

Odisha CSR Awards(Make in Odisha ,2018)

13 November 2018, Odisha: The Make in Odisha (MIO) Conclave 2018 is the flagship biennial business event of the Government of Odisha. After the resounding success of the event in 2016, the State organized the second edition of the marquee event at Bhubaneswar during November 11 to 15, 2018. The conclave showcased the policy & regulatory environment, investment opportunities across focus sectors and the manufacturing prowess of the State.

FICCI as the National Industry Partner to the Government of Odisha, assisted the Odisha government as knowledge partner for the Odisha CSR Awards and also assisted in the focused discussion on CSR " Reaching the Unreached Districts"

- The Government of Odisha instituted Odisha CSR Awards to recognise Corporate Social Responsibility (CSR) activities undertaken by corporates/industries in various districts of the state and across welfare sectors that have brought about a substantial change and created a lasting and positive impact. A CSR award ceremony was also organized in the evening of 'Day 3' of MIO 2018, which facilitated the extraordinary work done in the field of CSR by various organizations. The winners of CSR awards were:
 - Maximum CSR Outreach Award: Odisha Mining Corporate Ltd., 21 out of 30 districts in Odisha are covered by the company.
 - Most Innovative CSR Project: ACC Ltd. (Name of the project) - ACC Vidya Uttkatsh. More than 25 thousand students reached out with the quality of education.
 - Most Impactful CSR Award: Tata Steel, Thousand School Program, which aims to create universal standards of elemental education across Odisha.
 - Diversity of CSR Spending Across Sectors Award: Mahanadi Cold Fields Ltd., Company does exemplary sustainable work across 9 sectors out of 11.

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- The session on CSR saw participants from various global and national organizations sharing information and knowledge through various presentations. Key presenters at the session included Mr Injeti Srinivas, Secretary, Ministry of Corporate Affairs, Government of India and Odisha Industries Minister Ananta Das. 'Odisha CSR Knowledge Paper' was released by the Industries Minister which focuses on benefitting citizens in various districts of Odisha leading to overall development of the State.

Addressing the audience, Mr Srinivas said, "I congratulate Odisha for their astonishing work in the field of CSR. You will be amazed to know that much before we had started developing a legal framework for CSR in 2013 for companies. Odisha in 2006, already had established rehabilitation and resettlement policy, containing many aspects of current CSR policy."

"At the United Nations, CSR is perceived as a strategic management concept and in European Union an effective fit between business and the society. Business and human rights have to go together and

corporates have to work with State Governments to enhance CSR activities for the benefit of society," he stressed.

Odisha Industries Minister Ananta Das said, "I welcome corporates attending MIO and motivate them to work towards benefitting the lives of people in the state of Odisha by providing their support to various CSR projects institutionalized by the Government of Odisha."

"Odisha has been a pioneer of CSR activities and projects in India and has worked towards enhancing the standards of people living in its various districts. We have constituted district level committees who will identify and recommend various areas, which require CSR support to state level committees, which in turn will work together with corporates to implement effective and efficient CSR programme in these respective areas. This will lead to the holistic development of the people of the state and will ensure the benefits reach to all the unreached districts as well," the Minister stated. He concluded, "We thank all of you who have come and attended seminar and look forward to working together for the benefit of people in Odisha."

Addressing the audience, Odisha Industries Principal Secretary Sanjeev Chopra said, "We are working towards institutionalization of CSR in Odisha so that equal benefits of CSR activities are received throughout the districts of the State. Education & Skill Development, Healthcare and Rural Development constitute over 90% of CSR spending across categories in Odisha from FY 2014-18. Top 10 districts in Odisha also account for almost 90% of CSR spends by corporates in Odisha, which include districts like Angul, Keonjhar and Sundergarh."

"We encourage the corporates to form strategic partnerships with our Government to also work on CSR projects in districts, which has less or no CSR spending reaching them. We have also created a portal 'Go Care' which was launched 10 months back, has details of all the districts where one can implement their CSR project. Based on this information, companies can perform baseline studies and do an impact assessment of intended CSR projects on local communities in various districts. We will work with corporates in a collaborative manner and form institutionalized CSR papers, and the efforts of corporates will be recognized by the State Government as well," he stated.

He further stated, "We have also created a CSR Council to institutionalize the CSR activities undertaken by corporates in Odisha. With the aim of reaching the unreached districts, we look forward to the support of corporates to jointly work towards enhancing the CSR activities in three focus areas of education, healthcare & sanitation and rural development."

There was an interesting panel discussion on the topic 'Reaching the Unreached Districts' which was presided and participated by eminent speakers including Dr Vineeta Dutta Roy, Associate Professor & Lead CSR, Birla Institute of Management Technology (BIMTECH), Mr Injeti Srinivas, IAS, Secretary, Ministry of Corporate Affairs, Government of India; Mr B.K. Thakur, Director HR, National Aluminium Company Limited (NALCO); Mr Harish Krishnaswamy, COO, Tata Trusts; Mr L.N. Mishra, Director, MCL; Mr Vishal Bharadwaj, CSR Head, Dalmia and Ms Foroogh, Deputy Representative, UNICEF.