

# Summit 2018 Conference | Exhibition | Awards

REPORT

# Non-profits Masterclass: Building Corporate-NGO Partnerships

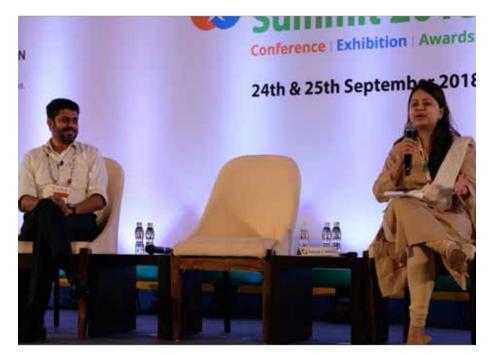
**Context:** Corporate India invests nearly INR 14000 Cr in community development projects annually. As CSR practices become well established within companies, the expectations of corporate donors are(also) evolving. The Masterclass was drew on actual feedback of CSR Heads of leading companies based on a survey, to understand expectations of corporate donors from their new NGO partners and the best way for NGOs to approach and engage with them by developing inroads, building and nurturing lasting partnerships with companies.

**Presenters:** United way mumbai hosted the event with following speakers:

• Ms. Sanaa Shaikh, Director-Investor Relations, United Way Mumbai

•Mr. George j. Aikara, Chief Operating Officer, United Way Mumbai

The four aspects that the masterclass focused through the survey it conducted regarding donor retention were (1)the pitch (2)the proposal (3) the implementation and impact and (4) the achnowledement and repoting.



L to R: Mr. George J. Aikara & Ms. Sanaa Shaikh.

#### Takeaways:

• For pitching donor recruitment, the best way for an NGO to approach is via email where the subject line and introductory mail plays an important role in getting the preliminary notice of the corporate. Personalizing the subject line or the email body serves a good way to attract their attention.

• A good quality, crisp and visually appealing presentation is expected in the first meeting with the required information about the NGO and its activities.

• Clarity and credibility about one's strategies, processes and impacts are the two important focal points that make an NGO's pitch and proposal convincing.

• Elevator pitch, an interesting way to make the most out of one's, situation is a brief, persuasive speech that one can use to spark interest in his/her organization's work.

• Engaging with existing donors through effective implementation, reporting and acknowledgment should be emphasized for long term involvement since recruiting a donor is 5 times more expensive than retaining an existing donor. • Donor acknowledgement, reporting and delight are not 'good to have' but 'must do' for effective donor relationship and hence should be prioritised with the active engagement of all the members of the organization.

# *Corporate Communication Masterclass: Traversing the CSR Topography*

**Context:** Companies Act, 2013 has reshaped the corporate and stakeholder relationship within a paradigm which distinctly frames the corporate into the responsibility bracket and the community and customers in an active stakeholder bracket. The masterclass was aimed at presenting the various facets of CSR to the corporate representatives and demonstrate it as a strategic business tool.

**Presenters:** Hosted by MICA (Ahmedabad) Centre for Development Management and Communication, it had the following speakers:

- Prof. Manisha Pathak-Shelat, Chair, MICA CDMC
- Prof. Ruchi Tewari, MICA CDMC



Prof. Manisha Pathak-Shelat



Prof. Ruchi Tewari.

#### Major Takeaways:

- The new wave of CSR is the engagement wave of CSR.
- CSR is essential for having satisfied employees, reducing cost, ensuring satisfied customers, positive PR and long term future for the business.
- The three objectives of CSR communication should be:
  - to build credibility and connection
  - to reduce stakeholder apprehension and
  - to establish legitimacy.

 CSR communications through message content and channel to create communication outcomes, both internal and external have contingency factors of stakeholder and company characteristics affecting it.

• Factors affecting the credibility of CSR communication include looking at information content through broad and concrete data from information sources such as TV/newspaper channels, cooperation with NGOs, company reports and social media pages.

# **Inaugural Session**

The inaugural session of India CSR Summit 2018 had the following distinguished speakers:

- · Mr. Sanjiv Tare, VP-Consulting, Goodera
- Dr. Yasmin Ali Haque, Country Representative, UNICEF India
- Padma Shri Sushil Kumar Gupta, Chairman & Managing Director, Asian Hotels (West) Ltd.
- **Mr. Jayant Krishna,** Executive Director & COO, National Skill Development Corporation

• Chief Guest: Dr. Satya Pal Singh, Hon'ble Union Minister of State-Human Resources Development and Water Resources, River Development and Ganga Rejuvenation, Govt. of India

• Mr. Mahendra Singhi, Group CEO, Dalmia Bharat Ltd.

• Chair: Sh. Anant kumar Hegde, Hon'ble Union Minister of State for Skill Development & Entrepreneurship, Govt. of India



L to R: Mr. Jayant Krishna, Dr. Satya Pal Singh, Sh. Anant kumar Hegde, Mr. Sanjiv Tare, Dr. Yasmin Ali Haque & Mr. Mahendra Singhi.

**Mr. Sanjiv Tare** began the welcome note with the words of Gandhi, "The difference between what we do and what we are capable of doing will suffice to solve most of the world's problems." CSR is one of the most coveted concepts of today's social and economic life-world that has helped companies to integrate sustainability and community impact into every aspect of their business strategy. In the last 5 years, corporate India through its CSR programmes has shown a beyond compliance spirit which is equally matched with deep community connection, commitment and service delivery capabilities of NGOs and government.



Dr. Yasmin Ali Haque

**Dr. Yasmin Ali Haque** in her keynote address highlighted the need for recognizing the crucial role of private sectors to achieve the sustainable development goals (SDGs)."Only government, NGOs, civil society organizations are not responsible for improving society, businesses are also equal stakeholders." The expertise, innovation, resources and expansion of the private sector in India could play a catalytic role in India's development through social transformation to meet the global agenda. UNICEF India has collaborated with various stakeholders for the important discourse related to national guidelines led by Ministry of Corporate Affairs, to understand how private sector could do business more responsibly and she expressed that it was encouraging to see all stakeholders looking through the lens of planet's sustainability.

Day 1

24th Sept 2018

**Mr. Jayant Krishna** said, "Community is not just one of the stakeholders of the business; it is the very purpose of the existence of business." In the last year, approximately INR 15,000 Cr. had been spent on CSR by almost 2000 companies and this figure has been growing substantially with the growth of corporates, profits, GDP and CSR. He pointed out the ways in which India could work to become skill capital that is if the skill India mission, which is the largest programme of its kind across the world where private and government sectors are converging, is fruitfully implemented.

The session progressed with the launch of The India CSR Outlook Report 2018 by Founder and CEO of NGOBOX and CSRBOX, **Mr. Bhomik Shah**. The report reflected on the current trends of CSR funding across private companies in the year 2018.

The inaugural session hosted the 5th CSR Impact Awards which is an initiative of NGOBOX to boost and inspire companies, CSR foundations and CSR implementing agencies which have high impacts through CSR projects in various fields such as education, livelihood, healthcare, WASH, etc.

Hon'ble Dr. Satya Pal Singh graced the occasion by sharing his views on how education and skills are the need of the hour. AA well-educated individual



Dr. Satya Pal Singh



L to R: Mr. Bhomik Shah, Mr. Jayant Krishna, Dr. Satya Pal Singh, Sh. Anant kumar Hegde, Mr. Sanjiv Tare, Dr. Yasmin Ali Haque & Mr. Mahendra Singhi.

promote a sustainable life that would lead to a sustainable nation and a sustainable future. This core need of education requires more investment as the present education system is falling behind in various parameters and is unable to provide a value-laden life. CSR funds should be employed in providing children with the right kind of education through collaborative effort so that every Indian can claim his basic right to live a dignified life.

**Hon'ble Sh. Anant Kumar Hegde** said that charity is not a part of the law in India but rather a traditional value that has been passed across generations. This social responsibility to address the nation's need lies beyond the mandatory CSR funds spent by corporate and private sector. Skill development and educating the children and youth of today would promise a better future for the nation.

**Padma Shri Sushil Kumar Gupta** mentioned the role of Rotary in addressing the social problems of the nation and how collaborations with corporates and CSOs could yield better results. He shared since the last 3 years, how Rotary has spend almost 17 million dollars in WASH programmes, 13 million in basic education and literacy including WASH component in India alone and received around 1.5 million dollars awards from CSR funds as grants which it has implemented with successful results.

**Mr. Mahendra Singhi** said, "Business is not only for the sake of profit but also for the sake of the purpose to take care of three major bottom lines-people, profit ,and the planet." All responsible businesses in India have chalked out their business agenda and were working in compliance with these three bottom goals, which are interlinked with each other thus benefiting all the elements involved.

With this informative panel discussion, the inaugural session came to an end and the day progressed to with hosting of other sessions on relevant topics pertaining to the society.

Day 1

24th Sept 2018

# Mega Session on Private Sector as Catalyst for Poshan Jan Andolan

**Context:** The mega session was based around the grim reality that ranked India among the top nations to have the highest number of incidence of malnutrition and stunted children: 38.4% of children in India are stunted. In light of such challenging reality, the National Nutrition Mission (NNM) has been backed and renewed by the Prime Minister of India to launch India's flagship programme Poshan Abhiyan on March 2018 which is aimed to be a Jan Andolan. It would aim to reduce stunting, low birth weight, malnutrition and anaemia among young children, adolescents and women.

**Panellists:** The mega session was hosted by UNICEF India where the panellists were as follows:

· Moderator: Mr. Rahul Dev, Journalist

Mr. Arjan De Wagt, Chief-Nutrition Section, UNICEF
India

• Mr. Pawan Kumar Agarwal (IAS), Chief Executive Officer, FSSAI

- Ms. Mansharan Seth, Tata Trusts
- Ms. Siddhi Lad, Head CSR- Operations, DHFL

**Mr. Arjan** said, "48% of children under 5 in India are malnourished, a problem that is 100% preventable and treatable by good food and good nutrition." September was the month of nutrition and many community activities focused on the goals of NNM, were implemented by different ministries of government, the private sector, and NGOs.

**Mr. Pawan** talked about, how food is not only an issue of nutrition but also public health. The model of EEE: Engaging with people regarding the issue of nutrition, irrespective of their class, Exciting them on the problem and Enabling them to make the required changes in their behaviour is followed by FSSAI.

#### Major Takeaways:

• The nutrition crisis of the nation is not the responsibility of the government alone; rather it should be addressed by a collaborative approach by the corporate, private sector, NGOs and civil society organizations to achieve the desired target.



L to R: Mr. Arjan De Wagt, Mr. Pawan Kumar Agarwal (IAS), Mr. Rahul Dev, Ms. Mansharan Seth & Ms. Siddhi Lad.



L to R: Mr. Arjan De Wagt, Mr. Pawan Kumar Agarwal (IAS) & Mr. Rahul Dev.

• 80 million people have engaged in 600 thousand community activities related to nutrition in the first 3 weeks of Rashtriya Poshan Maah (National Nutrition Month).

• Corporate needs to play their ACE card for behaviour change to increase the nutrition literacy in the country will focus on using company's Assets for nutrition, CSR for nutrition and Educating Employees about nutrition.

• FSSAI has contributed to the nutrition mission by several initiatives such as Eat Right India Movement, creating Safe Nutritious Food in workplaces and hospitals, healthy offerings to deities at places of worship, circulating yellow and pink books that teach school children about safe and nutritious food.

• Partnerships with private sector in enabling access to affordable and good nutrition by exploring how one can buy something nutritious, irrespective of how little or more amount of money one can spend; would succeed in driving the momentum of the NNM.

• Four features that corporate look for long term engagement in their CSR programs: national interest of the issue, sustainability aspect of the program, the kind of collaborations and the expected impacts.

• Conversions and collaborations to work towards common agenda that focused on natal checkups, adolescent and maternal healthcare are needed and adopting one target pillar of NNM for a period of time to work exclusively would increase the chances of successful outcomes and returns.

# The CEOs Forum 2.0

Context: The CEO's Forum focused to look at how business was engaged and related to the CSR Act and whether the relation was one of dichotomy or benefit, with the added question of executing it through partnerships with NGOs or any other means. The session focused in setting the dialogue between the practitioners of CSR programmes and the CEOs of companies and helped to chart down a more nuanced approach to looking at CSR in India.

Panellists: The panel began with a keynote address from Mr. Yves Heller, Deputy Head of Regional Delegation, New Delhi, ICRC who set the context of the panel discussion.

The speakers who constituted the panel for the session were as follows:

Moderator: Dr. Shalini Sarin, Chair-Signify Foundation, Global Task Force of Foundations towards SDG 7, Independent Director, Linde India

• Mr. Jayanth Bhuvaraghan, Chief Mission Officer, Essilor International,

• Mr. Punit Lalbhai, Executive Director, Arvind Ltd.,

• Mr. Kartik Bharat Ram, Deputy Managing Director, SRF Ltd,

• Ms. Gagan Singh, Independent Director, Future Retail Ltd and Timex Group (Former CEO-JLL),

• Mr. Nixon JoSepth, President & COO, SBI Foundation

Mr. Jayanth mentioned about their organization's global program "Eye Mitra" that trained young rural individuals in eye care business and at the end of the training programme give them a grant to start their own micro enterprise, and this had successfully managed to create 5000 start-ups in India, thus making Essilor as having the largest rural optical franchise.



Mr. Yves Heller

#### Major Takeaways:

 Two approaches to look at CSR: one, the classic that involves reinvesting the surplus that the corporation earned back into the society. But it focused mostly on lighthouse projects due to the limitation of scalability owing to the narrow definition of success or profit. The second approach was to look for creativity where social intersections and integrations can be part of the business model where scalability can only come with the CSR becoming a part of the business and the business taking the responsibility of upgrading the status of society.

• Along with economic benefits provided through employment, social benefits should also be provided by company where their plants are located for inclusive growth of both the company and the community.



• CSR Act has succeeded in generating more social projects by enabling small and medium sized companies to accept their responsibility of contributing to the social sector, something that they have been avoiding before the Act.

• SBI Fellowship Programme which selected 100 highly educated urban youth to work in rural areas has successfully highlighted that India's educated urban youth are committed to giving back to the society.

• The role of the private sector is to conduct good business by empowering people through training, knowledge and funding to find their own solutions and to scale such programmes up and expand its networks is where the government and NGOs come in, thus creating a convergence that encouraged inclusivity, collaboration, cognitive resources, funding and innovative financing.



L to R: Mr. Kartik Bharat Ram, Mr. Punit Lalbhai, Dr. Shalini Sarin, Mr. Jayanth Bhuvaraghan, Ms. Gagan Singh & Mr. Nixon JoSepth.

Day 1 24th Sept, 2018

# Break-Out Session: Technology as an Enabler in Classrooms: Evidences, Experiences and the Way Forward



L to R: Mr. Vipul Redey, Mr. Kumar Anurag Pratap, Ms. Rupali Agarwal, Mr. Deepak Kamble & Mr. Rahul Prasad.

The break out session saw a huge turnout of audience who were keen to participate in the discussion of how technology has been playing a big role in the education classrooms.

Panellists: The panellists for the session were as follows:

• Facilitator: Mr. Vipul Redey, Head of School Enablement, Khan Academy

• Mr. Kumar Anurag Pratap, Sr. Director & Head-CSR, Capgemini,

• Ms. Rupali Agarwal, Head-CSR, Relaxo Footwears Ltd.,

• Mr. Rahul Prasad, Head-Human Resources and Administration, Volkswagen Finance Pvt. Ltd.,

• Mr. Deepak Kamble, Program Director, Avanti Fellow

The session focused on key points around the role of technology in today's education and learn-

ing ecosystem and ways to extend learning beyond classrooms, besides emphasizing on CSR programs that can play an effective role in terms of making technology accessible and effective in education. Technology had been creating a digital divide in the society, so now it had become all the more necessary for it to be employed in the education domain throughout the country as its use has been seen to increase the attention and performance of the students.



Attendees of the session



# India Skills Forum

Context: Corporations play a significant role in skill development. Besides defining the demand and setting the hiring benchmarks and policies, corporates provide the relevant technical expertise that is essential to build capacity in the ecosystem. With almost 7% of India's CSR fund being spent on skill building projects, this session revolved around corporate engagement in skilling space.

Panellists: The session on skills had the following speakers on its panel:

• Moderator: Mr. Gaurav Kapoor, Sr. Head-Industry Partnerships, CSR, Media & Advocacy, NSDC

• Ms. Pearl Tiwari, President-CSR, Ambuja Cements Ltd. and CEO & Director of Ambuja Cement Foundation,

• Mr. Marut Setia, Executive & Head-Education Solutions & Customer Engagement, Wipro GE Healthcare,

• Ms. Rekha Pillai, Head CSR, Castrol India Ltd.,

• Dr. O. P. Goel, General Manager & Head, Bosch Vocational Training, Bosch Foundation,

 Mr. Saurabh Singh, President, ICICI Bank Foundation

Mr. Gaurav set the discussion tone around the current Indian scenario of demographic dividend. He played the role of the moderator ardently by looking at the skilling scenario holistically through regional specificity, vocational training and the need to involve it in the education curriculum, the stigma related to blue-collar jobs and also the role of artificial intelligence.

Mr. Saurabh said how understanding of skills has undergone change in the current times. "Rather than classrooms, the ecosystem builds aspirations. Rest of the industries such as skill or education had to work towards developing skilled manpower for those aspirations."

Mr. Goel highlighted the need to introduce vocational training in the academic curriculum to find a solution for the huge number of drop-out students in India every year. On the similar note, Ms. Pearl expressed her views on how the higher secondary level served as a good time to start introducing basic skill training. "Children who are not quite academically inclined could start working with their hands rather than drop-



L to R: Mr. Saurabh Singh, Mr. Gaurav Kapoor & Ms. Pearl Tiwari.

ping out. Bringing it into the formal sector at the 9th standard would be great as training children after 14 years would develop their interest, excitement and engagement in particular domains."

Skilling India was a huge problem and Mr. Marut focused on the need to use technology to skill the large number of youth in the nation. Mr. Goel also touched upon the role of artificial intelligence (AI) in the future of India's skilling paradigm. He said that India was probably the only country where in spite of AI coming in, there would be enough jobs for the human workforce as well.

#### Major Takeaways:

• Regions who had taken advantage of the demographic dividend to enhance skill training among its population do not guarantee an equal implementation model since there could exist skill gaps, especially among the rural population.

• Providing re-skilling and up-skilling training to the existing workforce is as important as providing skill training to the new workforce for advancement and further development of the workers, regions and the nation.

• Mapping the country and the ambitions of the people to determine the willingness of workers to migrate, developing skill centres according to the demand and supply of workers, the kind of skill training the workforce aspire-livelihood or employment based, etc, i.e. needs assessment is the first step to be implemented

before designing the skill training module and investing in the programmes.

• Constructing a mind set in early education that focuses on the differentiation between a skill program and a pure play education will help students to align themselves better with their future aspirations. It will also remove the stigma around blue-collar jobs that would create happier and more satisfied employment opportunities in the long run.

• "Vocationalization of formal education or formalization of vocational education" is required for segmenting school students into two groups-one interested in academia and the other interested in vocational training. It would induce aspirations among youth to go for skill based job and do away with the exaggerated success of the domain of higher education.

• The segmentation between vocational and formal education should not be air tight; horizontal mobility across the domain for individuals to move to and fro multiple times in their career should be provided.

• Corporate can contribute immensely to enhance the skilling ecosystem by training people through their CSR projects, providing trainees with skills and jobs, bringing up the skill curriculum, upgrading the quality of training and assessment, including on-the-job training and incorporating a mindset and behaviour model that give more dignity and better work conditions to blue collar workers.

• Artificial intelligence is an important domain that needs to be explored carefully to create more progress and perform mundane and easier jobs, but at the same time should not take away the job opportunities of human workforce.

• India's Skilling Mission cannot do away with the role of technology and artificial intelligence to create a faster and greater impact and extent. Along with the government support, collaborations among other sectors that share common goals and have the right technology should be encouraged to aid this mission.



L to R: Mr. Marut Setia, Mr. Saurabh Singh, Mr. Gaurav Kapoor, Ms. Pearl Tiwari, Ms. Rekha Pillai & Dr. O. P. Goel.

# Break-Out Session: Building a Recycling Ecosystem through Corporate Engagement

Sustainable development and building a recycling ecosystem are processes that go hand in hand. The economy of a country plays a major role in selecting its track of development and it should focus on comprehensive growth. With an ever-growing population, the volume of waste generation is huge in India and there seems to be very few stakeholders in managing it.

Panellists: The break out session had the following speakers in their panel:

- · Facilitator: Ms. Divya Tiwari, CEO, Saahas
- Mr. Jaideep Gokhale, Marketing Communication Director, Tetra Pak,
- Mr. Ashwini Saxena, COO, JSW Foundation
- Mr. Sandeep Patel, CEO & Founder, NEPRA Resource Management Pvt. Ltd.

The department of waste collection, recycling and community participation in waste-management has seen only a few good corporate and non-profits driven pilot projects. One of the major reasons behind it is the high monetary cost. The session looked at some of the crucial aspects of scaling up recycling ecosystem through corporate engagement by focusing on key challenges in recycling and waste-management projects, especially in urban context. The potential role of businesses and CSR foundations to encourage community-driven recycling and waste-related projects under the existing CSR mandate was also stressed upon. It works on the principle of dual task of shared responsibility- although the big onus is more on the industry, yet the municipality and government have roles to play to achieve the desired goal. A unique financing mechanism can work to create the entire desired ecosystem.

# *New approaches for impact-driven education interventions*

Context: The context of the discussion was built around the mammoth task before India of providing quality universal education to millions of children in primary and secondary schools, with almost 70% of them in rural and remote areas. The objective of the panel session was focused to bring forth a few key new approaches in the education ecosystem from the project and program perspectives that do not require much financial resources but help in delivering better education.

Panellists: The panel began with two spotlight presentations:

• Mr. Manjeet Singh, Co-CEO & Co-founder, Buddy4Study

• Mr. Anil Parmar, Director-Community Investment, United way Mumbai

The discussion panel comprised of following speakers:

 Moderator: Ms. Prachi Jain Windlass, Director, Michael & Susan Dell Foundation

• Mr. Steve Cutts, CEO, Reach to Teach (Former Asst. Secretary General, The UN),

• Ms. Lavanya Shrinagesh, VP and Global CSR, Diversity & Inclusion Leader, Genpact,

• Ms. Neelima Khetan, Group Head-CSR, Vedanta Plc,

• Ms. Shipra Sharma, Head CSR and Sustainability, L&T Infotech Ltd.,

• Ms. Garima Babbar, Head Programs South Asia-Education and Skill Development, Adobe

The first presentation by Mr. Manjeet looked at the Indian education system and the role of scholarships to reduce the drop-out rate of students due to factors such as financial constraints.



L to R: Ms. Garima Babbar, Ms. Shipra Sharma, Ms. Prachi Jain Windlass, Mr. Steve Cutts, Ms. Lavanya Shrinagesh & Ms. Neelima Khetan.



The second presentation by Mr. Anil focussed at the perspectives on better education through CSR in India by a study report conducted by his organization.

Mr. Steve during the panel discussion shared his view on how he believed that the most effective education investment made is in foundation education as it equipped one with basic literacy skills as well as confidence and capacity to undertake independent life-long learning.

#### Major Takeaways:

• The current ecosystem demands activity based or hands-on education system, together with focus on life-long learning and getting into employability.

• Gearing up students and teachers to use and leverage technology is required to provide them with better employment opportunities.

• To evaluate academic performance, tests are not always the most objective and effective way to denote true learning. Rather, continuous evaluation and development which works from concept to understanding and to application mode should be focused. Frequent feedback through technology enabled one to further improve their performance.

• Impacts of education programmes are difficult to evaluate as qualitative change through behaviour, attitudes, creative thought process cannot be easily measured.

• Peer learning is an effective way to foster education among students with the help of enablement and assistance.

• Making teachers open to feedbacks and inputs on their performance which they could incorporate to enhance their teaching for greater aid to students stands as a problem which, if solved, brings with it great benefits to the education picture.

• Digital literacy does not include only education but also proficiency, improving critical thinking, team building, creativity and communication.

• Diversity of India limits the replicable quality of projects in the education domain since what might be relevant in one state would not be relevant in other states.

• The way teachers are trained and incentivized need to be changed for them to deliver their lessons in different techniques for vibrant and effective education.

• Appetite to change education at policy level should be undertaken and advocated by government while partnering with corporates to ensure a more holistic education system.

# Break-Out Session: The Water-Talk: Philanthropy to Strategic Priority in CSR

Context: The break-out session focused on the sustained water crisis of India due to excessive demand, irregular weather patterns, mismanaged water resources, and climate change. The panel discussion revolved around the speakers' experience in terms of the CSR priority to water projects given by their organizations, the nuances they brought through short-term solutions and long-term resilience for the community and the ways the CSR agenda with respect to water could be broadened.

Panellists: The session had the following speakers in its panel:

Moderator: Mr. Avinash, Director, Programmes & Policy, WaterAid India

• Ms. Ruchi Khemka, VP-CSR, Deutsche Bank, India, • Brig. (Retd.) Rajiv Williams, Corporate Head-CSR, Jindal Stainless Ltd,

• Mr. Navdeep Singh Mehram, Head Sustainability, DIAGEO India,

• Mr. Albert D. Peter, Head-CSR, Alkem Laboratories Ltd.,

• Dr. V C Goyal, Scientist 'G' and Head, RMOD, National Institute of Hydrology,

• Mr. Mangesh Wange, CEO, Swades Foundation

The moderator focused the discussion on how water as part of the broader WASH project was a critical aspect. The risk possessing to water had been focused not simply for the ones who use water primarily as their raw material but also for the entire landscape of corporate and industries.



L to R: Mr. Mangesh Wange, Ms. Ruchi Khemka, Brig. (Retd.) Rajiv Williams, Mr. Avinash, Mr. Navdeep Singh Mehram, Mr. Albert D. Peter & Dr. V C Goyal.



A holistic approach to the water problem is by providing not just clean water but also recharging the water source through check dams, groundwater, solar energy, etc, as Mr. Mangesh said. The success of projects by

Swades Foundation has been the strength of 4 E's in their implementation framework- active Engagement of the community, Empowerment by their involvement in the water sharing committee meetings, Execution with the best partners and Exit after a few years by engaging the community to take ownership.

#### Major Takeaways:

• Corporate should be willing to make huge investments in infrastructural facilities that aimed to save water and reduce the pollutants in the water that came out of their plants and mines to ensure less environmental pollution and health and well-being of the nearby communities.

• Community engagement in projects and schemes run by government and corporate was of primary importance to ensure sustainability and continued benefits.

• Conversations around looking at water as a currency, and not just a commodity, should be encouraged in villages to ensure its effective and sustainable use. Viewing water in strategic ways such as how its risk can affect the business of the corporate would begin initiatives from the corporate itself.

• Collaboration between water research institutes and industries could bring effective solutions to the fields and aid in addressing the crisis of water better.

• A holistic approach to engage the community so that they would take ownership of the projects is emphasized for its overall success.

• Swades Foundation had 20-30% of its work around water that had successfully made them work with more than 1 lakh households, run more than 400 drinking water projects, cover 1500 acres of land under irrigation and reach more than 30,000 households.



Audience at the session.

# *Evening Session- Khelo India through CSR*

An innovative evening session on sports was conducted on the first day of India CSR Summit 2018 that saw a lot of positive participation from the panellists and audience.

# *Khelo India and Corporate Engagement in Sports*

Context: It focused on understanding how sports can cultivate and nurture responsible social business amongst all stakeholders and highlight the value of sports as a CSR activity which contributes to nation-building. Through sports personalities and individuals working with sports, the evening session had an interesting panel that tried to establish the links between sports and CSR as a tool for community engagement and social cohesion.

Panellists: The session had the following speakers on its panel:

• Mr. Yogeshwar Dutt, Olympic medallist 2012, The Commonwealth Gold Medallist, Asian Games Gold Medallist,

• Ms. Karnam Malleswari, Olympic medallist and Head-Karnam Malleswari Foundation,

• Ms. Akanksha Singh, Former Captain, Indian National Basketball Team,

• Mr. Adwait Hebbar, Head-Corporate Services, IndusInd Bank Ltd.,

• Ms. Deepthi Bopaiah, Executive Director, GoSports Foundation,

• Mr. Anuj Kumar Chaudhary, Olympian Wrester, Arjuna Awardee and DSP in UP Police

• Mr. Divanshu Singh, Head-Sales and Marketing, JSW Sports Private Limited.



L to R: (From 3<sup>rd</sup>) Ms. Karnam Malleswari, Ms. Akanksha Singh, Mr. Adwait Hebbar, Mr. Anuj Kumar Chaudhary, Mr. Yogeshwar Dutt, Mr. Divanshu Singh, Mr. Aakash Mehrotra & Ms. Deepthi Bopaiah.

Ms. Karnam, while recognizing that ground level training and infrastructure stood

as the only obstacle to India's performance boom in the domain of sports shared how her own training centre housed 55 children who were provided with facilities of education, training, kit, coaching.

Mr. Adwait while reflecting on the partnership between sports and CSR said that corporates need to bring their expertise of managing a corporate into the social project they would be managing. In this regard, Mr. Divanshu shared JSW's initiative to improve the sports culture by building India's first privately funded high performance Olympic training centre. A collaborative approach through their Olympic programme started in 2012 where they supported India's elite athletes by building high quality infrastructure in the country. "Sport is not just about elite performances but also about making meaningful interventions in society."

#### Major Takeaways:

• Focusing on grassroot level through ground level training is required since it is the first step to strengthen the sports talents.

• Aid to support players by providing funds to academies, improving infrastructure, providing access to medical facilities in case of injuries, interacting with coaches especially in rural places which still had a lot of unexplored and raw talent is needed for encouraging sports in India.

• Focus to develop small scale rural centres and improving the base needs to be done by equally distributing funding.

• The need to focus on infrastructure building is because mass participation will occur only after that which would improve the nation's chances to excel in sports.

• Constructing excellence centre where advanced training would be provided to athletes by former athletes could be a great opportunity for corporate engagement.

• The CSR fund spent on sports in India was very low not only due to lack of funding but also due to lack of proper mechanism to evaluate investments and a proper collaborative approach that would make everyone a part of the movement to make the difference. Only with collaboration, Indian sports could move forward.

• The CSR initiatives of corporate could succeed only if a clear strategy was made to help the players- not just with their training in the current period but also their position in a few years, i.e. to ensure sustainability.

• Sporting talent in India was not a product of the sporting system, but rather sheer individual girth. India's fragmented sports culture was the reason behind the poor state of affairs in the domain of sports.

• It is important to find the right set of talents at a young age to provide the players with the best of training, coaches and exposure from early in their lives and fill in the gaps where government and federation fall short of.

### Mainstreaming Sports and Wellness in India's Education Ecosystem

Context: The focus points of the session were looking at the current challenges in mainstreaming sports in India's education ecosystem. It focused on addressing infrastructure needs and high aspiration gaps by businesses through their CSR programmes.

Panellists: The panel discussion had as its Chief Guest Sh. Ashwini Kumar Choubeyji, Hon'ble Union Minister of State-Health & Family Welfare, Govt. of India.

He was joined by other panellists who were as follows:

• Mr. Shaji Prabhakaran, President, Football Delhi,

• Ms. Neelam Babardesai, Head of Sports, Tata Trusts,

• Ms. Neha Singh, Head of India Corporate Communication, CSR and External Affairs, Herbalife International,

• Ms. P. Madhavi Latha, AVP, MNC Bank Group and Former National Paralympic Swimming Champion (2011)



Sh. Ashwini Kumar Choubeyji, Hon'ble Union Minister of State-Health & Family Welfare, Govt. of India.

• Ms. Seema Suman, CSR Programme Head-Sports and Women Empowerment, SKF India Ltd.

Ms. Madhavi reflected a perspective of sports as understood from the lens of disability. Her "Yes, We Too Can" programme had brought more than 300 swimmers in Tamil Nadu. And with the support of partners like ICRC and Cognizant, Wheelchair Basketball Federation of India was formed in 2014 which started with 5 states and today had 19 men's teams and 8 women's teams from 19 states.



L to R: Ms. Neha Singh, Ms. Neelam Babardesai, Mr. Aakash Mehrotra, Sh. Ashwini Kumar Choubeyji, Mr. Shaji Prabhakaran, Ms. Seema Suman & Ms. P. Madhavi Latha.



#### Major Takeaways:

• Sports do not exist for just entertainment and passion but also for holistic growth and development of the individual.

• There exist lot of raw talent in rural and tribal areas which need to be identified to build capacities and deliver excellence programme through competitive training and centres to strengthen sports.

• Awareness of Paralympics sports stood as one of the greatest challenge before sports culture in India. Funding and accessibility to adequate infrastructural facilities such as with regard to accommodation, transport, sports equipments for Paralympics sports constituted another huge problem. Funding at the grassroot level constitute a big problem since everyone is ready to invest in a successful sportsperson but very few have desires to encourage the budding talents.

• It is difficult to find NGOs who look at sports as long term benefit by focusing on programmes for understanding sports, winning attitude program, psychology of children, building sports attitude for corporates who wanted to delve into the domain of sports as their CSR initiatives.

• In terms of making a successful athlete, nutrition is extremely important and critical which needed to be strengthened from the early childhood. Availability of native foods, willingness to supplement foods, policies for mid-day meals, having good coaches who were well educated and trained enough to know what nutrition a potential child might require need to be focused on.

• Rather than sports being looked at as only performance oriented, it should be seen from the holistic perspective of good health, education, learning life skills, strengthening one's mental capacity, etc.



Audience at the session.

## *Corporate Workshop: Exploring collaboration for Social Impact*

Context: The corporate workshop was an ideation seminar to understand where the CSR story stands today for better and deeper engagement and discovering pathways for future collaborations. It focused on possible and already formed collaborations in the current CSR context, with a special focus on Private-Private Partnerships which holds an untapped potential that promises efficient models of CSR projects that can garner greater impacts.

Facilitators: The facilitators for the workshop were as follows:

- Mr. Neeraj Kumar Lal, Head-CSR, Arvind Ltd.
- Mr. Rishi Pathania, Head-CSR, U PL Ltd.



L to R: Mr. Rishi Pathania & Mr. Neeraj Kumar Lal.

#### Major Takeaways:

• Private-private partnerships do not replace the existing partnerships between the stakeholders since working in the areas would require people or organizations at the grass root level.

• Two approaches to garner large impact are (a) geography and (b) number which guided the way businesses should use their CSR programmes to bring in the desired changes in the society.

• Working on a particular thematic area in a specific geographical space would ensure that the cause is met and the desired target was achieved in that space. If corporates work together in a specific domain backed up by shared values and core competences of the company, then success would not be far.

• There is a unanimous "Yes" when it came to exploring Private-Private Partnerships opportunity in the current times.

• More work need to be conducted with regards to creating a more structured, form based and core competency based between CSR projects of private sectors so that impact could be larger, better and quicker.

• A platform for fostering private-private partnerships was needed- both at the regional and national level to foster more discussion and create more ideas on the given theme.

## Goodera Micro MasterClass

Context: The masterclass focused on the novel ways of engaging corporate and community through CSR initiatives and employee engagement. Typically, CSR function in the company would include giving money to NGOs with the rest of the company employees hardly having an idea. The masterclass aimed to look into how corporates could change the above way for more fruitful employee engagement.

The Presenter of the masterclass was Mr. Aditya Nagpal, Director, Goodera



Mr.Aditya Nagpal

#### Major Takeaways:

• Employees should be engaged in meaningful skill based opportunities rather than fun driven activities in volunteering as they engage to make a difference in the ground. The domain should be based on the employees own skill sets so that they could contribute in the maximum way.

• Social leadership projects are an effective way to tap into corporate expertise and skill sets from personal and business leadership to functional and social leadership.

• Companies could go beyond employee engagement by providing solutions for other corporate needs such as learning and development, employee engagement wellness, consumer connect, etc.

• There is a lot of attraction in employee emotional wellness space which include employees spending time with the communities and beneficiaries for meaningful volunteering events. • Employees could engage in small volunteering tasks that would lead to big results such as tweeting about a social cause, conduct books and clothes donation drive, etc.

• Engaging with the community benefitted both the parties involved. For instance, many consumer driven companies are using volunteering as part of their market mechanism to have a consumer connect and this in turn benefitted the community as well.

# NGO Masterclass

Context: The Companies Act 2013, had shifted the spotlight from corporates as givers and NGO's as receivers to build a picture of a partnership where NGOs are proactive and positive in building association with corporates and holding trust in the corporates' CSR program to support social and environmental issues without becoming a weak pawn. The class focused on the need to build such a partnership and focused on aspects that companies look for in the partner NGO and ways in which NGOs can communicate its qualities to the company as well as the general public.

Presenters: It was hosted by MICA (Ahmedabad) Centre for Development Management and Communication and had the following speakers:

- Prof. Manisha Pathak-Shelat, Chair, MICA CDMC
- Prof. Ruchi Tewari, MICA CDMC

#### Major Takeaways:

• Communication is a key aspect for determining the success and failure of corporate-NGO partnership.

• Benefits which NGOs could offer companies which no one else can are long-term trust or re-

lationships with communities, direct access to the community's language and nuanced understanding of their needs through a dedicated local workforce.

• NGOs stand to benefit from the corporate partnership in aspects of brand visibility, resource mobility, having execution partner and fund provider.

• The central factors that companies look for in their partner NGOs are domain fit and similar core values, strong operational qualities, leadership and visibility.

• Some factors on the part of NGOs that may hinder in building an effective alliance are an activist attitude which might go against the company or corporate in general, a tainted past and treating the company only as a means to forward one's own agenda.

• Key qualities that NGOs should focus while pitching for a partnership with corporate are ethics, transparency, approach, innovative ideas, sustainability and solution driven approach.



Prof. Manisha Pathak-Shela.

# *Investing in Rural Development and Local Livelihoods through CSR*

Context: Although 69 per cent of India's population lives in rural areas (Census 2011), the reality of rural India was far from the idyllic scenes of rustic farmlands. The session tried to look at factors that CSR and development managers should focus while working on rural development projects and creating local livelihoods opportunities for rural development. It also focused on how capacities of local communities can be built to include them as 'partners' in the process that goes beyond the term 'beneficiaries.'

Panellists: The session saw many prominent personalities being involved in the question of rural development and local livelihoods through CSR. It began with two spotlight presenters-

• Ms. Ritu Jhingon, Head-Nand Ghar Project, Vedanta Ltd.

• Dr. Sara Varughese, Regional Director-CBM South Asia and Managing Trustee-CBM India Trust.

The keynote was delivered by Dr. Mahendra Singh, Hon'ble Minister of State (Independent Charge) Rural Development, Medical & Health (MOS), Govt. of Uttar Pradesh. The panellists for the session were as follows:

• Moderator: Mr. Balakrishnan M. Kutty, Rural Development Specialist, The World Bank,

Day 2

25<sup>th</sup> Sept, 2018

- Ms. Suneepa Das, Community Project Lead, RBS,
- Mr. Ganesh Neelam, Director, CINI-Tata Trusts,

• Mr. Sitaram Gupta, Executive Director, Lupin Foundation,

- Ms. Chetna Kaura, Lead CSR, Sapient
- Mr. Samir Sharma, GM-CSR, Dalmia Bharat Ltd.

Ms. Ritu shared some insightful social development projects undertaken by her corporate, especially the Nand Ghar project, Vedanta's prominent CSR project for the security of children and women. It provided children with nutrition through pre-packaged hot meal, education through e-learning and health in the form of mobile health banks and also served as a resource centre for women in skilling.



Dr. Mahendra Singh, Hon'ble Minister of State (Independent Charge) Rural Development, Medical & Health (MOS), Govt. of Uttar Pradesh.



L to R: Ms. Chetna Kaura, Mr. Samir Sharma, Dr. Sara Varughese, Mr. Sitaram Gupta, Dr. Mahendra Singh, Mr. Balakrishnan M. Kutty, Ms. Suneepa Das & Mr. Ganesh Neelam.

Dr. Sara began with how migrations, demographic change, rapid urbanization, change in rain patterns and water issues had lot of implications in the rural areas, with some opportunities and risks. All rural development activities should have 3 aspects: integration, inclusiveness and innovation.

After the spotlight presentations, the moderator, Mr. Balakrishnan set the tone of the panel discussion with the idea that inclusion and participation of communities is unique about the rural livelihood landscape.

#### Major Takeaways:

- A sustainable and comprehensive level of change in rural areas that is social as well as economic and environmental is required for inclusive rural transformation.
- Catalysing and building capacities of the community members and providing the last mile support to them in leveraging the benefits is one way to provide sustainability.
- Integrative and inclusive approach works better to ensure the success and sustainability of rural development projects.
- Entering into geography where one intends to bring positive changes required first to understand the community's needs, what they look for and how they can be engaged from the beginning.
- Ensuring sustainability from the beginning can be done in terms of continuous engagement of the community members so that they can actively implement and monitor the programs.
- Employee engagement is a strategic approach that corporate can take in their rural development programs.
- The diversity of the nation requires identifying strength of each region individually to understand what resources can be tapped into to create opportunities.

### Day 2 25<sup>th</sup> S<u>ept, 2018</u>

### *Incubating and Scaling Up Ventures for Impacts: Engaging Business for Funding and Beyond*

Context: The session focused on India's gradual rise as a social Start-ups' nation and an enabling ecosystem for the new social ventures. The factors leading to business and investors to engage in incubating impact ventures and how these impact ventures work on solving developmental problems had been delved upon.

Panellists: The session had a keynote address from Mr. Amit Bhatia, CEO, GSG which was followed by the panel discussion. The panel comprising of incubators and incubatees had the following speakers:

- Moderator: Ms. Anshu Bhartia, CEO, Unltd India
- Ms. Aparna Sanjay, Head Social Ventures Incubation Program, IIM Bangalore NSRCEL
- Mr. Vivek Pawar, CEO, Deshpande Foundation
- Ms. Manisha Singh, Head-Impact Funding, CSR, Mphasis
- Ms. Rachana Iyer, Lead-CSR, Capital First Ltd
- Mr. Ravi Dhanuka, Co-founder and Director, i-Saksham

Mr. Amit on his keynote focused on the story of impact investing that has touched 500 million poor around the world. He said that we are on a path where reporting the impact would be mandatory for all organization-big businesses, governments, and investors. Capitalism in the 19th century focused on returns, in the 20th century on risks and returns and in the 21st century, on risks, returns, and social and environmental impacts.

The moderator Ms. Anshu channeled the discussion around the challenges and solutions that the incubator space offered. Social entrepreneurs had been existing for a long time but the recent startup ecosystem and the buzz of incubators were facilitating and paving the way for some to make the impacts a little easier and supportive.



Mr. Amit Bhatia

#### Major Takeaways:

• Traditionally CSR initiatives involve a charity and philanthropy approach but engaging with incubators, although included risk and long term planning, guaranteed an end goal that was more sustainable and innovative.

• Doing away with the distinction between for-profits and not-for-profits social enterprises while looking for incubatees and rather focusing on the ideas would serve better purpose for all the involved partners.

 Every entrepreneur has two major problems- one being funding and two was market access.

- For-profit social enterprises should not be seen any lesser because if a social entrepreneur looked at a person as a customer and not just a beneficiary, it will create more room for innovation and equal partnerships.
- Credibility, expertise and experience are important factors looked at while looking for an incubator.

• Some of the major challenges for incubators are identifying the right entrepreneur- the one with the correct mind set to nurture, who stood between confirming and confronting as they can be mentored, and who was not exclusively technology or trade focused but rather preferred a middle way by focusing on both technology and marketing approach for their entrepreneurship idea.

• Another issue pertaining to incubators-incubatees is to understand the mindset of the investors and make them look towards the problems of India.

• Often, social entrepreneurs get too guarded about their idea and forget the larger picture that this idea exists to benefit the society and for greater impacts, scaling up is needed with respect to employees, tie-ups.

• Partnership with a good incubator is the best thing that an incubatee can desire as it was just not about access to financial resources to work on one's idea but also receive mentorship for building one's organization and developing one's personality as a social entrepreneur leader.



L to R: Mr. Vivek Pawar, Ms. Manisha Singh, Ms. Anshu Bhartia, Ms. Aparna Sanjay, Ms. Rachana Iyer & Mr. Ravi Dhanuka.

### Driving Sustainability Interventions under CSR Ambit

Context: The context of the session was set around the fact that corporations can do well by doing good. The session tried to look at the idea of sustainability in the Indian context and the way in which companies can look at sustainability interventions as the core of their CSR strategy and accordingly use it for creating shared value. It focused on the need to look at CSR as a long-term intervention that helps in creating better natural resources pool leading to better opportunities for communities.

Panellists: The session saw the following speakers in its panel:

• Moderator: Mr. Sandeep Roy Choudhury, Co-Founder, VNV Advisory Services LLP

• Ms. Ekta Kumar, Country Lead-CSR, Shell India Market,

• Mr. Vishal Bhardwaj, Group Head CSR, Dalmia Bharat Ltd.,

• Ms. Suja Warriar, Leader-Employee Volunteering & CSR, Infosys Ltd.,

• Mr. Saswat Rath, Program Performance & Impact Manager, Global Sustainability, Gap Inc.

• Mr. Sitaram Gupta, Executive Director, Lupin Foundation

• Mr. Keshav Das, CEO, Ashden India Collective

#### Major Takeaways:

• Corporates should work towards achieving the Sustainable Development Goals (SDGs) through their CSR initiatives.

• Collaborative approach is the key to act local and think global for impactful interventions in the society.



L to R: Mr. Keshav Das, Mr. Sitaram Gupta, Mr. Saswat Rath, Ms. Suja Warriar, Mr. Sandeep Roy Choudhury, Ms. Ekta Kumar & Mr. Vishal Bhardwaj.

• CSR initiatives in the domain of energy need to be undertaken at an urgent rate as besides a few corporate, it is not common otherwise.

• Passion should be combined with compassion along with innovation in technology to achieve maximum benefits in the CSR initiatives of corporate.

• The importance of proper planning should be emphasized if we really want to spread the benefits to the community. The nexus of food, water and energy should be emphasized for sustainable development

• Sustainability is needed not just in the environment but also in the social space, thus requiring the community members to engage and take on their projects for sustainable livelihoods.

• Corporate when working on communities should ensure that the consumption patterns are based on the four principles- sharing, strengthening the communities, social responsibility and sustainability.

• Environment interventions for ensuring sustainability could lead to social and economic development of the community as well.



Audience at the session.

### *Private Sector Changing Lives by Promoting Better Nutrition Practices*

Session: The session on nutrition hosted by UNICEF had the following speakers in its panel:

Ms. Rajlakshmi Nair, Nutrition Specialist, UNICEF
India

• Mr. Sundeep Talwar, CMO, Akshaya Patra Foundation

• Mr. Tara Chand, Assistant Director-CSR, Moody's Analytics Knowledge Services.

• Mr. Rahul Dev as the Moderator

Mr. Rahul began the session by introducing nutrition as the critical thing of one's life- a basic right that is denied to a huge population. India had the reputation of having the world's largest number of undernourished children as well as stunted children. The session followed up the discussion of the mega session held in the previous day and brought more light into the national nutrition mission of the country.



Mr. Sundeep Talwar

Mr. Sundeep said how the story of Akshaya Patra began from a small initiative in 2000 by feeding 1500 children in a few local schools in Bangalore. Their vision says "No child in India should be denied of education because of hunger." The organization's kitchen focused on technology and ensuring quality, hygiene and nutrition of the meal that ensured a sustained body and a healthy brain.

Mr. Tara Chand said how the projects of Moody Analytic focused on early childhood care and development in the region of Jhabua which is characterized





by high rate of malnutrition and has met with considerable success. A comprehensive and integrated approach that brought government departments, existing non-profits, panchayat leaders, local informal leaders was undertaken to execute the programme. "Door-to-door screening of children under 5, lactating and pregnant women, conducting a growth monitoring drive every month, identifying and giving support to MAM children by providing additional nutrients by Kudumbashree, a Kerala Govt. Organization and SAM children by taking them to nutritional rehabilitation centres of government, besides providing support to ANM, ASHA workers, anganwadi workers were conducted."



Ms. Rajalakshmi Nair

The session had an interesting part where three school students from Delhi Public School RK Puram, Vasant Vihar were called upon the stage to talk about the Safe and Nutritious Food (SNF) Programme initiated by FSSAI in their school to encourage a healthy and nutritious lifestyle. Himanshi, Inayat and Siddharth had been part of the experience and project of implementation that aimed to teach children and their



Students and teacher from DPS RK Puram

families the need, benefits and ways of leading a clean and healthy life.

Ms. Rajalakshmi Nair said how investment in children was important in the nutrition project as they comprise the future of a well nourished India. "Aspirations, leadership and accountability are the core guiding principles for making changes in the lives of children everywhere in India."

#### Major Takeaways:

• Making nutrition an aspiration is not an option, it's a priority and it required the participation of all as a collective for transformation to take place.

• The current narrative of nutrition backed by the Prime Minister looked at the Nutrition Program as a process of Jan Andolan which brought everyone such as mothers, families, business houses, CSR groups to be the social change agents and this was the best opportunity for India to avail to address and tackle the issue of malnutrition.

 Akshaya Patra feeds 1.75 million children every day in 40 kitchens across 12 states of India and looks ahead to raise this number to 5 million by 2020 with the support of donors, state and central governments. Children's performance and attention in classrooms are found to be higher post-meal, so the organization has also started providing breakfast. • Moody's Analytics in their programme in Jhabua identified and trained 18 young local girls as volunteers who were the change makers for implementing and conducting the entire programme. Convergence and awareness generation were the pillars of the programme that had led to its success since its inception.

• The narrative of nutrition in India has changed since the past decades and today giving food away is not seen as the only way to address the issue of malnutrition.

• The window of opportunity to address the issue of malnutrition is the first 1000 days, from pregnancy to 2 years of the child where maximum physical and mental development of the child's growth takes place. Investment of 1\$ during this period will yield 16\$ worth of profit.



## *Workforce for Good (Employee Engagement)*



L to R: Mr. Zeeshan Ramlan, Mr. Deepak Prabhu Matti, Ms. Richa Sethi & Ms. Sarika Gupta Bhattacharyya.

Context: Employee engagement is one of the toughest and often most perplexing elements of sustainability and corporate social responsibility (CSR) efforts. The level of employee involvement and ownership was critical to the success of corporate sustainability and CSR efforts. To talk about how employees bridge the gap between the company's sustainability/ CSR goals and the realization of those goals was what the panel focused on.

Panellists: The panel had the following speakers:

• Moderator: Ms. Sarika Gupta Bhattacharyya, CEO, BD Foundation

• Mr. Zeeshan Ramlan, Head -Engagement, Diversity & Inclusion, CSR, Intuit India

• Mr. Deepak Prabhu Matti, Director CSR and Global Lead for Employee Vol., Cognizant

• Ms. Richa Sethi, Director, Learning and Talent Management; CSR Lead at MetLife GOSC

It specifically looked at the ways business, CSR and talent engagement goals leading to business and social impact can be aligned and the way in which employees can be engaged in sustainability and corporate social responsibility. The action of making sustainability/CSR personal was crucial as well as making sure the engagement was sustainable and

## *Investing in adolescents: Evidences from the Ground*

percolating at all levels. Emphasizing on how shared value creation among employees had led to positive results in terms of leadership innovation and business impact was dealt and discussed.

Context: The focal points of the session revolved around India's need to look at adolescents as an important development sector target group and accordingly investing resources in addressing their problems in domains such as health, education and social justice.

Panellists: The panel began with a Spotlight presentation by Dr. K.G. Santhya, Sr. Associate, Population Council and the other speakers for the session were as follows:

• Moderator: Ms. Dipa Nag Chowdhary, Deputy Director, MacArthur Foundation

• Mr. Sanjay Khajuria, Sr. Vice President-Corporate Affairs, Nestle India

• Mr. Abhijeet P. Sinha, India Manager, Lifebuoy USLP-HUL

• Mr. Zeeshan Ramlan, Head - Engagement, Diversity & Inclusion, CSR, Intuit India

• Ms. Mamta Carroll, Vice President & Regional Director, Asia, Smile Train

Ms. Santhya began with her presentation that focused on how adolescents being one-sixth of the global population carry 6% of the global burden of disease and injury. She shared some grim statistics of adolescents in the country that called for the urgent need to work on certain fundamental aspects of their lives such as secondary education, skilling programs for employment, sex education, healthcare, etc.

Mr. Sanjay while telling about his company's projects on adolescents said how only educating adolescents would not serve the purpose of the projects, involving family and guardians, peer learning and stakeholder



L to R: Mr. Abhijeet P. Sinha, Dr. K.G. Santhya, Ms. Dipa Nag Chowdhary, Ms. Mamta Carroll, Mr. Sanjay Khajuria & Mr. Zeeshan Ramlan.

involvement were necessary for long lasting behaviour change of the community and for sustainability of the projects.

Ms. Mamta said 35,000 children were born with cleft every year in India and how her organization worked on a model that provided a complete one-stop shop for cleft where at birth, they provide counseling and know-how to the family and caregivers on how to treat and feed the child and come for regular surgical interventions, the second step was interventions itself through surgery and the last step was related to rehabilitative treatment such as working on speech.

#### Major Takeaways:

- Investment in adolescent in the domains of education, employment, health is the best way forward.
- Working on adolescent's health reduce present and future health costs and enhance the social capital as they have triple dividend working- in the present time as adolescents, in the future as adults and determining offspring.
- If the purpose and value of the organization and the NGO partner are shared, the program is for longer duration and more sustainable with better impacts.
- Replicability of projects would not work as for every geography, city, state, the program need to be customized.
- Adolescents should not be bracketed but instead should be looked holistically by including the disabled, the transsexual community and work should be encouraged on these fronts as well.
- Children born with cleft face additional burden of social exclusion from schools and other places, teasing due to speech defect, etc. A recent study published in the British Medical Journal, using Smile Train's data, found that a single cleft repair surgery not only improved a child's health but enhanced individual earnings by upto \$ 42,000.
- The need to look at adolescents not as a cohesive category but rather through the paradigms of their geography, urban-rural divide, age groups, and special needs is an essential way if success is desired.

### *Improving Agriculture Ecosystem through CSR*

Context: The session looked at the current challenges in agriculture ecosystem that hampers or slows the growth of the sector, along with how the businesses can play a role beyond its usual to enhance the agriculture ecosystem or to address a few of the challenges, even if it's about piloting an initiative and creating a case for scaling up.

Panellists: The speakers on the panel were as follows:

Moderator: Ms. Garima Singh, Lead-CSR, Cargill India

- Mr. Rishi Pathania, Head-CSR, UPL Ltd.
- Mr. Sunil Srivastava, Head –Water Interventions, Reliance Foundation

• Mr. Amit Kumar Singh, Country Representative, Tanager

The moderator Ms. Garima channelled the discussion on how the corporate play an important role in enhancing the agriculture ecosystem and how CSR can effectively contribute in creating value proposition for each stakeholder. Through the informative discussion, three main solutions had come up that could be adapted and replicated for possible best practices in the domain of agriculture: co-creating, bringing in more knowledge and awareness in the sector and the important role played by technology in the supply chain. More expertise, awareness and investment should be given to the agriculture sector because it cannot be ignored, no matter where India stood on the path to development.

### Major Takeaways:

• Ensuring total water security to each farmer enabled them to work towards attaining food security, nutrition security, ecological security and livelihood security.



L to R: Mr. Amit Kumar Singh, Mr. Sunil Srivastava, Mr. Rishi Pathania & Ms. Garima Singh.



• By innovating and demystifying low-cost and simpler technology that could be replicated by farmers and connecting them with existing scientists for knowledge, corporates for funding and NGOs for better implementation, best practices can be employed.

• Integrating technology to bring better inputs to farmers to increase productivity and to build an efficient farmer-customer relation for improving the livelihoods of farmers is the need of the hour.

• Collectivisation of small holder farmers is the way forward that would ensure backward as well as forward linkages and create better market opportunities for farmers.

• Both corporates and farmers could come together in the same platform with shared goals to co-create and affect bigger and better impacts, with the government's involvement for a conducive environment.

• Co-creating and building shared values through partnerships among different corporates and farmers, forming Farmer Producer Organizations (FPO) are important ways to maintain the sustainability of small holder farmers and enhance their incomes.

• The biggest detrimental in any water management project would be lack of knowledge and awareness leading to wrong intervention as the need to focus on area, ecology, geography, underground water condition are important factors to research before implementing a programme.

• The supply chain in the form of how can farmers sell their products in the most effective way and build relation with customers stand as the biggest challenge that should guide the way forward for CSR space of corporate.



Audience at the session.

## *Collaborations for Better Education: Partnerships to Collective Impacts*

Context: The session focused on the key challenges that primary and secondary education system faced in India and how could corporate look into intervening in such education setups. It looked into the success stories and present failures and what can be learnt from each to incorporate good practices in collaborations in education

Panellists: The session hosted the following speakers in the panel:

 Moderator: Mr. Manmohan Singh, Co-founder & Director, Kaivalya Education Foundation

• Ms. Madhusree Vemuru, GM-CSR, International Paper

• Mr. Rajendra Tripathi, Assistant Director-Higher Education, British Council

• Mr. Vikas Bhatia, Head CSR, Chambal Fertilizers Ltd.

The moderator Mr. Manmohan began the discussion with the words, "Education is multi-disciplinary and it cannot be solved by one individual or organization or sector alone. It required collaborative effort from corporate, NGOs, government, academic institutions, local leaders to improve learning outcomes." On this point, Mr. Rajendra said how international collaborations allowed one to set up a benchmark to know their own standing in research or project concepts with respect to other institutions.

### Major Takeaways:

• The era of collaboration is here and NGOs, governments, corporates and community members should engage in partnerships for intense, extensive and lasting impact.



L to R: Mr. Vikas Bhatia, Mr. Manmohan Singh, Mr. Rajendra Tripathi & Ms. Madhusree Vemuru.



• Sector skill experts need to come on board, along with people and organizations that are funding and strategizing as well as at the level of policy for successful collaborations.

• The need for implementing partners to be a perfect match is a necessary condition-what one looked for in an NGO and what they wanted to achieve as an impact had to match.

• Working with government on their schemes strengthens their sustainable system as well as helps in overcoming the corporates' own limitations, thus making greater effects, impacts and positive changes.

• Inclusive development by focusing on the community present around corporates' factories should be an essential part of the company's social development programs.

• Resource crunch, lack of quality, lack of exposure and knowledge capacity impedes government school's capacity to deliver well but with providing strategizing opportunities to get right kind of people on board to improve the school management, have the right mix of quality teachers and build a tight, professionally driven project approach to define their goals, these schools too can excel in their education programs.



Audience at the session.

### *Promoting Entrepreneurship and Women's Empowerment through CSR*

Context: Women are central to the entire development process but gender inequality has hindered them from higher income opportunities. The mandatory CSR provisions in India have women empowerment as one of the key focus areas. Women entrepreneurship is a domain that could be promoted well if the more additional investment or technical support were provided by the corporate sector who can invest their CSR funds into social development ventures led by women that were not only generating money but empowering communities.

Panellists: The session began with a Spotlight presentation from Ms. Neha Barjatya, Chief Internet Saathi, FREND and was followed by panel discussion which comprised of the following speakers:

• Moderator: Ms. Anjalli R. Kumar, Social Mission Director, Unilever

Mr. Clement Chauvet, Chief of Skills and Business
 Development UNDP India

· Ms. Poonam Muttreja, Executive Director, Popula-

tion Foundation of India

• Ms. Sapna Bhawnani, Communication and CSR Director-APAC Region, Alstom India

• Mr. Suhas R. Joshi, Head-CSR, Bayer India

Ms. Neha talked about how the Internet Saathi program, a joint venture of Google and Tata Trusts, had enabled and empowered women in rural parts of India by bringing them access to internet and smart phones through internet carts that gave them training door to door. Once training had been provided, it enabled those women from within the community to become internet trainers themselves and spread the knowledge to other women in their villages and other neighbouring villages so that they can use it for various purposes such as education, entrepreneurship, helping others, gaining relevant information, etc. Today, there existed over 54,000 internet saathis who have trained over 2 crore women in over 2 lakh villages in the country, with a massive socio-economic impact that improved the gender gap as well.



L to R: Ms. Sapna Bhawnani, Mr. Clement Chauvet, Ms. Anjalli R. Kumar, Mr. Suhas R. Joshi & Ms. Poonam Muttreja.

### Day 2 25<sup>th</sup> Sept, 2018



Ms. Neha Barjatya

• There is a need to provide equal access to opportunities, resources and support to women because the nation has a lot of latent talent that need to be tapped into for the prosperity of women and nation.

• Gender inequality is a social construct, and the care giving role of women and her sexual and reproductive health stand as huge impediment to woman's access to work and her ability to perform in it.

• Creating jobs and providing economic independence is necessary but not a sufficient condition for women's equality. Other aspects of women's lives and aspects such as inequality in thinking, social norms, and perceptions need to be looked at to determine their status in society.

• Gender empowerment programmes continue for years because the years of social structure, discrimination, patriarchy that women and society face has been prevailing for thousands of decades.

• Recognizing the diversity among women, i.e. identifying the different categories they are placed in is required to understand the

specific problems they face and accordingly address it.

• If women work at par with men in India, the GDP will increase to 27%, thus highlighting that women's economic equality can become the cornerstone of the nation's development.

• The main obstacle for women's empowerment is cultural barrier that restricts their knowledge and access to information about the ample opportunities and the kind of jobs they can do.

• The idea of transition from education to employment was important to delay marriage age, improve their status, and increase their bargaining power. Corporates can come in to provide them with experience to work in company through internships and apprenticeships.

• Corporate can come forward to encourage women to participate in jobs that are otherwise seen as "masculine" such as manufacturing to break the barriers and provide them with more and better opportunities.

• It is important to work with local stakeholders to mobilize women in rural areas and women themselves need more women to encourage them and work.

Context: The session focused on the key

### *Impact-based CSR Project Design: Learnings from the Good Practices*

ideas of identifying the adequate social and sustainability issues to tackle and the pathways of impact the company has on them. It focused on the measuring and tracking the impacts for society (including social and environmental effects of the CSR projects) due to the implementation of activities and what moretechnical tools or non-technical approaches could be used to add value in impacts-mapping and CSR program design.

Panellists: The panellists for the session were as follows:

• Moderator: Mr. Kumar Anurag Pratap, Head-CSR, Capgemini

- Mr. Neeraj K Lal, Head-CSR, Arvind Ltd.
- Ms. Sushama Oza, Director-Adani Foundation

• Dr. Niranjan Saggurti, India Country Director, Population Council

• Mr. Senthil Kumara krishnan, Head – Reliance Foundation Information Services • Nothing is easy in terms of measuring the impact but the critical factor is at what level and how we are measuring the impact.

• It is not about the number of children but rather the number of families and villages to whom corporate and organizations can bring sustainable behaviour change is what matters.

• Corporates want numbers to assess the impact of their CSR initiatives but it should not come at the cost of the quality of the projects.

• Narrating one's impact stories in a way that excites others and encourages them and motivates them to embark on similar or other social development projects is important.

• The notion that corporate aims for scale and



L to R: Mr. SenthilKumara krishnan, Dr. Niranjan Saggurti, Mr. Kumar Anurag Pratap, Ms. Sushama Oza & Mr. Neeraj K Lal.

NGOs for quality need to change.

• When the desired change one wishes to bring is clear from the beginning, designing what indicators one requires to measure and how, what constitutes the indicators as output v/s outcome v/s impact should be the next step.

• Quantitative impact through numbers are very important for telling one's impact stories due to value for money but achieving those through a qualitative way and a proper methodology also needs to be considered.

• If there is a good replicable programme and if one gets resources, one can expand their project and that is where the corporate sector can use its competence to create affirmative change in the development sector.



Audience at the session.

### *Enhancing Healthcare Ecosystem through Corporate Engagement*

Context: India carries 20% of world's disease burden and accounts for 17% deaths inspite of being the third largest manufacturer of pharmaceuticals and host of the largest number of medical schools and producing the largest number of medical graduates annually. The session focused on certain focal points around fundamental healthcare challenges in India and how CSR could be a catalyst to provide affordable healthcare models that can be scaled up from pilot to public.

Panellists: The keynote and session chair was by Dr. Dinesh Arora (IAS), Deputy CEO, National Health Agency, Govt. of India. The panel comprised of the following speakers:

 Moderator: Mr. Vikas Dagur, Health System Specialist, USAID THSC Program, South Asia

- Mr. Rajesh R. Singh, COO, WISH Foundation
- Ms. Rinika Grover, Head-CSR and Sustainability, Apollo Tyres

• Mr. Ranjeeb Sarma, Head-Compliance, CSR & Plan A and Administration, Marks & Spencer India

• Ms. Garima Dutt, CSR Lead, GSK Pharmaceuticals Ltd.

#### Major Takeaway:

• A strengthened Primary Health System would aid not only in reducing morbidity and mortality at reduced costs but also in reducing the burden at secondary and tertiary care.

• 90% conditions can be treated by primary care and access to this heathcare is comparatively easier. It reduces costs and admissions by 35% and nurses are better, willing, available, and cheaper than doctors in primary health.

• WISH builds equitable healthcare systems by making quality primary healthcare available and accessible to the world's BoP populations and hopes to provide high-quality, affordable and accessible primary care services to 100 million underserved families in India and to an equal number in other developing countries by 2027.

• Apollo Tyres are committed to create value for all their stakeholders and bring about positive change in their lives. It has reached



L to R: Ms. Garima Dutt, Mr. Rajesh R. Singh, Mr. Vikas Dagur, Ms. Rinika Grover & Mr. Ranjeeb Sarma.



out to over 5 million beneficiaries (truck driver and population residing in transhipment hubs) through their Health Programme.

• Lymphatic filariasis is a global problem which has affected around 120 million people worldwide, of which 40% are in India. GSK's CSR program "Partnering India to eliminate LF" is collaborating with World Health Organization to create an LF free India by 2020.

• Marks and Spencer through its CSR programmes in the healthcare domain strives to create replicable, scalable, sustainable, self financed model for primary care which has the potential to change the health systems and simultaneously improve the collective and collaborative efforts to achieve gender equity and equality.



Audience at the session.

# Decoding Corporate-NGO Partnerships

Context: The last session for the India CSR Summit 2018 was an interactive and rich session with the largest number of panellists. It was an interesting mix of panel where the corporate had one NGO partner with whom they had been involved in working at the grassroot level, thus providing an understanding of the collaboration at the grassroot level. The session presented a lookout to understand the opportunities provided by complementary tie and convergence that CSR could bring to the table along with civil society partners.

Panellists: The panel comprised of the following speakers:

• Moderator: Ms. Prachi Nautiyal, Director – Corporate Partnerships, United Way Mumbai

• Ms. Nonika Rajkumar, Head - CSR & Sustainability, Canara HSBC Oriental Bank of Commerce Life Insurance Company (with implementation partner from Advit Foundation, Ms. Charu)

• Ms. Purnima Sahni Mohanty, Director - Corporate Communications & CSR, DuPont (with implementation partner from Humana People to People India, Ms. Helen) • Mr. Joydeep Sen, CSR Lead (India Sub-continent), GSK Consumer, Healthcare Ltd. (with implementation partner from Akshaya Patra Foundation, Mr Rohit Choudhury)

• Mr. Abhijeet P. Sinha, India Manager, Lifebouy USLP-HUL (with implementation partner from Naman NGO, Mr. Shisir)

• Ms. Richa Sethi, Director, Learning and Talent Management; CSR Lead,

MetLife GOSC (with implementation partner from Pure India Trust, Mr. Prashant Pal)

The discussion revolved around the key challenges in identifying implementation partners and how even small grassroot NGOs could be credible implementation partner. The need to go beyond one's comfort zone while partnering with non-profits and looking at the types of approach- impact-focused approach v/s brand association were delved into during the session.



L to R: Ms. Helen, Ms. Purnima Sahni Mohanty, Ms. Charu, Ms. Nonika Rajkumar, Mr. Prashant Pal, Ms. Richa Sethi, Mr. Abhijeet P. Sinha, Mr. Shisir, Mr Rohit Choudhury, Mr. Joydeep Sen & Ms. Prachi Nautiyal.

#### Major Takeaways:

• Need assessment is very essential before beginning a project in a particular community to identify the target population, develop and strategize a plan, select the proper team to manage the task along with active partnership where both the corporate and the NGO are actively included foster better impacts.

• Identifying the right and suitable geography, target population and partnerships in the form of implementing partners at the grassroot level where they use their expertise are important facets of any social development projects.

• Some challenges on the part of NGOs are aligning their expectations with that of the corporate and sticking to the core to understand what is viable and the long duration of the projects. A sustainable outlook in the projects that should keep a lookout for the ecosystem to understand the role of other key stakeholders is also important.

• CSR does not always have to be just about partnership with corporates, it is the question of heart working. Active engagement of employees to identify what issues they can work on through their CSR initiatives increases the motivation, hard work and impact of the project.

• Strategically creating a table to identify which funders are interested in what domains and what are the areas the community need development and help with respect to their skills, infrastructural requirements, and village upgradation would help to differentiate and spilt the ground level focus areas among various corporates.

With this, the India CSR Summit 2018 came to an end, hoping that it had been able to achieve its aim of providing the desired platform for facilitating discussions, ideas, collaborations, and partnerships to improve the CSR realm of the nation.

















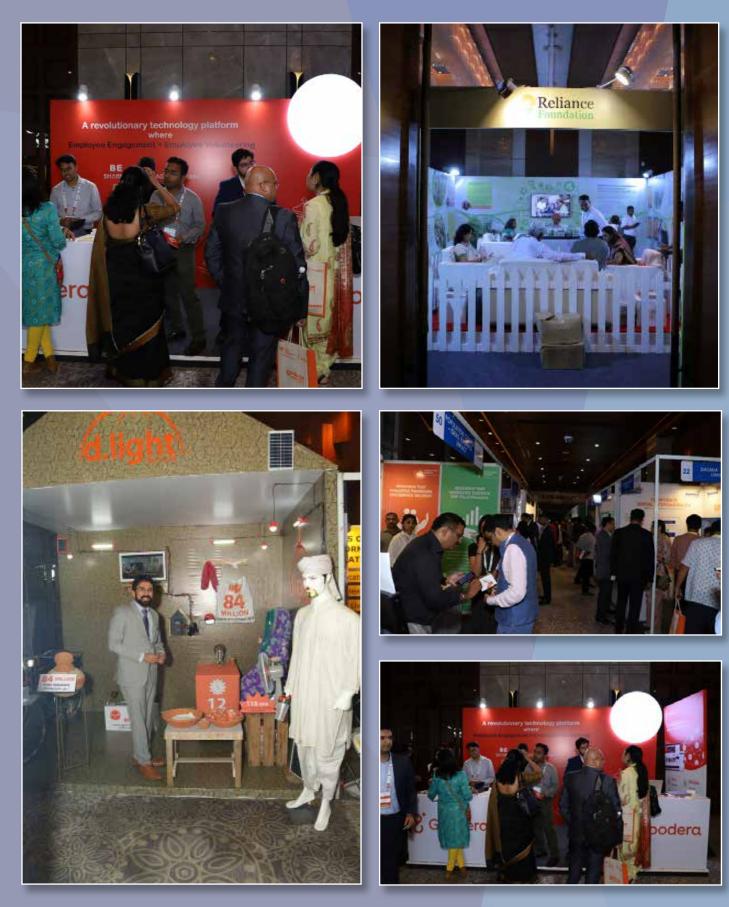












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