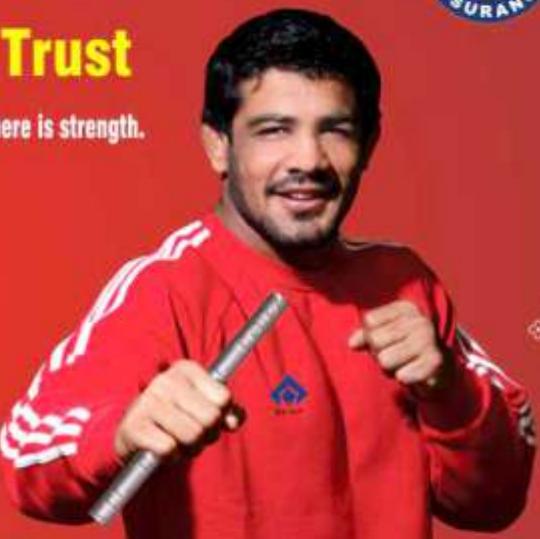
अपने देश तथा देशवासियों के विकास के लिये उत्सुकता पूर्वक कार्य करना एक दैवीय उपलब्धि है किसी भी Corporate के लिये। अपने कार्य में अपने लाभ के साथ-साथ देश के उस वर्ग के लिये लाभ को प्रावधान करना जो आज भी किसी कारण वश पीछे छूट गये है, Corporate world के लिये अन्य किसी भी लाभ से बहुत ज्यादा महत्वपूर्ण है। CSR व्यापार जगत का मानवीय चेहरा है जिसका उद्देश्य मानव व उससे जुड़े अन्य पहलुओं के लिए विकास करना है। अतः आज यह सरकार व हम सबकी नैतिक जिम्मेदारी है CSR की उपस्थिति को न केवल स्वीकारा जाये अपितु इनका सम्मान भी करके अन्य Corporate का उत्साह बर्धन किया जाये, जो आज भी अपनी इस जिम्मेदारी को निभाने में पीछे रह गये हैं।

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## CSR for Shreshtha Bharat

**Sh. Parul Soni, Executive Director & Practice Leader, Ernst & young**

The Indian economy is characterized by a business mind set which views philanthropy under a positive light. Since generations, successful business houses and entrepreneurs have contributed towards their social responsibilities by spending on building schools, colleges, places of worship, donations to charities etc. However, most of these activities were largely unstructured, unplanned, driven by the personal ideologies of the promoters, and un-related with the business. The philanthropic approach evolved over the years and the corporates started adopting a formal and systematic approach towards CSR. The global trend of formally reporting CSR and unsustainable practices of the companies also influenced the India scenario. However, by making CSR mandatory for all the companies in India through the Section 135 of the Companies Act 2013, the Ministry of Corporate Affairs (MCA) has speeded the process of formalization of the CSR activities.

Notification of the Section 135, Companies Act 2013 (The Act) will change the way companies act, behave and work in this country. It is estimated that around 16,000 companies will collectively spend Rs. 20,000 crores on CSR activities<sup>1</sup>. A large amount of funding will be channelled for the most under-developed and underserved section of the society, deprived of basic human necessities.

To be able to make any sustainable difference in the society and/or make an effective impact, the corporate sector will have to shift from philanthropic and unstructured CSR to planned, strategic and sustainable CSR. Formal and mandatory guidelines on CSR from the MCA will definitely go a long way in bringing about this change. The new Act will nudge the corporate sector to bring a certain shift in attitude towards its CSR activities. The corporate sector will have to plan about the impact that they are creating through a structured CSR strategy which is executed by a professional and experienced team. Otherwise there are chances of misuse or wastage of precious resources, time and effort. Further, since strategic CSR is driven by the business, the social impact created is more sustainable and increases as the business grows.

A company may have a CSR strategy but that may not always lead to effective and efficient implementation of the CSR programme. Strategic and sustainable CSR basically means that social impact is a direct by-product of the business and not an independent activity. It goes beyond generic financial contribution and leverages upon the core assets and activities of the business itself. Each activity of the business is designed to minimize its carbon imprint and create maximum value for the society and itself. The management of the company does not need to 'set

<sup>1</sup> [http://articles.economictimes.indiatimes.com/2014-03-31/news/48735569\\_1\\_csr-work-csr-projects-new-companies-act](http://articles.economictimes.indiatimes.com/2014-03-31/news/48735569_1_csr-work-csr-projects-new-companies-act)

aside' a budget for CSR activities. The guiding principle of CSR changes from chequebook philosophy to integrating CSR with the strategic goals of business itself in order to create high impact.

In order to make the CSR effective, it is very important to measure the tangible and the intangible benefits that accumulate to the intended beneficiaries. An objective approach to measuring the impact of the CSR activities is to determine the economy, efficiency and effectiveness with which they are delivering this impact.

Currently, the Act does not make it mandatory for the companies to assess the impact that they are creating in the society / community. But we feel that for effective implementation of the CSR programme, impact assessment at equal intervals is an important prerequisite. For companies who want to make their mark in the industry as socially responsible companies, it is only rational to plan their CSR strategies such that they are able to quantify the delta change they have been able bring in the society. This will also be useful while communicating with the stakeholders.



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## CSR Tourism

By **Shri Santosh Gupta, CEO, ISRN**

Tourism- a set of activities aimed at attracting visitors to a geographical area, receiving these visitors and satisfying their demands – i.e a particularly complex industry. It comprises residential activities (hotel, apartments, camp sites, second homes); transportation (by air, sea and overland); services in the place of origin (tour operators, travel agencies, information services); and services at the destination (accommodation, foodservices, sports, leisure, culture, banking, healthcare, security).

Putting forth, as economic phenomenon, it encompasses all the investment, production, distribution and consumption activities undertaken in the process of attracting, receiving and satisfying visitors' demand. Its economic impact is undeniable in terms of the volume of revenues it generates and the pull effect it exerts on other industries. Above all, it is a human and social activity having both global and local impact.

### **Significance of tourism**

Tourism is an important, even vital, source of income for many countries. It has been well recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The worldwide tourism industry currently accounts for 760 million people and accounts for roughly a tenth of global employment and capital formation. In most countries, especially low income countries, tourism is seen as a viable option for economic growth, but current unsustainable tourism practices can impact the health and well-being of the environment and community as well as tourism itself.

### **Tourism- the Indian Industry Scenario**

Travel and tourism is one of the largest service industry in India.

- According to Economic Survey, every 1 million spent on tourism creates 47.5 jobs directly and 85-90 jobs indirectly.

- Foreign Tourist Arrivals during 2012 were 6.65 million with a growth of 5.4%
- During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77,591 to Rs.94,487 crore when compared to 2011.

### What is the idea behind CSR Tourism?

- Is there a need of covering tourism in CSR?
- If YES, what sectors of tourism can be covered?
- Is there a need of open corporate partnership in tourism in CSR?

Conservation is a way of planning designed to conserve historic buildings, areas and monuments in an effort to connect a place's historical background to its population and primarily its culture. These conservation initiatives follow a worldwide trend, which acknowledges that nature and culture based conservation cannot be undertaken without the participation of local communities. Although volunteers continue to play a large role in historic preservation activities, the field yet needs to have an increased level of professionalization.

Today, Corporate Social Responsibility has become a global concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. But generally while charting out the CSR projects, issues like poverty, education and health are placed on prime lists by the corporate world. However, we have an equal provision in section VII of Companies Bill 2013 for taking tourism as one of the CSR activities. CSR funds can be rightly engaged in this subject as it is truly covered as CSR activity. Therefore, I wish to turn the spotlight on this dimension of CSR.

CSR tourism concept talks about the new dimensions – where and how CSR can boost the tourism? CSR tourism carries within an idea of – promotion and preservation of existing historical sites, promotion of our culture and heritage in form of cultural practices, artisans, traditional arts and other local heritages and showcasing the blend of rural culture, values and traditional taste with integration of current requirement and technology through which village can be transformed into a tourist destination.

### Scope for CSR in Tourism Business

- Conservation of monuments, biodiversity and cultural practices

- Responsible use of natural and cultural resources
- Minimization of pollution and waste
- Fair use of local products and services
- Involvement and cooperation with local communities so as to improve the quality of life of local people.

***"It has been said that, at its best, preservation engages the past in a conversation with the present over a mutual concern for the future."***

-- William J. Murtagh

Sustainable tourism was first seen mainly from an environmental perspective and has only recently incorporated social and community aspects. Today, it is commonly recognised that sustainable tourism is more than just environmental conservation of a natural area, but that is must also address the quality of life of those visiting it and those being visited. Down the learning lane, its quite evident that the development and promotion of culture, heritage and the arts as tourism attraction could in addition enhance a wide range of tourism products in the country, contribute towards optimizing the economic benefits of tourism to the local population. This approach is indeed consistent with community-based tourism development strategy.

Enumerating the above fact, it is worth to pen a few examples in this context.

### **Bungalow Beach and Kombo Beach, the Gambia**

At Kotu Beach in The Gambia, staff at the Bungalow Beach and Kombo Beach hotels have helped to make a big difference to the earnings of local people and create a more relaxed environment for their guests. Until recently guests at the hotels were constantly approached on the beach by various local vendors offering them goods such as fruit and fruit juices. The hotel guests so disliked being harassed they were discouraged from using the beach and both the hotels and tour operators viewed it as a major issue. In an innovative project completed in 2002, the juice pressers, fruit sellers and the craft sellers in the local market worked with the local hoteliers to understand and find ways to overcome the problem. . It used a multi-stakeholder approach to bring together the informal guides, fruit sellers, juice pressers and craft sellers with the tour operators and hoteliers to discuss how things could be improved. The juice pressers and fruit sellers were keen to reduce the level of hassle on the beach. Each adopted codes of conduct which they now enforce as a group. The hotels also assist the women's' marketing efforts by putting up 'What's On' boards in the hotels to advertise the stall. The

women have higher earnings and the hotel guests can use the beach again without being disturbed. Incomes at the craft market increased threefold between the two seasons – the tourists spend more when they are not pestered in the market and some new products and better merchandising have also helped.

### **Banyan Tree Resorts and indigenous artisans**

A number of rural communities in Asia have been engaged to make cushions and tapestries for the guestrooms of Banyan Tree resorts. These initiatives complement ongoing efforts by Banyan Tree Gallery to showcase cottage crafts and the work of indigenous artisans at its lifestyle galleries, as well as the Museum Shops, a collection of outlets in Singapore museums from which visitors can purchase a piece of ancient Asian art recreated as contemporary ornaments, accessories and stationery. This arrangement has the two-fold benefit of keeping traditional arts and crafts alive while providing Asian communities with a means of earning a living.

### **Prospective Intervention by Corporates**

India is a rich country because of its heritage, culture and traditional practices. Over the past few years, it is losing traditional and cultural practice. Data says that only 10% of tourists who come to India visit monumental places. Reasons attributed to this are unhygienic conditions, behavior of local community, lack of basic amenities.

Corporates could also promote a number of conservation initiatives concerning the heritage sites, which are attempting to conserve historical resources whilst linking them to development of cultural tourism, as part of their corporate social responsibility.

### **Areas for intervention**

- Promotion of Traditional Practices, skills through integration of technology advancements.
- Promotion & Preservation of Historical Sites
- Promotion of Culture & Arts

### **Promotion and Preservation of Historical Monuments**

Preservation of historic buildings and monuments plays a vital role in the growth of our civilization.

Preservation is the means of keeping an historic building a close as possible to its original state by means of continued repair and maintenance

Historic Preservation is about saving and sustaining Historical places. The vitality of Restoration of Historical monuments lies in the fact that if lost, the future generation will never get to know their significance. Heritage has always been the most intrinsic facet of the Indian Tourism, thus arises a need to focus on promoting Safe and Sustainable tourism. Restoration of Historical Monuments after natural calamities also becomes crucial. Like in recent example of J & K floods, Kedarnath floods, there had been numerous small historically and culturally significant destinations, monuments which were affected by flood. CSR can play active role in restoration and promotion of these sites again.

### Promotion of Culture

India has a huge treasure of cultural heritage in forms of handicrafts, and other art works which are still being practiced and preserved by few rural and local communities. CSR can play very active role in promotion of such cultural values by skill upgradation, marketing support etc. This will not only motivate people engaged in it to continue but also will be able to attract youth to pursue the same traditional arts. This will also help in tackling the issue of rural migration which results from unemployment.

### Promotion of Traditional Practices through Integration of Technological Advancement

Demonstrative/Model based Approach: Showcasing the blend of rural culture, values and traditional taste with integration of technology through which village can be transformed into a tourist destination. Like Charanka village of Gujarat and Dharnai village of Bihar are completely solar powered village; these can be promoted or listed down on tourism website as tourist destination to showcase modern and empowered rural India. This concept will not only help in extending Indian culture but also would be abode for knowledge exchange and learning in many ways for tourists.

### HOW CORPORATES CAN HELP?

To the tourists our culture and arts are rich and exotic and business houses, within their CSR mandate, should therefore take advantage and utilize and fully exploit them for the purpose of tourism promotion in turn supporting for the cause of community development.. It is a fact that cultural identity sells. Much can be done by corporates to create a cultural identity through adaptive use of our traditional artefacts and handicrafts. It is envisaged that the exposure of these assets to the

tourism market would lead to an upsurge of creativity and innovation, skills development and local entrepreneurship.

Creation of jobs, improvement of general living standards by developing infrastructure e.g. roads, telephone water, power, etc in the respective areas can be done, thus the level of unemployment can be reduced and poverty be alleviated. Following are some of the ways suggesting how corporates can contribute in CSR tourism:

- ❖ Model based approaches for promotion of culture
- ❖ Traditional Practices Commercialization
- ❖ Sustaining the Environment
- ❖ Self Reliance of Tribal & Ethnic Communities.
- ❖ Motivation to Artisans to continue the art and craft practices
- ❖ Attraction of young artisans to continue the art form.
- ❖ Generation of Employment
- ❖ Advanced Skill Development Program

### **Summary**

As India rides the wave of economic boom and commercial success, corporate social responsibility is presenting itself both as an opportunity and an important requirement for corporate to be engaged in. This will help businesses in their brand building and also contribute towards faster and more balanced growth of our society.

Tourism is a service sector sustained by encounters between human beings. Thus CSR projects in tourism has great potential if seriously taken: Only a healthy environment and local hosts who are convinced of their work will be successful service providers, leaving satisfied customers and empowered community both at a time.

Sustainable tourism development is about making all tourism more compatible with the needs and resources of a destination area, i.e. meeting the needs of the local community in terms of improving their social lifestyles whilst not compromising the natural baseline on which they depend. It is necessary to justify the cultural heritage products and arts in terms of their economic impact, their

ability to generate income and to create jobs, as well as their capacity to contribute to social reconstruction and development.

Successful CSR implementation calls for a “people-centred” approach by which the voices of local people are being heard when making decision about the scale and type of development. Community participation is of course at the heart of this approach that aims to disperse economic benefits of tourism to the marginalized rural communities. On the other way, this will also enhance local community esteem and provide the opportunity for greater understanding and communication between people of diverse backgrounds.

To tie this all up, it can be concluded that CSR tourism with its revolutionary dimension can serve as win –win proposition for both tourism sector and the community, propelling together towards the nation development.

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# National Seminar on CSR- Building Relationships Beyond Funding

July, 11-12, 2014, Bangalore



# **KASHYAPI**

## Infrastructure & Housing

# CSR Initiatives by Corporate/PSUs/NGOs

## CSR initiative by ONGC

ONGC has always endeavoured to put best foot forward to create and sustain an environment conducive to India's growth by playing a dominant proactive role in India's development process and envisaging a harmonious society in which the entire population enjoys a better quality of life.

ONGC have a long and cherished tradition of commendable initiatives, institutionalized programmes and practices of Corporate Social Responsibility which have played laudable role in the development of several under developed regions of the country. The vision of sustainable growth drives both business decisions as well as our Corporate Social Responsibility works. Seeking to herald a business paradigm, it has been engaging shareholders and other stakeholders and collaborating with them to more effectively manage potential risks and built credibility and trust in society at large.

Corporate Social Responsibility in ONGC is not only commitment towards integration of social, environmental and economic considerations into decision making structures and processes of business but also enthusing innovation to find creative and value added solutions to the societal and environmental challenges. Corporate Social Responsibilities emerge from organizational foundation spirit in pursuit of sustained growth and is therefore a strategically vital corporate activity. The organization aims to fulfill its Corporate Social Responsibility through understanding the needs of the community in its operational areas and the backward districts through quality collaborative partnership and necessary alignment with Government, Civil Society and other likeminded stakeholders' initiatives.

A well defined set of objectives, clearly delineated beneficiaries, strategy and project activities characterize these social projects. The projects are designed to yield discernible, long-term, sustainable benefits for the communities in question. Through community driven developments, we foster a symbiotic relationship with our stakeholders across communities to create more employment opportunities to realize our strategic objective of growing responsibility while bettering the livelihoods of people all the way down our value chain.

ONGC has ventured in several focus areas of development under CSR which are highlighted below:

### Healthcare



ONGC has worked meticulously for provision of better, accessible and affordable healthcare facilities and they have also established many state-of-the-art facilities centre and laboratories in several areas of India which has helped in giving better outcomes in health, quality of life. ONGC supported Assam

Medical College to set up a catheterization laboratory and facility for open heart surgeries as their CSR Initiative. In village Lakhimpur-Khetri, Uttar Pradesh, a 26 bedded Community Hospital was established by ONGC in association with Opex as their operating partner. This hospital will cater to the needs of local population in primary and secondary healthcare at affordable prices. ONGC has given financial support of Rs. 15 crore to King George Hospital, Vizag to develop infrastructure and manpower to provide services to poor patients and strengthen the Oncology department.

ONGC has also funded several other government hospitals to develop infrastructure for blood banks, general surgery departments. They launched project ONGC Mission Ujala where 50,000 government school children were screened for refractive errors or any other eye disorders for National Blindness Control Program of Government of India. They also provided free spectacles and medicines to 3000 children detected with refractive errors.

## **Education**

ONGC has been involved in the area of Education to enroll maximum number of children for primary education in various part of our country. A CSR initiative The Akshaya Patra Foundation set up a fully automated mechanized kitchen which provides mid-day meals to about 2 lakh students of government school. This will help in improving the nutritional status of the students and will also attract and retain the students in school to complete their primary education. As their CSR Initiative, they have established English medium residential school in Bihar, a community school in Sitapur, Uttar Pradesh and has given support to Shirdi Sai Baba Temple Society to establish a school in Mahoba, Uttar Pradesh which will provide free education with food, clothing, studying material and healthcare facilities to under-privileged children.



## **Projects for Differently-Abled**

In collaboration with Artificial Limbs Manufacturing Corporation of India, ONGC as their CSR initiative catered to the need of orthopedic, hearing and visually challenged people by providing them with suitable aids and appliances. They have extended their hands in support to establish a vocational rehabilitation centre for autistic children in New Delhi.



## **Self Help and Livelihood Generation Scheme**

ONGC has initiated several skill development projects as their CSR initiative in collaboration with National Skill Development Corporation, Shrimad Dayanand Vedarsh Mahavidyalaya Trust, New Delhi, Apparel Training & Design Centre, Gurgaon and Society for Bharat Ratna Sir M Visvesvaraya National Training Facility for Skills for All (BMV NTFSA). With several projects, they aim to work for inclusive growth of society by creating means of livelihoods and empower people.

### **Development of Backward Districts**

The sustainable development project is being implemented in Jaisalmer, a backward district in Rajasthan. Project involves setting up of 49 Wind Turbine Generators each of capacity of 2.1 MW with total capacity of 102.9 MW in association with M/S Suzlon Energy Ltd. ONGC contribution towards the project is Rs 562 Crores. Till now 22 no. of WTG have been installed.

ONGC has been diligently working in societal development through CSR initiative for past many years and has successfully completed numerous projects which have resulted in positive outcomes and improved countless lives in rural and urban areas of the country.

## CSR initiative by NSIC

### (Supporting Healthy Ageing)



Corporation has always been conscious of discharging its duties & responsibilities towards the society. It has taken up various CSR initiatives for benefit of the weaker sections of society and elderly population.

National Small Industries Corporation Ltd. (NSIC) under its CSR initiative supported six general health camps organized by HelpAge India. The camps were

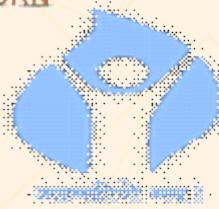
held at various locations in Delhi. NSIC supported the camps through provision of Mobile Medical units and bearing the costs of medicines and laboratory tests. The medicines were distributed free of cost to the patients at the camp and the tests were also conducted without any charges with consultancy on necessary possible interventions and referrals to specialists.

With improving healthcare facilities, life expectancy of people has increased, thus, increasing the geriatric population which is putting a grave burden on the existent healthcare resources. Also, the population of elderly who are living in urban slum areas has also increased as their children render them homeless without catering to their needs.

Hence, there is a need to take prompt action to overcome this issue and NSIC has worked to provide for healthcare needs of elderly through Mobile Medical units giving free consultancy and medicines. Their efforts have impacted many lives. Many people shared their experience, few of which are:



Smt. Roop Rani, a 56 year old widower with an average financial status suffering from Rheumatic Heart Disease which is a fatal condition. The cure of this disease is an expensive surgery or an alternative is medicines which are staggeringly high priced. This situation rendered her with no option and the required medicines were also not available with helpage India. The NSIC supported initiative funds her medicines and medical check-ups and she is living a better life now. Another story is of Paravi who is a differently abled woman in her mid sixties living in a care home, Shanti bhawan. Due to her medical condition she requires regular health check-ups and medicines. NSIC initiative supports her through provision of basic needs which is keeping her healthy and hearty.



## राष्ट्र मंडल प्रबोधनी Rashtra Mandal Prabodhini



The Prabodhini is an academy for the training and orientation of socio-political activists and a centre for overall public-awakening activities and research projects. It was established in 1982 as a unique Training and Research Academy, primarily aimed at enhancing the capabilities of voluntary activists and elected representatives of the people. However, over the years it has blossomed into a multi-dimensional institute. Apart from training elected representatives, activists, civil servants and journalists, RMP also provides conference and accommodation facilities to corporate houses.

### Activities at Prabodhni :

- Training camps, workshops, guidance camps.
- Intellectual activity: Discussions, Seminars, Lecture Series, Study Circles, Book Publishing.
- Research and Survey Projects.

### Year 2013-14 at Prabodhni

Programme	No. of Programs	No. of Participants
Training	34	1598
Public Awareness	14	787
Special Programmes	4	329
Research	1	
Book Publication	2	300
Others	11	639
<b>Total</b>	<b>66</b>	<b>3653</b>

### Various Dimensions:

1. Centre for Reference, Information and Documentation (CRID):- (1990 ) A fortnightly service that provides clippings from national and international newspapers, periodicals and Journals on 35 chosen subjects.

2. Dr. Babasaheb Ambedkar Library: -(1993) -Has about 14,030 books, 2998 reference monographs, 706 audio tapes on social and political issues, 227 visual tapes and 414 CDs.
3. Centre for Development, Planning and Research (CDPR), Pune: - (2000) -Provides surveys on financial and social issues on professional basis.
4. Centre for Human Rights Studies and Awareness (CHRSA): - (2002) -A platform to study and act with a holistic approach towards Human Rights issues .
5. RMP-International(International Wing): -(2002) -A platform that promotes friendship between countries through cultural exchange.
6. Vilasrao Salunkhe Chair – (2003)A platform for the study of and training on issues of water and other natural resources and their management
7. Centre for Institution-Building and Leadership-Studies (CIBLS): -(2008) -A series of activities for institutions on how to run a smooth organisation and implement a scientifically worked out organizational structure.
8. Centre for Leadership Development (CLD), New Delhi – (2010) -A centre to impart leadership skills to all those in professional leadership roles. Activities during the year 2013-14

## Differentiated Bank: will it seep through to the difference? (JEEVIKA) CARITAS, India

Madhya Pradesh is the state in central India and is the second largest state in the country by area. With over 75 million inhabitants, it is the sixth largest state in India by population. The state is home to a large tribal population, which has been largely cut-off from the mainstream development. This makes MP one of the least developed states in India, with an HDI value of 0.375 (2011), which is below the national average. The population of Madhya Pradesh is a medley of a number of ethnic groups and tribes, castes and communities, including the indigenous tribes and relatively more recent migrants from other states. The scheduled castes and the scheduled tribes constitute a significant portion of the population of the State. According to the 2001 census, the population of the tribes in Madhya Pradesh was 12.2.33 million, constituting 20.27% of the total population. Dhar & Jhabua districts have more than 50 percent tribal population (source: Census 2011).

**1. The JEEVIKA project:** JEEVIKA is a 'result based', community owned and community managed project to address the issues of distress migration, food security and sustainable livelihood options through sustaining agriculture, promoting livestock, developing skills of youth and ensuring and securing entitlements of the deprived community (mainly SC/ST/OBC) in 104 villages of seven (6 tribal districts) districts (Umariya, Shivpuri, Jhabua, Indore-Dhar, Khandwa, Shehore, & Ujjain) of Madhya Pradesh. The project aims to bring changes in the practices and thought process of the community and system changes in the form of proper functioning of government institutions/structures for development community and the context. The project would be directly facilitating around 8592 BPL (Below Poverty Line) families. The project targets around 48% of SC & ST women would be able to bring a bigger out change in the status and the role of women 'from and in' governance to income generation. In the region, where agriculture is highly influenced by the synthetic fertilisers (around 100% % of cultivation is synthetic fertiliser based cultivation) and input cost in the agriculture is about 75% of the total benefit from the agriculture, JEEVIKA would be the first project to address the issue of sustainable agriculture with small and marginalised farmers with an average land holding of 3-4 bigha and the input cost would be reduced and profit for the farmers would be visualised in both increase in production and decrease in input cost. In terms of securing and ensuring entitlements JEEVIKA would accentuate on MGNREGA, FRA (Forest Right Act) and other social security schemes provided by the government. The deliverance of the project would be through Community Based and Community Managed Organisations, (CBMOs) and other stake holders as Krishi Vigyan Kendra (KVK), NABARD and Panchayats, NABARD, KVK and PRI would be the official partner of JEEVIKA project. The project uniqueness is it has its own web page which would be updated on daily basis about happenings of project field and would strengthen the visibility of project, partner organisation and Caritas India and also would establish transparent system of project operation.

**2. Process of developing JEEVIKA project:** Project formulation has been initiated based on the concept of taking learning's and good result from tow innovative projects LIFE project (Rajasthan) and HARIT PRAYAS project (Bundelkhand region) and considering to bring out the similar changes with different community in different project villages in Madhya Pradesh. Uniqueness of JEEVIKA is that it has developed with the support of community and project partner team and is based on 100% base line survey data analysis. The project has initiated with clarifying the concept and initiating recruitment process to hire quality staff at dioceses level to coordinate the project. In the recruitment process caritas India has given technical as well as hand holding support and finally 42 qualified staff have been recruited for the project before its initiation. The entire baseline in 104 village's survey has been done by the newly appointed project staff. In the entire process of developing this proposal following are the key steps involved in it:

<sup>1</sup>JEEVIKA is a Hindi word meaning livelihood. The word has its origin from Hindi literature. In the project the name JEEVIKA has been given by the project partners.

<sup>2</sup>Source: Based on baseline survey of JEEVIKA project

<sup>3</sup>Source: based on the baseline survey of JEEVIKA project (in 104 villages)

process to hire quality staff at dioceses level to coordinate the project. In the recruitment process caritas India has given technical as well as hand holding support and finally 42 qualified staff have been recruited for the project before its initiation. The entire baseline in 104 village's survey has been done by the newly appointed project staff. In the entire process of developing this proposal following are the key steps involved in it:

**Step 1:** Recruitment of staff and Initial identification of the project area

**Step 2:** Proposed the project area through situation analysis

**Step 3:** Training on Baseline to the JEEVIKA project partners

**Step 4:** Understand the project area-through 100% BASE LINE survey by project team (in 15 days 104 villages 100% baseline survey have been completed)

**Step 5:** Analysing the findings of baseline survey with project partner team and a hired consultant

**Step 6:** Setting up the targets and frame out the results

**Step 7:** Field based budgeting: This unique concept of budgeting is being introduced where actual ground level budgeting has been done and focus has been given on capacity building of project team and dioceses and less focus on refreshment based trainings. Also each and every item included to accomplish the activity has been separately budgeted, for e.g. training on Forest Right Act-budget is, banner-XYZ, 20 participants food-XYZper participant, resource person travel: XYZ, resource person fee: XYZ, resource person stay:XYZ

**Step 8:** Work with Project partner team in finalising the document

JEEVIKA project has also received technical support from Caritas Spain in designing its web page and its logo. JEEVIKA has its logo which has been designed with support from Caritas Spain.

### 3. Project Area

The project is being implemented in 104 villages of 11 blocks of 7 districts of Madhya Pradesh. The number of villages are as:- 15 geographically contiguous tribal villages of Thandla block (Jhabua district) , 15 tribal villages of Pali and Naurajabad block (Umaria district), 15 villages of Ichawar and Nasrullaganj block (Shehore District), 16 tribal villages from Ujjain & Ghatiya blocks (Ujjain district), 14 tribal villages from Dharampuri & Mhow block (Indore-Dhar District), 15 tribal villages of Khalwa block ( Khandwa district), and 14 villages of Shivpuri block ( Shivpuri district).

## CSR initiative by SPMCIL

(Year 2013-14)

### Health & Family Welfare

-  SPMCIL has provided 4 Nos. food distribution vehicles at Medak (AP) to Akshaya Patra Foundation at a cost of ₹27,01,800/- in Hoshangabad District.
- SPMCIL has provided aids and appliances to the disabled persons through ALIMCO, Kanpur at a cost of ₹15,15,137/-.
- SPMCIL has provided Financial Assistance for 500 nos. of polio effected children through Narayan Sewa Sansthan, Udaipur at a cost of ₹17,00,000/-.

### Contributions towards Relief and Rehabilitation activities

- Contribution made towards Prime Minister National Relief Fund for Uttarakhand disaster amounting to ₹1.00 crore.
- Contribution made to Bihar, Odisha and Andhra Pradesh Chief Minister Relief Fund towards relief and rehabilitation activities in the Cyclone "Phailin" amounting to '50.00 lacs for each State.

### Rural Electrification / Solar Light:

- SPMCIL has provided Solar Lighting System in the 4 (four) villages of Hoshangabad District at a cost of Rs. 6,97,160/-.
- SPMCIL has provided Solar LED Street Lighting at IGM, Kolkata at a cost of Rs. 20,73,273/- under Sustainable Development.

### Environment

- Project for plantation of trees near Narmada belt for environment protection at Hoshangabad (M.P.) has been taken up at a total cost of Rs. 1.19 crore, out of which Rs .50.00 lacs has been spent during the year 2012-13 and Rs. 33,14,445/- during the year 2013-14.
- Provided rain water harvesting system in 1/3<sup>rd</sup> covered area of Bank Note Press, Dewas office building at a cost of Rs. 23,00,000/-.

- Provided electrostatic oil filtration machine in coining presses, blanking presses and PPL system at IGM, Mumbai at a cost of Rs.15,46,944/- under Sustainable Development.

### **Skill Development**

SPMCIL has carried out MSME Training at Ni-MSME, Hyderabad on 11<sup>th</sup> & 12<sup>th</sup> July, 2013 and a sum of Rs. 2,69,805/- has been spent.



## Success Story on Relief and Rehabilitation

### Divine International Foundation

The state of Uttarakhand was hit by disaster on 16th of June 2013, due to cloudbursts and heavy floods in the Ganges and its tributaries. The massive devastation happened in Uttarakhand and thousands of people lost their houses, livelihood and animals.

Most of the houses collapsed, crops washed away, agriculture lands completely damaged and people left with no livelihood.

TUV Rheinland (India) Pvt. Ltd. has been engaged in relief and rehabilitation under Corporate Social Responsibility (CSR) initiative with Divine International Foundation (DIF) as an implementing partner. Divine International Foundation with the collaboration of TUVRheinland decided to choose the villages in Tehri Garhwal district.



In both the village, villagers are dependent on daily labor, government employees and other migrated towards Thathyur market, Mussorie and Dehradun for their livelihood generation. In both the villages, there are no hand pumps available hence people are dependent on taps and pipeline or natural resource for drinking water.

TUVRheinland and Divine International Foundation together decided to distribute the water tanks to selected households. After getting the water tank for storage of water each and every beneficiary was very happy, because in past lack of the storage capacity in hilly area they always faced problem for utilization of clean and safe water.

At the time of need assessment here the data suggested that in Bangar village requirement of construction of toilets at individual level whether in Parodi village 3 toilet construction at community level. The construction of toilet takes place in both the village with the approval of the community.

The infrastructure for schools has been damaged or declared unfit for the use. This forced the school authorities to accommodate children in any other public building available in village.

During the need assessment process it was seen that some NGO like Parmarth Niketan Ashram provided temporary shelter for the school in Bangar village but basic amenities for the education for the children were not available. Education is the most important gift for them children and availability of supporting kit is also equally important.

The distribution of kit to the students brought smiles on their innocent faces; they were excited as well as motivated to focus on their study.

TUV Rheinland and Divine International Foundation together decided to provide vocational training to the students of particular villages, because after 2013 disaster migration has started to take place and without having any particular skill, migrants faced problem to getting job in any city.

Vocational training was totally focused to train youths in particular skill and to get best employment opportunity for them.

Vocational Training can be consider as the launch pad for the career that can lead to participants becoming master in their field vocational training is must and should be compulsory as it provides the learner with practical knowledge of the theoretical concept learned in school. Vocational Training should be considered as a stepping stone to success. Divine International Foundation worked in every field of the community for their social and economic development of the society.



## DIVINE INTERNATIONAL FOUNDATION

### Excellence A Mile.....

DIF was established in 2008 with the principal mission of providing quality computer education/Skill Development to the economically depressed sections of the society. The vision of the institute nurturing the inner strength of youth and rural people to get the employment.



- \*BPO TRAINING
- \*SKILL DEVELOPMENT / TRAINING
- \*PERSONALITY DEVELOPMENT
- \*COMPUTER EDUCATION
- \*CORPORATE SOCIAL RESPONSIBILITY
- \*RETAIL MANAGEMENT
- \*LIVELIHOOD PROMOTION



Training Partner

**ISO 9001:2008**  
**CERTIFIED ORGANIZATION**



I search of god.....

**DIVYA PREM SEWA MISSION**  
An Organization that treats the wounds and heals the soul



DIVYA PREM SEWA MISSION  
Sevma Sanchita Sambodhhi

Ganga Vriksha Girls hostel for girls of the leprosy patient, 12 girls residing here. We are working with them for educational growth and personality development. The group of 4 girls above the age of 12 years, started to learn basic of tailoring, in future with the more facilities we will work with them on different courses.

Divya Prem Seva Mission is a non-governmental organisation working with leprosy patient and their healthy children for their development through proper health care and educational support since 1997.



**WE ARE LOOKING FOR YOUR KIND SUPPORT.**

All donations are exempted from Income Tax under Section 80G of IT rules  
MO/Check/DD may be drawn in favour of "Divya Prem Seva Mission, Noida"

**Divine International Foundation**  
Sai Complex, 2<sup>nd</sup> floor, Adjacent HDHC Bank, Ranipur More, Haridwar (Uttarakhand)  
Contact no- 01334 -221162, 9917166672  
Email: info@difgroup.in

Postal Address:  
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Sewa Kuni, 01334-222211, +91 9837088910  
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Tel:-91-01334-222211, +91 9837088910  
Email :divyaprem3@gmail.com  
Web :www.divyaprem.co.in

## Clean Khadar Project - CASP Delhi Unit

Madanpur Khadar is a resettlement colony, situated on the border of UP. Approximately 15,000 households have shifted to this location in 2001.

Most of the inhabitants have built their house as per their needs. The area does not have piped water supply, people fetch water from hand pumps. Delhi Jal Board occasionally provides water tankers. The authorities have not built effective drainage system and garbage disposal facilities. People have to face a great hardship on account of non-availability of basic amenities.

Provide a clean and healthy environment is one of the Millennium Development Goals (MDGs) and major developments inputs all over the world are expected to reach that goal.

Lack of proper garbage disposal creates many problems in the life of residents of the area & leads them to vulnerability. The Indian government has committed itself to give priority to environment to ensure that India will work towards reaching the MDGs. This is a step in the right direction but CASP believes that the government strategies will have to be in conjunction with NGOs commitment to enable Indian Community gain access to quality life. There are millions of individual without access to garbage disposable management in Delhi as well as all over India. There is extremely important to improve these figures.

To combat these issues CASP initiated to improve quality of life of the small pockets of slums community in Delhi through the innovative Clean Khadar Project. To achieve the project objectives CASP implement a strategy of community participation and ownership, CASP also focuses on spreading awareness in communities about the importance of cleanliness, hygiene, proper garbage disposal and environmental sanitation.



Clean Khadar Programme was initiated in 2011, implemented in one block of this resettlement colony. The project continues to provide a garbage removal facility to 800 houses and employment to three "Safai Mitra". In the starting we were charging only Rs. 5/- from each household, some of them were not paying, but within a year, we started getting very good response from the community, and presently they are paying Rs. 20- 40 per household. Three Safai Mitra are earning Rs. 7000- 8000 per month.

Apart from improving the standards of environmental sanitation the project has also created sustainable livelihoods for three families. We have been receiving requests from other blocks to initiate similar programmes in their areas too, and we are actively exploring possibilities of increasing our reach in the community with this project.

## CSR initiative by Welspun Renewables – (Sustainability in Action)

Our community development agenda, arises out of the needs of the people we work for, and is focused on impactful high value reforms in Education, Empowerment and Environment & Health. In recognition of our efforts the 'ASSOCHAM Global CSR Excellence Award' was bestowed on Welspun Renewables Energy Pvt. Ltd. (WREPL).

### **Education**

We recognize the need to enhance teaching skills to motivate students. With this objective, we have been conducting three-day training programs for teachers from Government Schools located in villages. So far more than 125 teachers have voluntarily participated for training in general teaching skills and specialized subjects like English & Mathematics.

Spanning three years, 119 first generation learners have been enrolled into 'Nav Jyoti' an English medium school. For ensuring their regular progress tuitions have also been organized. Many students in village classrooms are forced to sit on the ground. Addressing this, sturdy tables and benches have been organized by reusing the wooden pallets in which solar modules are packed. Lacking power supply, solar panels have been installed atop these schools, thereby enabling installation of lights and fans for the students. These initiatives served dual purpose – better infrastructure and favorable study environment.

We strongly believe that there is co-relation between education and development. With this objective library, recreation & information centers have been established. The centre has become a focal point where students meet to discuss their lessons, obtain assistance from other students studying in higher standards & also compete in various sports.

The Mid Day Meal program is a Government's initiative to encourage enrollment and regular school attendance. In schools which didn't have adequate facilities, we have furnished and upgraded the kitchen, meeting cleanliness and hygiene standards.

### **Empowerment**

We have been enabling women through skill-building courses for transforming opportunities into sustainable income sources. The Navkiran Tailoring & Stitching Centre in association with 'Usha International' conducts free professional classes for women on tailoring, knitting and embroidery. We have established 6 such centres. The graduated trainees have been formed into three Self Help Groups to evangelize livelihood opportunities.

It is essential that the trainees become independent in transforming opportunities into sustainable income sources. 'Diwali Diya Basket' initiative was run as a pilot for helping trainees experience how plain household tasks could earn them money. However after three years it's a self-sustaining annual initiative managed by the trainees themselves.

Livestock is an important component in rural economy. Treating common diseases among animals and creating awareness about animals was the primary objective of starting the Veterinarian service. Cattle health camps & door to door veterinary services are offered on a regular basis.

We have launched Kshirsagar dairy, which is successfully employing men from local communities. Through the dairy 210 households are drawing a regular income. The project has been running for less than a year now and has grown from mere handful of cattle to 44 cows and buffalos.

### **Environment & Health**

Special attention is paid to ensure that patients receive effective treatment. Medicare centres have been setup to provide OPD health services for free of charge. Critical services included are immunization, Ante-natal & Post-natal care checkups, pathology services and referral services.

We have been organizing regular health check up camps and a number of medical camps - general & specialized to create awareness amongst the villagers and WREL's project site.

A water RO facility has also been set up to provide clean drinkingwater to 1200 villagers.

WREPL is committed to environment sustainability and advancing action for mitigating climate change. At all our project sites we have been promoting environmental awareness within the community, organizing tree plantation programs, helping to augment water resources by rain water harvesting and educating & encouraging people to conserve water use.

Part of our environment portfolio, numerous tree plantation drives have been organized across India with more than 50,000 saplings planted.

## CSR initiative by CONCOR

### PARTNERSHIP WITH SOCIETY AT LARGE

The recently implemented Companies Act 2013 has stipulated elaborate Corporate Social Responsibility (CSR) guidelines, clearly mentioning that corporates have statutory responsibilities to maximize stakeholders' profits. Specific areas of involvement of Corporate ranging from empowerment of the marginalized to rural development to environment sustainability improvement have been mentioned in the Act.

CSR is however not new to Container Corporation of India Ltd (CONCOR) which other than being a successful PSU has always been a sensitive and responsible entity that realizes the necessity to share its financial success with the society specifically its deserving stakeholders. Accordingly, the Company has been progressively increasing its expenditure for the CSR activities from ` 1 crore in 2010-11 to above `10 crores in 2013-14. In the current year the Company has set an ambitious CSR spending target of ` 25 crores (or 2% of its net profit) as mandated in Act.

The Company is accordingly planning to adopt a two pronged approach comprising "Strategic CSR", by way of identifying critical projects targeted to pointedly benefit the stakeholders who have in some way or the other contributed to the success of the Company and stand alone measures to empower the marginalized through projects promoting skill development and their quality of life. Some of major initiatives planned under CSR. Projects envisaged include:-

- (a) Empowerment by providing Health and Education- Towards this objective CONCOR is organising periodic health camps & also undertaking upgradation of health & education facilities in the areas abutting CONCOR's terminals where a lot of terminal users have settled so that their families can also benefit under CONCOR's umbrella.
- (b) Increasing the productivity of farmers- After successfully adopting a village in Uttarakhand by way of providing them water storage and poly house intervention, company under its CSR project through TERI is engaged in initiative with the apple growing farmers in Himachal Pradesh from where CONCOR subsidiary FHEL has been purchasing apples for the past few years at fair prices. The present initiative is expected to make their farms more productive and competitive vis-à-vis the international produces & hence also help save foreign exchange of the nation.

As a part of this initiative CONCOR will also evaluate projects for creating storage capacities for perishables thereby helping curb wastages in agro sector and bringing succor to our farmers in rural India.

- (c) Solar projects – India has worshipped sun for ages but has probably not effectively tapped its vast potential energy available in the country. CONCOR is therefore taking up solar electrification in a big manner both by way of providing light to hitherto unelectrified rural homes and as a substitute to save on conventional source of energy. A start in this regard has already been made by bringing light and cheer to 1500 families of Mandor and Luni Gram Panchayats of Jodhpur district.
- (d) Skill Development – Better than to feed a mouth is to teach it to feed another mouth. CONCOR firmly believes the word 'Responsibility' in 'CSR' is synonymous with helping the deprived sensibly. The focus is therefore on empowerment by providing them skill development opportunities and earn their way out of poverty. CONCOR is accordingly associating with agencies dedicated to inculcating skills to the marginalized. Tie-ups with National Literacy Mission Authority (NLMA) and National Foundation of Communal Harmony (NFCH) have been continuing for past few years to help promote education amongst under privileged adults and children. An MOU signed with National Safai Karamchari Finance Development Corporation (NSKFDC) to sponsor garment construction – and Apparel Designing skills to off springs of Safai Karamcharis is another milestone in the journey filled with hope for the lowest strata of the population.
- (e) Friend in Need – By being a friend in need, CONCOR hopes to demonstrate to the State Govts that it is a friend in deed. Therefore in addition to contributing to relief fund in the face of disasters, the company is also taking up rehabilitation activities in the affected states. CONCOR's initiatives for the construction of ITI in Srinagar/Uttarakhand and six schools in Ganjam district of Odisha are steps in this direction.

## Socio-Economic Transformation of Asanadih

### (An Intervention with the support of CAPART), Mukti Niketan, Bihar

Asanadih, a small village near the northern end of Badua River in Bihar, had been facing several issues related to development of that area. Agriculture has always been the main source of livelihood for Asanadih with little income generation from any other livelihood sources. But lately, the problem of lack of irrigation, insufficient capital for seed and fertilizer had become overwhelming for the villagers. Although, having all the resources of land, water, human resources and skills to sustain their livelihood through agriculture; the villagers were facing the issues in irrigation. This resulted in poor quality of life, unemployment, migration of youth to towns and cities and also illiteracy and unrest among villagers on petty issues.

Mukti Niketan, an NGO working for rural upliftment, livelihood, poverty alleviation, women empowerment and health in Katoria and Chandan Blocks of Banka District in Bihar under the leadership of Sh. Aniruddh Singh took charge of the situation. In collaboration with CAPART, installation of the lift system for irrigation purpose was worked upon. The system covers all the irrigation needs for agricultural purposes.



Within a week of discussion with villagers, the work was initiated with installation of lift and the work progressed at great speed. The villagers actively participated in the work and helped in expedition of work.

With the help of lift for irrigation, the flow of water has improved manifolds which have resulted in better yield of crops and the villagers have started practicing cultivation with enthusiasm and zeal. In addition to grain, they have started cultivating vegetables, pulses, sugarcane on 64 acres of land.

The project has improved lives of villagers by improving quality of life and health indicators. The issues of unemployment have also been catered to and the migratory population has also decreased.

Mukti Niketan has also worked with 49 more villages to improve their economic status.

## National Seminar on CSR- Building Relationships Beyond Funding

February, 11-12, 2014, Mumbai







***Vision to Reality***

# ISRN Member List

## LIST OF ISRN MEMBERS

Sr. No.	State/District	Name of Organization	Project area	Thrust Area/Expertise & Years of Experience	Chief Functionary/Contact Person
1	New Delhi	Chetana- Conscience of Women	New Delhi	1. Education- 3 years 2. Health, water & Sanitation- 6 months 3. Gender Equality & Women Empowerment- 3 years 4. Livelihood- 1 year	Mrs. Pragna Parande General Secretary
2	New Delhi	Sewa International	Gujurat	1. Education 2. Health, Water & Sanitation 3. Gender Equality & Women Empowerment 4. Rural Development 5. Child Welfare	Sh. Shyam Parande
3	Uttarakhand	Divya Bharti Samiti	India	1. Education- 7 years 2. Environment & Climate Change- 7 years 3. Gender Equality & Women Empowerment- 7 years 4. Livelihood- 7 years	Mr. Prashant Khare Manager
4	Uttarakhand	Divya Prem Sewa Mission	India	1. Leprosy Patient Rehabilitation- 16 years 2. Education- 16 years 3. Environment & Climate Change- 4 years 4. Health, Water & Sanitation- 16 years 5. Gender equality & women empowerment- 8 years 6. Livelihood- 9 years 7. Disabilities- 16 years	Sh. Sanjay Chaturvedi Coordinator
5	Uttarakhand	Divine International Foundation	India	1. Education- 6 years 2. Environment & Climate Change- 6 years 3. Health, water & sanitation- 6 years 4. Disaster Management- 1 year 5. Livelihood- 6 years	Mr. Alankar Sharma Development Director
6	Uttar Pradesh/ Sonebhadra	Sarvodaya Shiksha Sansthan	Uttar Pradesh	1. Education- 3 years 2. Environment & Climate Change- 3 years 3. Health, water & Sanitation- 2 years 4. Gender Equality & Women Empowerment- 3 years 5. Livelihood- 3 years 6. Poverty Alleviation- 3 years 7. Child Welfare- 3 years	Sh. Vishu Kumar Tiwari General Secretary

7	Telangana	Mankena Social Service	Andhra Pradesh, Telangana	1. Education-12 years 2. Environment & Climate Change- 12 years 3. Health, Water & Sanitation- 12 years 4. Livelihood- 12 years 5. Poverty Alleviation- 12 years 6. Gender Equality & Women Empowerment- 12 years 7. Child Welfare- 12 years	Sh. Mankena Srinivasa
8	Bihar	Parivar Vikas	Bihar	1. Education- 23 years 2. Health, water & sanitation- 23 years 3. Gender equality & Women Empowerment- 23 years 4. Livelihood- 23 years 5. Poverty alleviation- 23 years 6. Child Welfare- 23 years	Sh. Bhawanand Secretary
9	Bihar	Gram Didi	Bihar	1. Education 2. Environment & Climate Change 3. Health, water & Sanitation 4. HIV/AIDS 5. Gender Equality & Women Empowerment 6. Livelihood	Smt. Usha Singh
10	Chhattisgarh	Rahnuma Vikas Seva Samiti Kunkuri	Chhattisgarh	1. Education- 3 years 2. Health, water & Sanitation- 3 years 3. Livelihood- 3 years	Ms. Kahkasha Bano Secretary
11	Haryana	Shirdi Sai Baba Temple Society	Haryana, U.P., Delhi & Rajasthan	1. Education- 10 years 2. Health, water & Sanitation- 14 years 3. Gender Equality & Women Empowerment- 7 years 4. Poverty Alleviation- 10 years	Sh. Motilal Gupta Founder Chairman
12	Haryana	Prayas Social Welfare Society	Haryana, Punjab, U.P., Bihar, Chandigarh	1. Education- 15 years 2. Health, water & sanitation- 15 years 3. Gender Equality & Women Empowerment- 15 years 4. Child welfare- 15 years 5. Vocational training- 15 years	Sh. Jagan Madan President
13	Himachal Pradesh	Special Olympics Bharat	Himachal Pradesh	1. Disabilities- 12 years	Dr. Mallika Nadda Chairperson

14	Himachal Pradesh	Centre for Sustainable Development	Himachal Pradesh	1. Education- 4 years 2. Environment & Climate Change- 6 years 3. Health, water & Sanitation- 2 years 4. HIV/AIDS- 4 years 5. Disaster Management- 3 years	Sh. Jitendra Verma President
15	Uttar Pradesh	Bhitha Sewa Samiti	Uttar Pradesh	1. Education- 2 years 2. Environment & Climate change- 3 years 3. Gender equality & women empowerment- 2 years 4. Livelihood- 2 years	Sh. Abhay Kumar Pal Founder Member & Director
16	Uttar Pradesh	People's Action for National Integration-PANI	Uttar Pradesh	1. Education- 20 years 2. Health, water & sanitation- 20 years 3. Environment & Climate change- 20 years 4. HIV/AIDS- 20 years 5. Disaster Management- 20 years 6. Gender equality & Women Empowerment 20 years 7. Livelihood- 20 years 8. Poverty alleviation- 20 years 9. Disabilities- 20 years 10. Child welfare- 20 years	Sh. Bharat Bhushan Secretary
17	New Delhi	Alok Charitable Trust	Uttar Pradesh, Bihar & Delhi	1. Education- 27 years 2. Child Welfare- 27 years	Dr. G.P. Gupta Chairman
18	Rajasthan	Muskaan Sansthan	Rajasthan	1. Education- 23 years 2. Environment & Climate Change- 23 years 3. Health, water & Sanitation- 23 years 4. HIV/AIDS- 23 years 5. Gender Equality & Women Empowerment 23 years 6. Livelihood- 23 years 7. Poverty Alleviation- 23 years 8. Disabilities- 23 years 9. Child Welfare- 23 years	Sh. Bharat Nagda Secretary
19	New Delhi	The Child Trust	Delhi, U.P., Jharkhand	1. Education- 16 years 2. Environment & Climate change- 1 year 3. Gender equality & women empowerment- 8 years 4. Livelihood- 5 years 5. Poverty Alleviation- 5 years 6. Child welfare- 15 years	Ms. Suman Managing Trustee

20	New Delhi	FIAN Trust	Delhi, Uttar Pradesh	1. Education- 4 years 2. Gender equality & women empowerment- 4 years 3. Livelihood- 4 years 4. Poverty Alleviation- 4 years 5. Child welfare- 4 years 6. Food Security- 4 years	Sh. Sanjay Srivastava Chief Functionary
21	New Delhi	Aashirwad Trust	Delhi, Uttarakhand & Uttar Pradesh	1. Environment & Climate Change- 4 years 2. Health, Water & Sanitation- 4 years 3. Disaster Management- 1 year	Sh. Amit Sharma Founder Trustee (Chief Coordinator)
22	Himachal Pradesh	Youth for Sustainable Development	Himachal Pradesh	1. Education- 4 years 2. Environment & Climate Change- 4 years 3. Health, Water & Sanitation- 4 years 4. Gender Equality & Women Empowerment- 4 years 5. Livelihood- 4 years	Sh. Bihari Sharma Executive Director
23	Madhya Pradesh	Viklang Seva Bharti	Jabalpur, Dindori	1. Disabilities- 23 years	Ms. Mitali Banerji Secretary
24	New Delhi	St. Thomas Multipurpose Educational Society	Uttar Pradesh, New Delhi, District: Almora, Uttrakhand	1. Education- 28 years 2. Health, Water & Sanitation- 10 years 3. HIV/AIDS- 5 years	Ms. Amrita Bisht General Secretary
25	New Delhi	Career Plus Educational Society	Noida, Lucknow, Allahabad, Haldwani- Uttar Pradesh Rewa- Madhya Pradesh Rohini- New Delhi	1. Education- 16 years 2. Gender Equality & Women Empowerment- 16 years	Sh. Anuj Kumar Agrawal President
26	Bihar	Disha Gramin Vikas Manch	District Banka, Bhagalpur (Bihar)	1. Education- 14 years 2. Environment & Climate Change- 14 years 3. Health, Water & Sanitation- 14 years 4. Gender Equality & Women Empowerment- 14 years 5. Poverty Alleviation- 14 years 6. HIV/AIDS- 14 years 7. Livelihood- 14 years 8. Child Welfare- 14 years	Sh. Manoj Kumar Pandey Secretary

27	Bihar/ Patna	Sahyog Rural Development & Welfare Society	Bihar	<ul style="list-style-type: none"> <li>1. Education</li> <li>2. Health, Water &amp; Sanitation</li> <li>3. Child Welfare</li> </ul>	Sh. Sanjay Kumar Secretary
28	New Delhi	Mahila Vikas Sansthan	New Delhi	<ul style="list-style-type: none"> <li>1. Education- 19 years</li> <li>2. Health, Water &amp; Sanitation- 19 years</li> <li>3. Gender Equality &amp; Women Empowerment- 7 years</li> </ul>	Mr. Ajay Chaudhary Secretary
29	New Delhi	Serve India Foundation	New Delhi	<ul style="list-style-type: none"> <li>1. Education- 4 years</li> <li>2. Health, Water &amp; Sanitation- 4 years</li> <li>3. HIV/AIDS- 4 years</li> <li>4. Gender equality &amp; Women Empowerment- 4 years</li> <li>5. Poverty alleviation- 4 years</li> <li>6. Child welfare- 4 years</li> </ul>	Mr. Aditya Goenka
30	Andhra Pradesh	Bhavishya Bharat	Andhra Pradesh, Arunanchal Pradesh, Chhattisgarh & Sikkim	<ul style="list-style-type: none"> <li>1. Education- 6 years</li> <li>2. Health, Water &amp; Sanitation- 6 years</li> <li>3. Disaster Management- 6 years</li> <li>4. Gender Equality &amp; Women Empowerment- 6 years</li> <li>5. Livelihood- 6 years</li> <li>6. Poverty alleviation- 6 years</li> <li>7. Child Welfare- 6 years</li> <li>8. Social Infrastructure Development- 6 years</li> </ul>	Mr. Hemant Kumar Deputy Director (Operations)
31	New Delhi	IIP Foundation	New Delhi	<ul style="list-style-type: none"> <li>1. Education- 2 years</li> <li>2. Gender equality &amp; Women Empowerment- 2 years</li> <li>3. Child welfare- 2 years</li> </ul>	Mr. Rajesh Goyal Managing Trustee
32	Tamil Nadu	Madurai Non Formal Education Centre (MNPEC)	Tamil Nadu	<ul style="list-style-type: none"> <li>1. Education- 30 years</li> <li>2. Environment &amp; Climate Change- 7 years</li> <li>3. Health, water &amp; sanitation- 25 years</li> <li>4. HIV/AIDS- 12 years</li> <li>5. Disaster Management- 4 years</li> <li>6. Gender equality 7 women empowerment- 25 years</li> <li>7. Livelihood- 15 years</li> <li>8. Poverty alleviation- 15 years</li> <li>9. Child Welfare- 20 years</li> <li>10. Entrepreneurship &amp; Skill Training- 15 years</li> <li>11. Social Awareness- 20 years</li> <li>12. NGO Networking- 10 years</li> </ul>	Sh. P. Manoharan Secretary

33	Tamil Nadu	Gramium	Tamil Nadu	1. Education- 24 years 2. Environment & Climate Change- 20 years 3. Health, Water & Sanitation- 20 years 4. HIV/AIDS- 14 years 5. Gender equality & Women Empowerment- 24 years 6. Livelihood- 24 years 7. Poverty alleviation- 24 years 8. Disabilities- 10 years 9. Child welfare- 10 years 10. Agriculture- 10 years 11. NRM- 10 years	Mr.P. Narayanan Managing Trustee
34	Tamil Nadu	Voluntary Institution for the Development of Health and Youth Activities (VIDHYAA)	Tamil Nadu	1. Education- 10 years 2. Environment & Climate Change- 2 years 3. Health, water & Sanitation- 15 years 4. HIV/ AIDS- 5 years 5. Disaster Management- 2 years 6. Gender equality & women empowerment- 2 years 7. Livelihood- 5 years 8. Poverty alleviation- 5 years 9. Disabilities- 1 year 10 Child Welfare- 7 years	Mr.TK.Satagopan Secretary
35	Tamil Nadu	Athencottasan Muthamizh Tamil Nadu Kazhagam- AMK	Tamil Nadu	1. Education- 45 years 2. Environment & Climate Change- 13 years 3. Health, water & Sanitation- 21 years 4. HIV/AIDS- 9 years 5. Disaster Management- 10 years 6. Gender equality & women empowerment- 24 years 7. Livelihood- 28 years 8. Poverty Alleviation- 45 years 9. Disabilities- 7 years 10. Child Welfare- 46 years 11. Geriatric care- 12 years 12. Drug Addiction Rehabilitation- 22 years 13. Human Resource & Training & recruiting- 7 years	Dr.R.Arul Kannan Vice President/ Director
36	Uttar Pradesh	Paavan Chintan Dhara Charitable Trust	India	1. Education- 4.5years 2. Health, Water & Sanitation- 4.5 years 3. Child Welfare- 4.5 years	Ms. Kavita Asthana Secretary

37	Uttar Pradesh	Community Based Mobilization for Development	Delhi, Chattisgarh, Kera, Jharkhand, Uttar Pradesh & Rajasthan	1. Environment & Climate Change- 4 years 2. Health, Water & Sanitation- 4 years 3. HIV/AIDS- 4 years 4. Gender Equality & Women Empowerment- 5 years 5. Livelihood- 5 years 6. Poverty alleviation 7. Disabilities- 2 years	Mr. Gulzar Ahmad Wani President
38	Jammu & Kashmir	Zubaida National Institution	Jammu & Kashmir	1. Education- 6 years 2. Health, Water & Sanitation- 4 years 3. HIV/AIDS- 4 years 4. Disaster Management- 14 years 5. Gender Equality & women empowerment- 19 years 6. Livelihood- 19 years 7. Poverty alleviation- 15 years 8. Child welfare- 8 years	Sh. Gopal Paliwal Secretary
39	Maharashtra	Centre for Bee Development	Maharashtra	1. Bee-kind Practices for conservation of endangered bee species.	Sh. Rajendra Kumar Tiwari
40	Uttar Pradesh/ Jaunpur	Prachyaviddya Sadhna Kendra	Uttar Pradesh	1. Education 2. Health, Water & Sanitation 3. Livelihood 4. Child Welfare	Sh. Bishwajit Singh
41	New Delhi	Youth Applied in Serving the Helpless	New Delhi	1. Education 2. Livelihood 3. Gender Equality & Women Empowerment 4. Child Welfare 5. Poverty alleviation	Sh. Shailendra Singh
42	Bihar	Satya Sri Sai Social Welfare Trust	Bihar	1. Environment & Climate Change 2. Health, Water & Sanitation 3. Gender Equality & Women Empowerment 4. Child Welfare 5. Poverty alleviation	Sh. Manish Ghosh
43	Bihar	Center for Research, Education,Awareness, Training & Education (CREATE)	Bihar	1. Education 2. Gender Equality & Women Empowerment 3. Poverty alleviation 4. Livelihood	

44	Bihar	Mahila Bal Yuva Kendra	Bihar	1. Child Welfare 2. Education 3. Health, water & Sanitation 4. Poverty alleviation 5. HIV/AIDS 6. Gender Equality & Women Empowerment 7. Agriculture 8. Environment & Climate Change	Sh. Birendra P Singh
45	Bihar	Gram Vikas Manch	Rohtas, Bihar	1. Livelihood 2. Poverty alleviation 3. Health, water & Sanitation 4. Gender Equality & Women Empowerment	Sh. Sudama Singh
46	Odisha	Antyodaya Chetana Mandal	Odisha	1. Education 2. Health, Water & Sanitation 3. Environment & Climate Change 4. Poverty alleviation 5. Disabilities	Sh. Aditya Patnaik
47	Bihar	Durga Mandal Mahila Vikas Samsthan	Bihar	1. Gender Equality & Women Empowerment 2. Livelihood 3. Poverty alleviation 4. Health, Water & Sanitation	Sh. Arjun Mandal
48	Odisha	Women's Front	Odisha	1. Health, Water & Sanitation 2. Education 3. Gender Equality & Women Empowerment 4. Livelihood 5. Poverty alleviation	Ms. Geetanjali Pattnaik



Indian Social Responsibility Network



# Strategies for Result Oriented Corporate Social Responsibility

Chief Guest

**Shri Jayant Sinha**

Hon'ble Minister of State, Finance, Government of India

**DATE: Thursday, December 18, 2014**

**VENUE:** Raunak Hall, PHD Chamber of Commerce & Industry, PHD House,  
4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016

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### About ISRN

Indian Social Responsibility Network (ISRN) is a multi dimensional facilitation network working in the domain of Corporate Social Responsibility with core areas of services being Resource Facilitation, Capacity Building, Advocacy, and Monitoring & Evaluation amongst others. As a service of ISRN, we assist our members in planning, implementation and evaluation of the projects right from the initiation phase. We also serve as a common platform through mediums like conferences, workshops and seminars for corporate sector/PSUs, NGOs and Government by bringing them at a common stage by channelizing and synergizing their respective skills and resources for inclusive and sustainable social development. Training programs are a subset of capacity building which is a methodology to ensure addressing issues in a specific framework. ISRN has a team of renowned and expert professionals from social development sector who have worked diligently for society upliftment. ISRN has wide network of NGO and corporate members spread across nation. We have been working meticulously to offer them services for building their capacities and facilitating resources to them.

ISRN recently organized a one day seminar on "CSR for Shreshth Bharat" where the challenges and gaps in implementation of strategies at corporate sector were discussed extensively and it was elucidated that training programs for CSR managers is a necessity to bridge the information gap.

"The central challenge we face today is to ensure that globalization becomes a positive force for the entire world's people, instead of leaving billions of them behind in squalor. Inclusive globalization must be built on the great enabling force of the market, but market forces alone will not achieve it. It requires a broader effort to create a shared future, based upon our common humanity in all its diversity".

Kofi Annan, the UN Millennium Forum, Summit and Assembly

### Background

Corporate Social Responsibility is qualitatively different from the traditional concept of corporate philanthropy. With the mandation of Companies Act 2013, there is a need to understand it is essential to integrate CSR practices into the strategy of the company's business which is essential to their growth and performance.

ISRN believes that there is a dire need to fill the lacunae in understanding and effective implementation of CSR related activities. Thus, arises a need for addressing multi faceted development issues in CSR sector. For this, it becomes essential to overcome these challenges through interventions at different stages.

ISRN development program is built around the competencies and designed to give people at all levels of skills that they need to be increasingly effective in their development. ISRN has taken a significant initiative to provide CSR oriented developmental training exclusive for corporate sector CSR professionals which will take care of all the important aspects of CSR related activities for the companies. The training program will comprise of understanding of an implementation strategy which should include identification of projects/activities, setting measurable physical targets with timeframe, organizational mechanism and responsibilities, time schedules and monitoring. This program will also

help understanding the mechanism of identification of local authorities, business associations and civil society/non government organizations. This will also provide information on evolving a system of need assessment and impact assessment while undertaking CSR activities in a particular area.

### Objective

- To provide advanced knowledge and learning for a comprehensive approach to create effective strategies.
- To provide guidance on basic structure of CSR sector activities.
- To understand the implication of legal compliance of the Companies Act 2013
- To understand the strategies for effective planning and implementation of CSR activities
- To conceptualize the importance of Social Audit in CSR activities and system for effective implementation of monitoring & evaluation strategies.

### Program Schedule

Timings	Session	Resource person
09:00am to 09:45am	Registration	
09:45am to 10:35am	-Lighting of lamp -Welcome address - Special Address -Introductory Remarks -Address by chief guest -'CSR for Shreshth Bharat' souvenir launching -Vote of thanks	Chief Guest <b>Sh. Jayant Sinha</b> , Hon'ble Minister of State, Finance <b>Sh. Alok B Sriram</b> , Senior VP, PHD Chamber of Commerce and Industry. <b>Sh. Sanjeev Gupta</b> , MD, NEXGEN <b>Dr. Vinay Sahasrabuddhe</b> , National Vice President, BJP; Vice Chairperson, ISRN Chief Guest <b>Sh. Jayant Sinha</b> , Hon'ble Minister of State, Finance <b>Sh. Rajneesh Goenka</b> , Convener, Organizing Committee, Chairman & Managing Director, Tobi Group
10:35am to 11:00am	Tea Break	
11:00am to 01:00am	<b>CSR: an overview (Concept &amp; Legal framework)</b> - Introduction to concept of CSR - Potential and role of CSR in sustainable development - Highlights of Companies Act 2013 - Financial Legislation and its Implications	<b>Sh. Abhishek Kumar</b> , Samsung Electronics  <b>Sh. Alok Kumar</b> , Advocate & Solicitor, THS Law Firm
01:00pm to 02:00pm	Lunch	
02:00pm to 03:30pm	<b>Implementation Strategy for CSR</b> - Identifying intervention sectors, geographical area and selection of partner. - Aligning CSR strategies with core business - Formulating key performance indicators	<b>Dr. Vinay Sahasrabuddhe</b> , Vice President, BJP; Vice Chairperson, ISRN  <b>Ms. Gayatri</b> , Convener & Chief Programme Executive, NFCSR, IICA
03:30pm to 04:00pm	Tea	
04:00pm to 05:30pm	<b>Monitoring &amp; Evaluation</b> - Importance of Participatory Approach in CSR programs - Methodology of conducting Social Audit - Benefits of Social Audit - Area of ISRN	<b>Ms. Syantani Das Sahoo</b> , TUV Rheinland  <b>Sh. Santosh Gupta</b> , CEO, ISRN
05:30pm to 06:00pm	<b>Closing ceremony</b> - Certificate distribution - Vote of Thanks	<b>Sh. Ravindra Sathae</b> , ED, Rambhau Mhalgi Probodhini, Mumbai

### Who can participate?

The course is recommended for:

- CSR Heads, Manager, Executives of Corporates/ PSUs responsible for CSR programs
- CSR Consultants
- Professionals of Consultancy firm implementing CSR projects

### Methodology

- Interactive Lectures with audio-visual medium
- Presentations
- Case Studies
- Group Exercises
- Experience Sharing

### Take Away from Program

- A Certificate on Integrative Development Program on CSR
- The development program will address some of the most important aspects of CSR sector.
- The program will provide a valuable opportunity for those involved in CSR sector to meet and encourage each other.
- Ability to analyze the current scenario in CSR sector and explore effective strategies to implement the activities efficiently.
- Understanding implication of non-compliance to Companies Act 2013
- Ability to efficiently monitor and evaluate CSR projects
- A platform to exhibit innovative solution to the existing concerns in CSR sector.
- It will provide an opportunity to explore and benchmark the quality in monitoring and reporting of CSR activities for sustainability.

## Report of One Day certificate Training Program on “Strategies for Result oriented CSR”

18th Dec'2014

**PHD Chamber of Commerce and Industry, New Delhi**

One day certificate training program on 'Strategies for Result oriented CSR' was organized by Indian Social Responsibility Network (ISRN) and PHD Chamber of Commerce & Industry associated as knowledge Partner, MSME Forum, Nexgen Financial Solution Pvt Ltd and DCM Shriram Group as supporting partners for the event at Raunak hall, PHD House. Program was conducted to capacitate



CSR Heads and Senior Managers, of different corporate houses and PSUs on different aspects related to CSR. Training program was organized with an objective of acquainting and educating participants on programmatic and financial compliance dimensions of CSR.

Detailed objectives of the program were as-

- To provide advanced knowledge and learning for a comprehensive approach to create effective strategies.
- To provide guidance on basic structure of CSR sector activities.
- To understand the implication of legal compliance of the Companies Act 2013
- To understand the strategies for effective planning and implementation of CSR activities
- To conceptualize the importance of Social Audit in CSR activities and system for effective implementation of monitoring & evaluation strategies.

Program was inaugurated by Sh. Jayant Sinha, Hon'ble Minister of State, Finance in presence of other eminent persons Dr. Vinay Sahsrabuddhe, Ms. Lalitha Kumarmanglam, Sh. Alok B Sriram, Senior VP, PHD Chambers, Sh Sanjeev Gupta from Nexgen financial Solution

Pvt ltd, Sh. Rajneesh Goenka, Convener organizing Committee, , Chairman & Managing Director, Tobu Group andSh. Santosh Gupta, CEO, ISRN.

Sh. Sinha in his speech praised corporate for their remarkable contribution in development and growth of the nation, and said this is high time that they should equally focus on social development and CSR is a right medium to get started on this domain.

Minister of State for Finance Mr. Jayant Sinha on Thursday asked the corporates to make their CSR contribution in a participative manner with the CSR projects that they are involved in by developing the local surroundings in and around their project sites rather than making their plain contributions in an artificial manner.

"The CSR activities being performed by aforesaid corporates in a State of Jharkhand are so visible and pronounced that their impact is felt at the very first sight because of their developmental work that these have been undertaking to build connectivity and linkages including creation of infrastructure in and around their project's sites that such works be practiced and followed by others. Such initiatives lead to participative CSR activities which the government is wanting the corporates to perform", said Mr. Sinha.

Dr. Vinay Sahasrabuddhe, National Vice president BJP and Vice Chairperson, ISRN in his introductory remark shared the importance of CSR in today's scenario, and expressed that how crucial it is to select the right strategy and right partner for successful implementation and realization of potential of CSR.

The Sr. Vice President of PHD Chamber Mr. Alok B Shriram in his welcome remarks also urged his fellow corporates to lay their individual participations for CSR activities in a much more visible manner so that it becomes participative as the government is wanting the corporates to perform the CSR initiatives. Also urged that it is very important for corporate to feel equally responsible towards society development as it is not only necessary for the development process but as an integrative part of society it is important to give shoulder for the upliftment of the poor and deprived section our community.

Sh. Sanjeev Gupta, MD, Nexgen Financial Solution Pvt Ltd, in his special address shared few of



the CSR initiatives practiced by few corporate houses. He shared how can NGOs and corporate if go hand in hand have the potential to change the face of the nation.

Inaugural Session ended with launch of 'CSR for Shreshth Bharat' souvenir, a post event souvenir after 'CSR for Shreshth Bharat' seminar which held on 8th Oct'2014 at Hotel Ashoka. Vote of thanks from Mr Rajneesh Goenka, who expressed his gratitude to the minister and other dignitaries present on the dais. He also expressed hope that training program will be beneficial for the participants from different companies and PSUs for their presence.

Technical session started with acquainting participants about the concept behind introduction of CSR, and Companies act 2013 and legal aspects related to it. Session was facilitated by Mr. Abhishek Kumar from Samsung Electronics and Mr.Alok Kumar from THS law firm

Second session of the day was facilitated by Dr. Vinay Sahsrabuddhe, and Ms.GayatriSubramaniamfrom IICA who shared with participants' strategies for selection of intervention sectors, geographical areas and selection of partners. They emphasized on importance of accountability to action which is possible only through right planning and visioning.

Last session of the day, was structured to share with participants on process of Social Audit. Ms. Syantani Das Shao from TUV Rheinland& Sh.Santosh Gupta, CEO, ISRN very interactively presented the procedure of Social audit and its importance in CSR sector.

Program was attended by more than 45 participants from more than 35 companies and PSUs including CSR professionals from MMTC, Rural Electrification, NTPC, Oil India, Escorts, IFFCO Tokio and Livepure foundation.In the end participants were given certificate and closing address was made by Sh. RavindraSathe, Co Convener, ISRN and Executive Director, RMP.



## Strategies for Result Oriented CSR

18th Dec'2014, PHD Chamber of Commerce and Industry, New Delhi







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