



FICCI Corporate Social Responsibility Newsletter

Issue 7, January-December 2016

INDEX

01 Workshop on Effectively Addressing Sexual Harassment at the Workplace.....2

02 Report on CSR Trends in India.....3

03 'Inclusiveness and Accessibility Index' for Persons with disabilities.....5

04 Awareness Workshop & Roundtable Discussion on Accessible India Campaign....7

05 Training on Impact Assessment and SROI of CSR projects.....8

06 CSR Forum for Korean Companies Operating Overseas - India.....9

07 Seminar on CSR: Opportunities in Rural Development Projects'.....10

08 FICCI CSR Summit & Awards.....12

09 Key Ongoing CSR Projects..... 17



Dear Reader,

Welcome to the FICCI CSR newsletter on Corporate Social Responsibility (CSR).

This 8th edition of the newsletter captures the key activities carried out by **FICCI Aditya Birla CSR Centre of Excellence & FICCI Socio Economic Development Foundation (FICCI SEDF)** in the period of January to December 2016.

It showcases the grand success of 15th FICCI CSR Awards, our Exclusive research on 150 companies of repute in the CSR sphere, thematic interventions in the arena of inclusive development and our efforts in the domain of CSR capacity building and various CSR projects being implemented by FICCI - SEDF for our Corporate partners.

I hope you enjoy reading this issue. We will look forward to your comments and feedback.

Uma S Seth

Director & Team Lead
Corporate Social Responsibility
FICCI

Workshop on Effectively Addressing Sexual Harassment at the Workplace



19th February, 2016, Delhi: FICCI with Women Power Connect (WPC) conducted the 'the third Gender Sensitization and Life Skills Workshop for professionals (men and women) working in the corporate sector on **19th February 2016**. The workshop is a part of the series of "**Gender Sensitization Workshop/Training for Corporates in Delhi NCR**" under the Wajood Project on "Triumph of Courage - Effectively Addressing Violence against Women in Delhi-NCR Region" that has been initiated by Women Power Connect (WPC) with the support of Population Services International, India (PSI).

The workshop was conducted by a team of experienced trainers who through interactive methodologies focussed on developing an understanding of gender and related concepts and inclusiveness in a multicultural workforce, initiating dialogue across differences and most importantly enabling the participants to understand and

identify sexual harassment of women at workplace.

The programme aimed at building a common understanding of gender, gender discrimination, and conceptual clarity on the recently enacted Sexual Harassment at the Workplace (Prevention, Prohibition and Redressal Act, 2013) Sexual Harassment of Women representatives of corporate houses and their Internal Complaints Committee members, a redressal mechanism established under the Act.



Report on CSR Trends in India



Padma Bhushan Smt. Rajashree Birla, Chairperson, FICCI-Aditya Birla CSR Centre for Excellence & FICCI CSR and Community Development Committee, said, "**Indian Industry has and continues to be actively engaged in meaningful CSR. There is a genuine effort from members of India Inc. to effectively contribute to the society and ecology at large. FICCI survey to assess how companies have fared with regard to their CSR spend is indeed a forward step. It is indeed encouraging to note that companies have continued to base their CSR programmes according to community needs aligning with the national development agenda, especially those impacting women and children**"

28th March, 2016, Delhi : A FICCI survey to gauge the Indian Industry's Corporate Social Responsibility (CSR) spend highlights, that there is a discernible trend in CSR activity becoming more a part of strategic decision-making for companies. It clearly brings to the fore how companies are complying with the Companies Act 2013 and how they are integrating CSR reporting into their main business practices.

The survey was conducted during the months of January and February 2016 and covers companies belonging to a broad array of sectors. The survey tries to gauge the involvement of management in CSR implementation, the strategy adopted by companies, how the companies are identifying and implementing the projects and also the broad trend in budgeting for CSR activities. The results are based on about 150 responses. The companies participating in the survey included public sector undertaking, private companies as well as foreign MNCs.

According to the Clause 135 of the Companies Act 2013, a company is expected to appoint a CSR Committee of three or more directors, with at least one independent director on board. A majority 79% of the companies participating in the survey indicated that they have an independent director on board. A little less than half (49%) of the respondents said that they have one independent director, while another 26% cited having two independent directors. Further on the constitution of the CSR

Committee, about 74% respondents reported having the CEO as a part of the committee.

A majority of the respondents participating in the survey indicated ethical considerations as the primary motivation factor behind adoption of CSR activities. Companies are increasingly looking at integrating their businesses with the community to create shared value. About 49% of the respondents in the present survey stated creation of shared value as a motivation factor, followed by social good compliance.

The Schedule VII of the Companies Act, 2013 lists down the key focus areas where the companies can undertake CSR activities. This list is a comprehensive one and covers about eleven areas. On this, about 21% of the participating companies indicated their efforts aligned towards promoting education, special education and vocation skills. This was followed by eradicating hunger, poverty & malnutrition, promoting health care, sanitation and safe drinking water; ensuring environmental sustainability and rural development projects as the other primary work areas for the companies.

Moreover, a significant 95% of the respondents reported that their CSR projects are aligned with the Government's development initiatives and the top three initiatives that the companies have aligned their activities to include - Swachh Bharat Mission, Skill India and National Health

Mission. The respondents pointed out that they undertake project implementation through their company foundations or directly; and the focus is clearly on community representation in implementation of project. About 40% of the companies indicated that they implement projects through their company foundation and another 36% said that they do it directly. Also, about 65% respondents reported partnering with the Government or another corporate for execution of projects.

Furthermore, the respondents were asked to indicate some details on the impact assessment of their projects. About 31% of the companies said that children were the main beneficiaries of their projects, followed by women (22%) and environment (17%).

A majority 77% of companies participating in the survey reported an increase in their CSR Budget in the year 2014-15, vis-à-vis 2013-14. While 12% participants reported a decline, another 6% cited no change. The remaining 5% of the companies said that they have made a CSR allocation in their budget for the first time. About 83% of companies participating in the survey anticipated and increase in their CSR spend in the coming year (2016-17). While 6% participants expected a decline, another 9% cited no change. The remaining 2% of the companies said that they have made a CSR allocation in their budget for the first time. On the audits conducted, 54% of the participating companies said that the impact of their CSR activities is audited by a third party. Further, 65% respondents indicated that they intend to use the

outcome of the audits for CSR project implementation.

However, the survey notes that there are obstacles in implementing CSR projects.

Some of the challenges noted were

- inadequate clarity on laws and tax related regulations;
- delay in project implementation due to problems in getting NOC from a competent authority;
- clearances for land for rural infrastructure projects; lack of clarity and inhibitions from the community;
- NGO accreditation and availability of suitable NGOs;
- lack of skilled human resource that are willing to work at grassroots level;
- lack of CSR professionals for project implementation; unavailability of doctors and medical staff in remote villages to run primary care facilities if CSR project involves provision of healthcare facilities etc. Also, sometimes there is lack of parity in understanding of CSR terms among stakeholders;
- limitation of funds for project implementation; and lack of effective and transparent monitoring mechanisms. Nonetheless, such conflicts are resolved through regular interaction. ■

'Inclusiveness and Accessibility Index' for Persons with disabilities

30th March, 2016, Delhi : With firm commitment of the government towards socio-economic transformation of the persons with disabilities there is an urgent need to create mass awareness for universal accessibility. Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice and Empowerment, has formulated the Accessible India Campaign (Sugamya Bharat Abhiyan), as a nation-wide campaign for achieving universal accessibility for PwDs. The Accessible India Campaign (Sugamya Bharat Abhiyan) by the Government of India aims at making buildings, transport and technology systems accessible and workplace more inclusive. The vision of the Campaign is to create an inclusive and accessible environment that enables Persons with Disabilities (PwDs/Divyang) to participate in all areas of community life.

To take forward the agenda, the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice and Empowerment, Government of India in collaboration with the **Federation of Indian Chambers of Commerce and Industry (FICCI)** on 30th march, 2016, released an **'Inclusiveness and Accessibility Index'**.

The Index was launched by **Mr. Venkaiah Naidu**, Union Minister of Urban Development, Housing & Urban Poverty Alleviation and Parliamentary Affairs, GoI along with **Mr. Krishan Pal Gurjar**, Minister of State for Social Justice and Empowerment, GoI.

The Inclusiveness and Accessibility Index is a service being extended to organisations to participate in the Campaign by voluntarily evaluating their readiness for making their environments accessible and inclusive for Persons with Disabilities. The Index is a set of benchmarks



that has been structured in a four level maturity model. The index assists organisations, irrespective of size and scale, in identifying their level of preparedness and gives an action plan for building their accessibility. The Inclusiveness and Accessibility Index will benefit the industry by enabling them to achieve benchmarks and follow best practices, access a diverse talent pool, create a homogenous work environment and increase employee loyalty as well as reduce employee attrition. The Index works with organizations to achieve realistic and sustainable goals and can be customized to the organisation's requirement. Above all, the Inclusiveness and Accessibility Index shall promote human dignity and social cohesion where all citizens of the society have access to equal opportunities to fully realize their potential.

Speaking at the event, the Minister said that the



'Inclusiveness and Accessibility Index' is an effective tool to know how sensitive we are to the needs of differently abled persons and what more needs to be done to ensure accessibility for persons with disabilities to physical and intellectual spaces

so that they can express themselves. He said that statistics suggest that society's inadequate and



improper responses to the differently abled make their lives more difficult and challenging.

"A modern resurgent India cannot be built this way", Mr. Naidu declared and added that "Every Indian, whether normal or differently abled should have the right and opportunity to express themselves fully and thereby contribute to nation building." Mr. Naidu called for a change in stigmatised attitudes towards the needs of persons with disabilities. "We need to think of ramps in public buildings, adaptation of toilets for wheelchair users, things like Braille symbols and auditory signals in elevators and lifts, ramps in hospitals, primary health centres, rehabilitation centres, theatres, bus stations, railway stations, airports, easy way of alighting from buses and entering class rooms, etc. We need to be sensitive to the special needs of those with disabilities. It does not cost much. We stand to gain by such sensitivity." **Dr. Vinod Aggarwal, Secretary, Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice and Empowerment** welcomed the delegates and **Mr. Mukesh Jain, Joint Secretary, DEPwD,**



explained the salient features of the Inclusive & Accessibility Index.

Ms Naina Lal Kidwai, Past President of the Federation of Indian Chambers of Commerce and Industry (FICCI), in her remarks, pointed out that many manufacturing and service providing companies are now investing in accessible products, thus creating an unparalleled business opportunity. Consulting firms are providing services for companies that seek to integrate accessibility solutions into their corporate activities. Besides these, insurance companies are diversifying their product portfolio to cater to persons with disabilities. She said that the



Inclusiveness and Accessibility Index developed by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment in collaboration with FICCI was a positive step to realise economic and social inclusion.

The path breaking initiatives of Lemon Tree hotels, Yum Foods and Accenture India, who have strong inclusive HR policies, who not only hire but spend extensively on training persons with disabilities, need to be replicated and adopted by companies of all sizes to realise the aim of inclusive and accessible India, Ms. Kidwai said. Speakers from the industry said that employment of persons with disabilities was a win-win situation for both employers and employees. The harnessing of talents of persons with disability was a business imperative for companies to become smart. **Mr. Awanish Kumar Awasthi, Joint Secretary, DEPwD**, delivered the vote of thanks. ■

Awareness Workshop & Roundtable Discussion on Accessible India Campaign

21st May 2016, Ahmedabad :

Post the grand launch of 'Inclusiveness and Accessibility Index' to mark the next chapter of its flagship Campaign, the 'Sugamya Bharat Abhiyan' on 30th March 2016 by Sh. Venkaiah Naidu, Minister of Urban Development, GoI ; **the Federation of Indian Chambers of Commerce and Industry (FICCI)** in collaboration with the Department of Empowerment of Persons with Disabilities, **Ministry of Social Justice and Empowerment, Govt. of India**, conducted an Awareness Workshop on Accessible India Campaign in Ahmedabad on **21st May 2016** in Ahmedabad, Gujarat.

The workshop was held in the presence of **Smt. Anandiben Patel**, Hon'ble Chief Minister of Gujarat, GoI along with **Shri Thaawar Chand Gehlot**, Hon'ble Minister of Social Justice and Empowerment, GoI, in the gracious presence of **Shri Krishan Pal Gurjar**, Hon'ble Union Minister of State for Social Justice and Empowerment, GoI and **Shri Ramanlal Vora**, Hon'ble Minister of State for Social Justice and Empowerment, GoI.

Endorsing the Campaign, **Smt. Anandiben Patel** announced that differently-abled persons in the state will no longer be required to renew their certificates as they will now remain valid for life time. **Union Minister of Social Justice and Empowerment Thaawar Chand Gehlot** said his Ministry has completed the formalities on using "divyang" as the term for differently-abled persons after a call for the same was made by Prime Minister Narendra Modi during his radio show 'Mann Ki Baat'.

Minister of State for Social Justice and Empowerment Krishan Pal Gurjar said the Central government will issue a universal ID card for them which will be valid across the country.



"They (physically challenged people) face difficulties in getting the certificates. Also, the ID card is not valid from one state to another. So, our government has decided that we will make a universal ID card for divyangs. They are being rolled out in 11 states including Gujarat," he said.

Echoing the Industry's perspective, **Mr. Deepak C. Mehta, Vice Chairman and Managing Director, Deepak Nitrate Limited**, said "many manufacturing and service providing companies are now investing in accessible products, thus creating an unparalleled business opportunity. Consulting firms are providing services for companies that seek to integrate accessibility solutions into their corporate activities. Besides these, insurance companies are diversifying their product portfolio to cater to the Persons with Disabilities by designing disability insurance products to help people focus on recovery by removing much of the financial burden of being out of work". He went on to commend the Inclusiveness and Accessibility Index as a positive step to realize economic and social inclusion.



Training on Impact Assessment and SROI of CSR projects

12-13 May, 2016, New Delhi: With the objectives of facilitating various organizations to understand the requirements for designing and conducting Impact Assessment and SROI (Social Return on Investment) of CSR projects/programs; FICCI Aditya Birla CSR Centre for Excellence organized "**2 Days Training Program on Impact Assessment and SROI of CSR projects**" on 12 and 13 May 2016 at FICCI Federation House, New Delhi.

The workshop specifically focused on Social Return on Investment (SROI) and equipped participants

with introductory SROI skills, covering a step-by-step introduction to the SROI process, principles underpinning SROI, calculating the SROI ratio and provide applications and examples to show how an organization can use SROI to increase impact.

A total of 51 participants attended the training program. Most of the participants represented mega business houses such as **Aditya Birla, ACC, IBM, Cairn India, Tata, Reliance, Siemens, Wipro, Monsanto, Axis Bank etc.** ■

Some glimpses of the training:



Participants of the FICCI "2 days Training on Impact Assessment and SROI of CSR Projects & programmes"

12-13 May 2016, Federation House, Delhi

CSR Forum for Korean Companies Operating Overseas – India



28th October 2016, Delhi : The Global Compact Network Korea and Embassy of the Republic of Korea to the Republic of India jointly hosted the **"CSR Forum for Korean Companies Operating Overseas - India"** at Federation of Indian Chambers of Commerce & Industry on 28th October 2016.

Approximately 60 representatives from Korean companies operating in India and local community stakeholders attended the forum. Ambassador to India **H.E Cho Hyun** said in his opening speech that "considering the fierce competition and recent

trends on CSR legislation in India, competitiveness of Korean companies can be enhanced through the mutual growth with local community and hopes that Korean companies achieve sustainable development in coexistence with Indian society by internalizing CSR into their business management and operation."

In this regard, the Global Compact Network Korea discussed and encouraged ways to enhance corporate competitiveness through mutual growth with the local community. ■

Seminar on CSR: Opportunities in Rural Development Projects'

7th December 2016, NEW DELHI: A Seminar was conducted at Pravasi Bhartiya Kendra, where the Hon'ble Minister, **Shri Narendra Singh Tomar**, invited the Industry to discuss the opportunities for CSR interventions to be undertaken in the domain of Rural Development to achieve measurable and sustainable outcomes. The program focused on sharing the interventions undertaken by the Ministry and highlighting opportunities for the Industry to assist the Ministry with technical and managerial assistance through their CSR interventions. The objective of seeking support from the Industry was to strength the efficiency of the implementation system as well as close monitoring of the progress to ensure tangible and measurable outcomes rather than focus on only financial contribution.

the Government undertakes nationwide implementation programs with considerable funds, the need to fill the gaps and overcome hurdles is something the Industry can contribute to achieve the target set ahead.

FICCI representative, **Shri. Vikramjit Singh Sahney, Co-Chairperson, FICCI CSR, Corporate President, Sun Group & President - Sun Foundation**, welcomed the Minister and his noble idea of seeking participation of the industry to help rural India prosper. He reiterated the need for a Public Private Partnership model of the Government, Industries and Civil Societies to work towards rural development and highlighted the contribution of rural India to the GDP as a direct measure of progress. To achieve the same, he

reinforced the need to train the youth of the nation for improving livelihood opportunities and encouraged the Company representatives present to help the Government by running skilling programs as their CSR projects. He provided examples of CSR initiatives undertaken by his organization, Sun Foundation in running 50 skilling centres across the



The Minister, Shri Narendra Singh Tomar, emphasized on the need for a joint effort to ensure the achievement of the intended impact. Citing the example of the Swachh Bharat Mission Launched on 2nd October 2014, where the Prime Minister called upon the Industry to jointly work towards creating an open defecation free nation and how the Industry rose to the occasion, the Minister sought a similar model of operation. He emphasized the need for systematic working method for outcomes to be measurable rather than dilute and scattered. While

nation and other projects in Sanitation & Water, Financial Literacy and Watershed Management being undertaken by FICCI SEDF.

The program saw presentations on the exact opportunities the Ministry was offering to the Industry to undertake as their respective CSR interventions such as Solid & Liquid Waste Management, Water Resource Management, Adopt a Village program, marketing strategy of SHG products etc. They stated the three main benefits of



The Secretary, Shri. Amarjeet Sinha, requested the participating Companies to undertake CSR interventions in their geography of interest in the domains discussed in the Seminar.

The Seminar on CSR Opportunities in Rural Development domain was held in Pravasi Bhartiya Kendra and was graced by the Hon'ble **Shri Narendra Singh Tomar**, Minister, Panchayati Raj, Drinking Water &

Sanitation, **Shri Ram Kripal Yadav**, Minister of State for Rural Development, **Shri Amarjeet Sinha**, Secretary of Department of Rural Development, **Dr. Nagesh Singh**, Additional Secretary and **Shri Manoranjan Kumar**, Economic Advisor. The program was attended by representatives from Government officials, the Indian Industry and Civil Society ■

a Company undertaking their CSR in the rural development program was

- the Ministry has identified detailed project opportunities for Companies to undertake,
- Company Chooses the project in accordance to their preference and
- the domain can be contextualized in accordance & requirement of the Company.



FICCI CSR Summit & Awards



21-22 December 2016, New Delhi: FICCI CSR Summit and Awards, a much sought after annual event is organised by the **FICCI Aditya Birla CSR Centre for Excellence** in partnership with the **Embassy of the Republic of Korea in India**. The aim of the program is to develop a learning and sharing platform for CSR stakeholders in India. This year the program was organized on December 21 and 22, 2016 and the Summit theme was, **"Strengthening CSR Ecosystem in India for Sustainable Impact"**. The key highlights of the conference were:

- 15th FICCI CSR Awards Presentation Ceremony by **Shri Narendra Singh Tomar**, Hon'ble Minister for Rural Development, Panchayati Raj and Drinking Water & Sanitation
- 6th Korea India CSR Forum
- Guest Lecture by 2016 Rolex Awards Laureate Mr Sonam Wangchuk, innovator and educator
- Launch of a compendium documenting impactful CSR Case Studies
- Master Classes on Monitoring & Evaluation and CSR & Brand Communication

- Plenary Sessions on Skills, Women Entrepreneurship, Sustainable WASH Solutions and Inclusive development of PWDs

Inaugurating the conference, **Padma Bhushan Smt. Rajashree Birla**, said that the CSR is increasingly becoming a business strategy and CSR can reap accelerated results and success when CSR vision is at parallel with the business vision.

Dr. A. Didar Singh, Secretary General, FICCI said CSR is just not about philanthropy. CSR is a responsibility for development and that is what FICCI has attempted to do over the years.



At the conference, H.E CHO Hyun, Hon'ble Ambassador of the Republic of Korea in India said "by having these kinds of conferences, we set the standard and increase the importance of CSR. As of

now, there are 500 Korean companies are in India but I am sure the number will soon be increasing to 1000 because of the booming Indian industry. When new companies from Korea come to India, they do not much about CSR or how it can be best achieved

in India; So by knowledge and experience sharing on such platforms, a Korean company who has just landed in India can achieve high levels of efficiency and efficacy."

Some of the key panelists of the following sessions were: **Panudda Boonpala, Director, ILO, Jaya Jaitly, former MP and a pioneer of handicrafts movement in India, Chetna Sinha, Founder Mann Deshi Mahila Sahakari Bank, Naina Lal Kidwai, Chair, India Sanitation Coalition & Former Country Head, HSBC India, Anita Rajan, COO, Tata STRIVE & VP-Tata Sustainability Group, Aradhana Lal, Head, Sustainability Initiative, Lemon Tree Hotels, etc.** A compendium of



impactful CSR Case Studies was also released during the summit.



A Guest Lecture was delivered by 2016 Rolex Awards Laureate **Mr. Sonam Wangchuk**; the Leh based, mechanical engineer and Social Innovator. Mr Wangchuk shared his experiences about his

setting up of an alternative School, **SECMOL** in Ladakh and his award winning work on Ice Stupas or artificial glaciers which has garnered attention worldwide. To create sustainable impact, Education and Hygiene need to be viewed as crucial for development as food, water and shelter. Only when there is a demand for improvement, does the wheel of life subsequently lead to overall impact on the CSR ecosystem.

The session was followed by the award presentation ceremony of the 15th edition of the FICCI CSR awards. **FICCI Corporate Social Responsibility Awards is India's first CSR awards and was instituted in 1999 by FICCI.** The award

aims to identify and recognise the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR). The selection process for the FICCI CSR Awards is extremely competitive and is assessed by an eminent Jury through a 3 tier assessment process. An

independent jury, chaired by former SEBI Chairman, **Mr. M. Damodaran** made the final selection of the Award winners. This year about 179 companies and NGOs applied for the FICCI CSR Awards.

The awards were given away by **Shri Narendra Singh Tomar**, Hon'ble Minister for Rural Development, Panchayati Raj and Drinking Water &

SPEAKERS: FICCI CSR SUMMIT and AWARDS - 2016



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Sanitation and Padma Bhushan Smt. Rajashree Birla, Chairperson, FICCI CSR & Community Development Committee.

In his key note speech, the Honorable Minister praised FICCI's efforts and stated that FICCI along

with its core mandate of creating conducive business environment is also executing its social duties. At the ceremony, 13 Corporates and 1 NGO were awarded out of 179 applicants. Apart from the award winners, 25 companies were also appreciated by an appreciation plaque. ■



Winners of the 15th FICCI CSR Awards 2016 are:

Category 1: FICCI CSR Award for Women Empowerment

Deepak Nitrite Limited
Edelweiss Financial Services Limited

Category 2: FICCI CSR Award for Education, Skill Development and Livelihood

Bosch Limited

Category 3: FICCI CSR Award for Environment Sustainability

Oil & Natural Gas Corporation Ltd.
ITC Ltd.
RBS Services Private Limited

Category 4: FICCI CSR Award for Health, Water and Sanitation

ITC Ltd.
GlaxoSmithKline Pharmaceuticals Limited

Category 5: FICCI CSR Award for Post Disaster Rehabilitation

Gail India Ltd

Category 5: FICCI CSR Award for Water Management

Ambuja Cement Limited

Category 7: NGO Excellence Award

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth)

Special Jury Recommendations

Category 2: FICCI CSR Award for Education, Skill Development and Livelihood -
Chambal Fertilizers & Chemicals Limited

Category 3: FICCI CSR Award for Environment Sustainability - Larsen & Toubro Limited

Category 5: FICCI CSR Award for Water Management - KPIT Technologies Ltd.

Category 8: FICCI CSR Award for Small & Medium Enterprises (SMEs) - Delhi Aviation Fuel Facility Private Limited

Glimpses of the 15th FICCI CSR Awardes





Key Ongoing CSR Projects:

• Total Sanitation Project, Bharuch, Gujarat



FICCI SEDF undertook Abbott India Limited's Total Sanitation Project, in December

2014 in two villages of Bharuch, Gujarat. The objective of the project was to make the villages Open Defecation Free (ODF). - The project aimed at building 500 toilets in households, community and schools and the target was achieved by August 2016. Simultaneously, a Behavioural Change program was conducted to address old practices and habits as well as understanding the importance of sanitation. Over 2000 community members were reached out under the behavior change program. The monitoring of the progress was undertaken using a digital system that reflects real time data



• Sanitation Project in Government Schools, Chittoor, Andhra Pradesh



FICCI SEDF is managing The Sanitation Project in the district of

Chittoor, Andhra Pradesh on behalf of Bank of Tokyo-Mitsubishi UFJ (BTMU). As their commitment towards ensuring sanitation and

hygiene through the Swachh Bharat Vidyalaya Campaign, BTMU is building girls toilets in Government Schools. In due course of the project toilets shall be installed in Government schools. The students of girls' school will be reached out, to undertake the behavior change program by March 2018.

• Slum Sanitation Project, Mumbai



For Reliance, FICCI SEDF is managing The Mumbai Slum Sanitation Project in the urban slum settlement

in Mumbai. Under the project, the community toilets are being constructed in the identified geography for improving sanitation practices and access to water & electricity equipped sanitary facilities. The project aims at building 10 community toilets that caters to the community members of an urban slum with poor sanitation facilities.

• Financial Literacy Study, Jharkhand



Financial Literacy Study was undertaken in 30 villages of Hazaribagh, Jharkhand. IIFL

Foundation believes that individuals with basic financial knowledge can make informed financial decisions and therefore, maintain better financial health. Through its CSR projects, IIFL will endeavor to provide information of financial products, especially of rewards and risks, in order to better equip the financially excluded to make informed choices with respect to money. The study was undertaken to understand the existing awareness regarding and utilization of the financial



services offered so as to contextualize the intervention.

• Paul Merchant Solid Waste Management Program, Bharuch, Gujarat

In an effort to ensure sustainability of the sanitation project, a solid waste management program has been initiated in the two villages of Talodhra and Dhadera, Bharuch.



Through the initiative the project aims to create a system of waste collection, segregation and recycling to improve the environment condition of the two villages. The project shall reach out to over 600 households.

• Castrol Road Safety Project



Castrol India Limited, in collaboration with FICCI SEDF, is undertaking an extensive Road Safety

Project with Heavy Motor Vehicle (HMV) drivers. As part of the project, a three pronged approach has been adopted so as to address the issue of road safety norms to be adopted by HMV drivers on the highways & in cities, financial literacy as well as eye care practices. Currently, a total of 1200 HMV drivers have been reached and the preparations for the second phase of implementation is underway and shall culminate by November 2017.



Whether you are

Corporate / Corporate Foundation / NGO / Social Enterprises / Expert Organization / Individual
for consultancy or to partner for CSR projects : Write to FICCI SEDF at sedf@ficci.com

CSR HUB

FICCI SEDF with the aim to support the Corporates undertake relevant, contextualized and sustainable initiatives, identified the following requirements:

- Socially viable, sustainable and development oriented initiatives that are aligned with the Company's vision & values.
- Experienced, equipped and credible implementing agencies that have extensive geographic presence.
- A platform for providing Corporates the option to co-develop project ideas or identify existing projects in alignment to Company vision.
- An avenue for Non-Government Organizations (NGO) to put forth project ideas for replication with Company partners

To address the need, in **2015**, FICCI -SEDF created a platform that provided all - round, one stop shop solutions for Corporates to strategize, devise and execute CSR projects - **The CSR Hub**

The CSR Hub is a virtual platform that offers services for Companies for implementing their CSR programs through its vast network of implementation partners located across the country. Simultaneously, the Hub assists the NGOs furnish their area of expertise, experience and opportunities for engagement. We are building a comprehensive and assimilated cohort of projects in the area of sanitation, health, education, livelihood, and skill development. The Hub offers holistic as well as individual services to assist companies to realize their nation building goals.

On the CSR Hub the services that are offered are:

- a. **End to End CSR Implementation** -holistic strategies as well as individual services so as to cater to the requirements of the client organization.
- b. **Corpus of Knowledge & Technical Partners** - A wide network of knowledge experts who provide advisory inputs in strategy, implementation plan

and reporting. The network of technical partners assists in implementing the strategized intervention.

- c. **Ongoing Action Research studies** - to build on our experience, active research is adopted to understand the requirements in the domains, existing interventions and the requirement for intervention and innovation. This helps us keep alive.

The following are the intervention domains that activities are undertaken:

- a. Education
- b. Health
- c. Skill Development
- d. Livelihood
- e. Water Sanitation
- f. Accessibility & Inclusion
- g. Gender based Intervention
- h. Disaster Management

By working with us Companies shall gain a one stop shop for a range of services that shall enhance the impact and scale of their CSR intervention. Some of the benefits are as follows:

- a. Expert council for developing socially relevant, outcome & impact driven programs
- b. Due-diligence process to empanel partners
- c. Credible implementing partners
- d. Robust Monitoring and Evaluation Systems
- e. Communication & Reporting
- f. Geographic presence & connect with the community
- g. Innovative, sustainable & economically viable solutions/ ideas

To register on the CSR Hub, please visit the website (www.ficci-sedf.org) and register as a Corporate or an NGO under the CSR Hub section. For any query, feel free to reach us at sedf@ficci.com.

About Us



FICCI Aditya Birla CSR Centre For Excellence is a joint endeavour of Federation of Indian Chambers of Commerce & Industry (FICCI), a rallying point for free enterprise in India since 1927 and the Aditya Birla Group - a prominent business group with a mission to deliver superior value to customers, shareholders, employees and society at large. As a resource centre, the Centre for Excellence provides strategic direction to the development of inclusive and holistic CSR practices; create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas and support partnerships that add value to business and recognise and reward business enterprises contributing towards sustainable and inclusive development.

To Know more, visit : <http://www.csrfce.org/>

Email: csrfce@ficci.com



FICCI Socio-Economic Development Foundation of India (SEDf) was set up in 1995 to provide an institutional base to the social sector activities of the corporate in India. Through this initiative, FICCI has been promoting and advocating for Corporate Social Responsibility since early 90s, much before it became a buzz word. FICCI-SEDf has a foundation status and is granted exemption under 80 G. As a foundation, it has a mission to provide an institutional base to the social sector activities of the corporate sector and to promote corporate social responsibility. FICCI-SEDf works on thematic issues which are relevant for industry and where business can play a significant role. It promotes public-private partnership in various areas of social development.

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