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CII
Confederation of Indian Industry

CII Social Impact Report 2019

August 2019

Contents

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Confederation of Indian Industry

Message from CII

The CII members take numerous initiatives that have had a substantial impact on improving lives and creating sustained livelihoods for many of the underprivileged communities.

Measuring social impact is challenging on many levels because it is multi-faceted and often linked to very entrenched socio-cultural norms and beliefs. These are not always tangible and visible, and sometimes even just a one-off occurrence and not necessarily indicative of a deep and lasting change.

Moreover, changes in social constructs take time and do not readily change within a short span of six months or even a year. However, shifts in perceptions and actions related to social constructs such as empowerment and gender equity can theoretically contribute to social change that can be sustained over time, and allow for further social development of a society.

For the social development ecosystem – the funders, the implementors and the decision makers – measurement of social impact is critical as it allows us to understand where we make our investment. Hence, tying social impact measurement to stringent indicators is essential to understand the scale and effect of the change.

At CII, various social development initiatives are undertaken through the CII Foundation and its Centres of Excellence which create a significant impact across regions, states and rural areas. The CII members take numerous initiatives that have had a substantial impact on improving lives and creating sustained livelihoods for many of the underprivileged communities.

The report is a macro overview of the impact of the initiatives of the CII members. We hope you find it a motivating read and decide to do your bit in helping create enriched lives and sustainable livelihoods.

Biswadeep Gupta
Chairman,
CII Western Region Sub-committee
on CSR and Affirmative Action
CEO, JSW Foundation

About CII initiatives

CII initiatives for social development

Society is an important stakeholder for a thriving business ecosystem. Societal progress and development are therefore a pre-requisite for the industry to be successful. The onus is therefore on the industry to strive to be sustainable, inclusive and giving at the same time.

CII Western Region, through its society-connect initiatives, was able to get significant industry participation and representation in its objective of giving back to the society.

Workshop on sexual harassment at workplace

Sexual harassment is one issue that has probably plagued every institution, big or small. Unfortunately, it still remains one of the most unreported offences of all times

A one-day workshop on sexual harassment at workplace was organised in Goa. It covered the important aspects of prevention of sexual harassment, its prohibition and redressal. It also explained the role of an Internal Committee (IC) member at the workplace to oversee the implementation of the anti-sexual harassment policy, deliberate and resolve any sexual harassment at the workplace, and recommend disciplinary actions if any, to the employer.

The workshop aimed to help the IC members conduct formal investigation, help them with interviewing tips, legal requirements, drawing conclusions, assessing credibility and deciding on corrective action. It also covered closing procedures, timelines to be followed, penalties for contravention of provisions and tips to write a report.

Investing in adolescence for demographic dividends

A consultation session on investing in adolescence for demographic dividends was organised in Surat. Inputs were sought from individuals and discussions were held on the necessary interventions required for adolescents. The programme aimed at guiding local NGOs and spreading awareness on the empowerment of adolescents. The necessity of special focus towards disabled individuals was also stressed upon.

Sharing best CSR practices on employee volunteerism in CSR and employee engagement

A session on sharing of best CSR practices on employee volunteerism in CSR and employee engagement was organised in Pune. It helped participants gain an insight into the ways in which companies practice employee volunteerism, and its link to CSR strategy. Practices which support such efforts were highlighted along with suggestions which could be offered.

The programme also aimed at identifying major CSR initiatives undertaken by organisations, driving forces and also exploring new avenues in CSR practice through cross-learning.

Industry-led social transformation through CSR and beyond

The session, 'Industry-led social transformation through CSR and beyond' was organised in Kolhapur and Nashik to bring forth the best practices followed by organisations for driving change on the ground, and draw the attention of various stakeholders towards perspectives and facets for creating social and developmental impact.

Contribution towards Kerala flood relief

CII Marathwada Zone SME members extended their support to the flood victims in Kerala. The state had witnessed unprecedented rainfall, which resulted in the displacement of thousands of people. The relief material sent to Kerala included items of daily use including soaps, mats, mosquito coils, match boxes and sugar.

CII Model Career Centre (MCC) job fairs

CII MCC, Mumbai, along with Udyog Mantralaya of Maharashtra, organised seven job fairs in the state across Aurangabad, Mumbai, Nagpur, Kolhapur, Nashik, Navi Mumbai and Pune. The objective of the job fair was to reach out to the youth through workshops, portals, job fairs and guide them on training requirements and job opportunities as per their aptitude. The job fair successfully connected job-seekers with job-providers. They collectively saw participation from 523 companies and over 28,000 job seekers. Over 11,000 job offers were generated.

Model Career Centre – Career Counselling and Rozgar Yatra – Sindhudurg

The CII-Model Career Centre, Mumbai, launched the Career Counselling and Rozgar Yatra initiative with an aim to benefit youth in the Konkan region by providing career counselling and job placements. The 'yatra' was flagged off by Commerce Minister Suresh Prabhu. Two counselling vans travelled across 13 talukas in the Sindhudurg district in Maharashtra where counsellors extended guidance to the youth on jobs and entrepreneurship opportunities in each taluka. The 'yatra' lasted for about six days. Around 3,547 youth, including 1,739 girls, were registered and counselled.

Social transformation: Working on total water security in villages of Aurangabad district

CII's water institute provides integrated solutions to water resource management through the use of scientific and digital tools such as CII's WATSCAN tool, which links satellite information and on-ground databases and processes information (spatial and temporal) carried in millions of pixels on a GIS platform to facilitate decisions. Application of WATSCAN enables water-smart decisions and intelligent water solutions. In 2017, WATSCAN was applied to Aurangabad district, one amongst the six districts (Jalna, Amravati, Akola, Solapur and Yavatmal) where district watershed assessment has been completed and reports submitted to the government of Maharashtra. The outcomes were presented to diverse stakeholders from both government and industry at a stakeholder meeting that provided directions for taking forward the outcomes in Aurangabad district. Four villages were selected in Paithan Taluk, guided by WATSCAN outcomes, inclusion under government of Maharashtra's Jalayukt Shivar Abhiyan and Village Social Transformation Mission.

With the objective of implementing suitable water management strategies at the village watershed for the four selected villages in Aurangabad, CII has been working extensively towards the development of a unique digital platform for facilitating decision-making to overcome prevailing water challenges. In the current phase, CII has been working in the villages,

applying WATSCAN at the village level. The initiative, supported by Standard Chartered Bank, involves in-depth scientific assessment for strategising water solutions. It involves:

- Identification of appropriate water management strategies, post scientific analysis at the village watershed level through the application of WATSCAN
- Evidence based on on-ground implementation of suitable strategies at viable locations such as water harvesting structures, ie, CNBs Cement Nala Bandharas, gabion structures, recharge shafts, rainwater harvesting systems, etc.
- Real-time data capture through automated weather stations at village level, through village panchayats
- Stakeholder engagement and community mobilisation, and enhanced awareness on water management through various training and demonstration sessions

A unique stratigraphic evaluation module has also been built in the WATSCAN tool that enables the identification of potential locations for groundwater recharge interventions. The outcomes from geophysical investigations conducted for specific micro watersheds assess subsurface lithology of the area fed into WATSCAN to identify appropriate locations for undertaking water interventions.

CII Chhindwara Skills Training Centre

The Skills Training Centre (STC) in Chhindwara, Madhya Pradesh, being run in partnership with industry, aims to train local youth to make them employable and create a pool of trained workmen for the industry. The STC has 11 companies offering training in 12 trades. These companies are Toyota, GMR, Larsen & Toubro, JCB, Voltas, Cummins, Shapoorji Pallonji Group, Taj, Hero, Maruti Suzuki and Reliance Foundation. The course duration ranges from 15 days to 5 months. The STC trained over 1,000 youth in 2018-19 and over 6,000 till date. It plans to train at least 1,000 youth in the coming year.

MoU with Vadodara Municipal Corporation to recycle treated sewage as process water for industries

An MoU between IOCL (Indian Oil Corporation Ltd. – Gujarat Refinery) and VMC (Vadodara Municipal Corporation) to recycle treated sewage into processed water for industries

was signed in June 2018. Twenty million litres per day of city sewage will be used by the IOCL Gujarat Refinery, leading to direct savings in the use of fresh water. The MoU was signed in the presence of the Gujarat CM Vijay Rupani during his visit to Vadodara. As of March 2019, the VMC has aligned this project with the state policy, and final approvals are in process for laying the pipeline infrastructure.

Educational excellence forum

Launched in the Western Region in 2014, the Education Excellence Forum (EEF) aims to promote industry-academia collaboration with an objective of addressing the employability gap faced by students graduating from various technical and non-technical institutions in India.

Through its various interventions like the faculty development programme, student development programme, leadership workshops for faculty and principals and industry visits and interactions with senior management, EEF has, till date, benefitted over 2,200 students and 500 faculty members.

Training in pottery making in association with the Matikala Board

The Madhya Matikala Board, established in 2008 under the cottage and village industries department, trains people in pottery-making and also distributes electric pot makers to potters. A 15-day training programme on pottery was organised at the CII STC campus, which benefitted 37 potters.

Following a discussion with the officials of the Matikala Board, the CII STC has set a target to train a minimum of 100 individuals in the financial year 2019-20.

About CII Foundation

CII Foundation (CIIF) was set up by CII in 2011 to undertake a wide range of developmental and charitable activities pan India by enabling industry for infusing inclusive development. CIIF works towards inclusive development by providing a meaningful bridge between marginalized communities and donors, especially corporates by providing strategic guidance on CSR and developing and managing high impact programmes. The thematic areas of CIIF include: Early

Childhood Education, Women Empowerment; Climate Change Resilience; Disaster Relief and

Rehabilitation. In this effort, the Foundation works together with corporates, governments, communities, and civil society institutions to channelize their collective resources towards social and community development.

CIIF project in Maharashtra

In Maharashtra, CII Foundation in partnership with CII-Triveni Water Institute (CII-TWI), initiated water resource mapping, planning and conservation program across villages in six districts. In 2017, CII's WATSCAN Tool was applied in Aurangabad district for undertaking water resource assessment at the district's watershed level. The Water Planning & Assessment Tool (WATSCAN) is an IT driven, GIS and Remote Sensing based information system for comprehensive watershed evaluation. The tool scientifically identifies are as of high & low water generation, accumulation and losses, which further helps in creating strategies for an improved water scenario.

On the basis of findings from the water resource mapping, CIIF and CII-TWI have undertaken an on-ground intervention to manage the supply-demand mismatch and create widespread awareness on water management in four water scarce villages in Aurangabad district, Maharashtra. The four water scarce villages- Paithan Kheda, Shivnai, Keshapuri and Pangra in Paithan Taluk are also covered under Jalayukt Shivar Abhiyan and Social Transformation Mission. The key interventions include installation of Automatic Weather Stations, constructing check dams, cement nala bunds (CNB), gabion dam and trench with recharge shafts. The community is actively engaged through regular interactions to ensure sustainability of the implemented strategies. Interdepartmental coalition has also been instrumental in identifying and bridging the supply-

demand gaps for optimal generation and usage of water resources.

To enable measurement of real time data on rainfall and temperature, two Automatic Weather Stations (AWS) have been installed at Group Gram Panchayat Offices in Pangra and Paithan Kheda villages. This data is periodically being collected and will be further used to analyse climatic conditions, sensitize farmers and build awareness on improved crop management.

Intervention supported by Standard Chartered

NRM workshop to promote NRM model

CII directed efforts towards encouraging companies to be impact oriented, with a focus on initiatives aimed at making an integral contribution to development. Possibilities of corporate engagement towards replicating and mainstreaming Natural Resource Management (NRM) models through CSR was explored. A Roundtable brought together the key stakeholders to promote, present and demonstrate pilot models, driven under the GIZ-NABARD Umbrella Programme for Natural- Resource Management (UPNRM).

Foreword

The journey to achieve greater impact through development and enterprise-based models is definitely going to be very intuitive, practical and insightful.

We are glad to present the CII Social Impact Report 2019, a joint publication of Confederation of Indian Industry, West, and Grant Thornton in India. The report captures exciting case studies on high-impact social initiatives by companies in the Western region of the country.

The social and development sector, which got a further impetus through the introduction of Corporate Social Responsibility (CSR) in the Companies Act 2013, has been witnessing high momentum and motivation to address social, economic and environmental challenges in the farthest corners of the country. Today, innovation, sustainability, replicability and upscalability have become topics of debates, bringing various stakeholders of the sector including the civil society closer to the boardroom.

The CSR ecosystem, comprising beginners, experienced and matured players, is going through the last few miles of being questioned on spending the prescribed amount and is about to enter a new phase of what they have achieved. Several corporate boards and CSR committees have been questioning their CSR teams on social outcomes, but the progress has been slow.

Does that mean we are not serious about actual change? Or does that mean we do not know what real change is?

The topic, so wide and complex, may take a few years to come into the mainstream and longer to be fully understood and practiced. Currently, some of the work in this area is being reported through photographs, catalogues, brochures and case studies. Going forward, we hope the quality and volume of reporting will improve.

The journey to achieve greater impact through development and enterprise-based models is definitely going to be very intuitive, practical and insightful. The annual edition of this compendium aims to track and map this journey, bringing out high-impact case studies for its readers.

Rohit Bahadur
Partner
Grant Thornton India LLP

Message from Grant Thornton

Earlier, studies to measure social outcomes and impact and push towards sustainability and replicability were hardly looked into; this has changed completely.

2013 was a very special year for us at Grant Thornton in India. It was the year when we carved out a dedicated vertical for the Not-for-Profit (NFP) sector; this coincided with CSR rules coming into effect. At Grant Thornton, we always aspire to be advisers of choice who are selective about their work and clients. At the same time, we have been agile in picking up challenging and unconventional jobs, achieving steady growth over the last five years. The NFP team, which started with a handful of people, has grown in terms of strength, experience and expertise. It caters to a range of services covering project management, research studies, impact assessment/SROI, project audits, partner due diligence, capacity building, statutory audits, risk-based internal audits, etc. Being a part of one of largest accounting and consultancy firms, the team draws a lot of its expertise from being process experts, focusing on board level strategy and governance requirements.

The development sector, which used to be stable and conventional, has become more complex, both in terms of challenges and innovative technology-based solutions to address these. CSR law not just opened the gates for corporate responsibility, but also gave a boost to personal responsibility. Contributions through employee volunteering, individual donations and philanthropy have witnessed multi-fold growth over the last four to five years. Earlier education, health and livelihood used to be the only sectors of intervention, but now fields of art and culture, sports, environment, slum development, etc. are also opening up and getting attention.

New approaches in the form of impact investment, social investment, ethical investment, sustainable and responsible investment, triple bottom line investment, social enterprise investment, crowdfunding, etc. are further going to change the way the development sector operates and achieves impact and outcomes.

Talking of impact and outcomes, it is yet another expectation that has grown majorly post 2013.

Earlier, studies to measure social outcomes and impact and push towards sustainability and replicability were hardly looked into; this has changed completely. Today, corporates are expected to report their project results to their boards and stakeholders on a regular basis. In fact, effective reporting is also contributing towards brand building.

Amidst all this, there is a need to help social sector organisations, donors and other stakeholders understand each other's ecosystems and expectations. Neutral ground is to be reached through regular investment in capacity building, improving governance, defining clear roles and responsibilities, creating more opportunities to collaborate and avoiding duplicity of efforts.

I believe we have a unique task to perform in the sector: be the bridge between stakeholders, taking into account everyone's interest to achieve impact.

Vikesh Mehta
Partner
Grant Thornton India LLP

Overview

The idea of CSR, ie, businesses bearing the responsibility to society and a broader set of stakeholders, is rooted in the period when business activity and industries started their journey of growth. The term 'CSR' was first used as an academic concept in 1953 by famous American scientist Howard R. Bowen in his book 'Social Responsibilities of the Businessman', while enquiring about the social responsibilities that business people needed to oblige, apart from financial outcomes. Between 1960 and 1970, there was a transition from formalising a definition of CSR to growth of new models and understanding its ambit. The business community was concerned about the society, but the perspectives of 'concern' and 'engagements' kept changing continuously. The 1980s saw the rise of alternative themes (like stakeholder theory and business ethics) of CSR. The 'stakeholder theory' was developed to a more holistic concept to describe CSR as a reciprocal relation between business and stakeholders.

The stakeholder theory evolved into the 'sustainable development theory', which is defined by World Commission on Environment and Development (WCED) as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The theory argues that sustainable profitability can be ensured through ethical and responsible business practices. In the 1990s, CSR developments were characterised by a shift as business moved from combating the effects of social problems to finding ways of overcoming these problems. During the 1999 UN Global Compact, 8,000 companies across 150 countries signed the declaration to uphold human rights of individuals, labour standards and refrain from corruption in business. The Global Reporting Index introduced in 1997 is currently an industry leader in providing a set of voluntary principles for companies in the area of CSR.

The meaning of business underwent changes after the 1990s, with emerging discussions surrounding CSR as a way of ensuring sustainable development. The UN report 'Development of guidelines on the role and social responsibility of the private sector" in 2002 stated that "social responsibility, like management, is the base of human development and social activity." It became clearer that business needs to engage in social development in areas which were considered to be under government purview, like healthcare, education and overall human development. Through Sustainable Development Goals (SDGs), businesses can strategically engage in corporate social responsibility by determining which SDGs are relevant to the company's core business and CSR strategy. By integrating the SDGs into the core of corporate strategies, companies can truly contribute to meeting societal need without depleting the planet's resources, promoting sustainable economic growth.

The 21st century saw global organisations adopt best practices in CSR. For example, Organisation for Economic Co-operation and Development (OECD) released CSR guideline (OECD 2001). The OECD project on private initiatives for corporate responsibility indicated that CSR is a global phenomenon, with significant intra-regional variations in practice.

The companies in OECD countries engage in CSR voluntarily, but legislation in France and Denmark ensures mandatory reporting of CSR activities.

Due to initial mention of CSR in western literature, it is believed that CSR is a western invention in its modern form. However, there is abundant evidence that CSR in developing countries draws strongly on deeply embedded indigenous cultural traditions of philanthropy and business ethics.
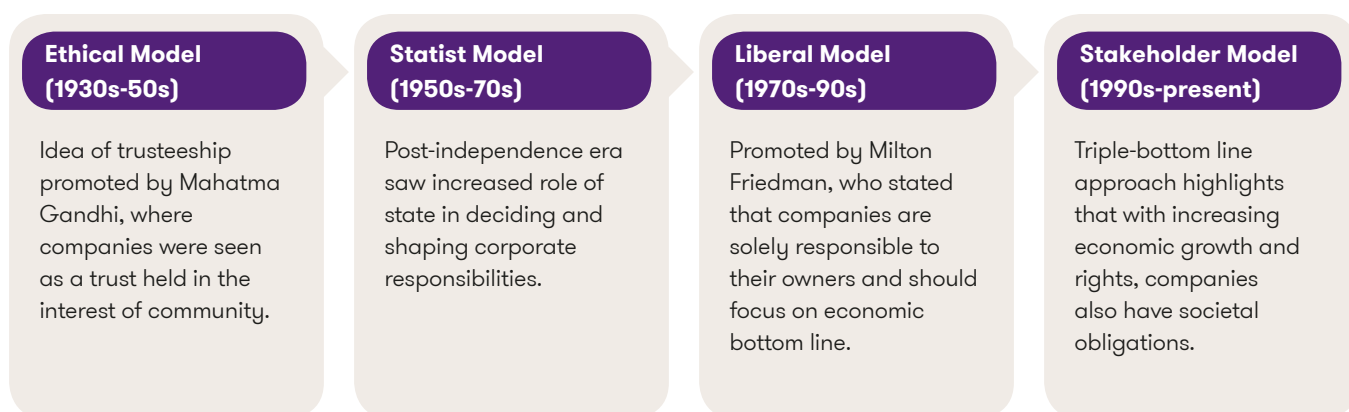
CSR drives business behaviour towards amalgamating social and ethical issues for socio-economic development. Over the past few years, various CSR frameworks and initiatives have emerged in different countries such as China, India, Indonesia, Brazil and UAE.

- Around 2005, China's focus changed from economic growth to 'societal balance and harmony'. Pressure for an intensified focus on CSR led to the inclusion of CSR in corporate law in 2006, requiring companies to "undertake social responsibility" in the course of conducting business.
- The institutional framework of CSR in Brazil relies on national and international CSR committed actors, primarily from the private sector, most influentially by the Ethos Institute of Companies and Social Responsibility.
- In 2007, the government of Indonesia passed legislation which mandated companies engaged in the energy and extractive industries to disclose their CSR activities.
- In Taiwan, companies with a direct impact on consumers have a mandate to spend 2% of their profits in CSR. In 2014, the government launched the Taiwan Top Salary 100 Index to promote CSR and expand the use of profit-sharing for the benefit of employees.
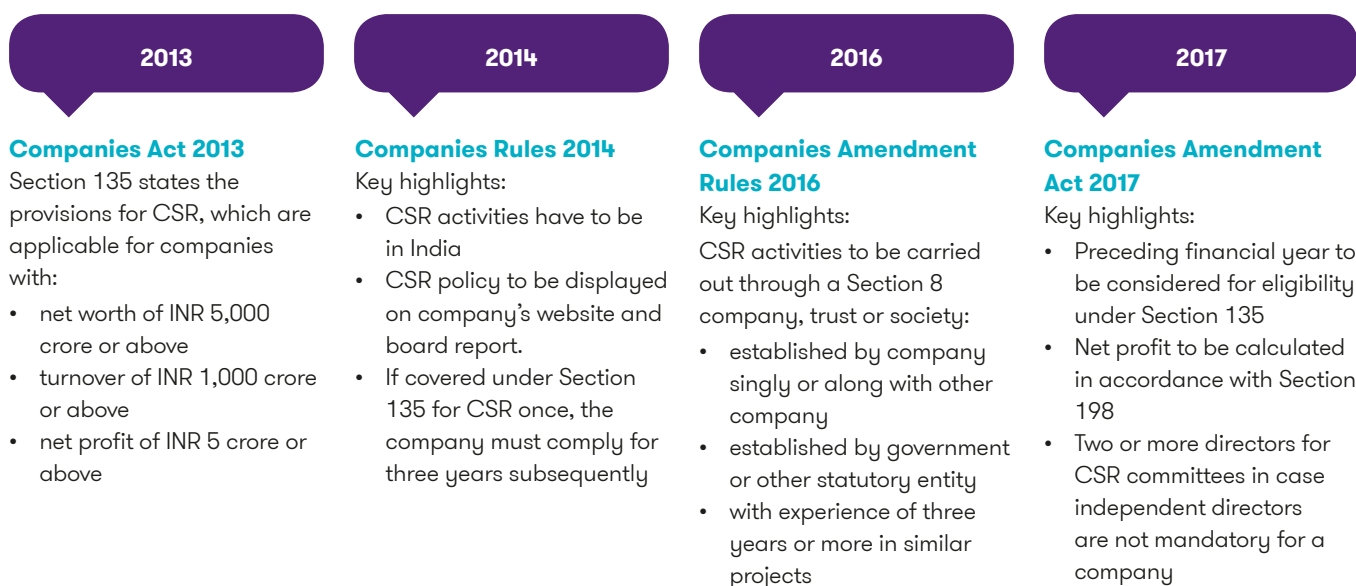
- The UAE Council of Ministers issued a new resolution on 1 February 2018 concerning the CSR law which imposes reporting requirements on contributions (including financial contributions) made to CSR activities to commercial companies of all legal forms operating in the UAE.

In 2013, the Government of India introduced a mandate for companies operating in India to harness the sense of social responsibility under Section 135 of the Indian Companies Act. CSR is not a new concept in India, but what was initially governed by corporate self-regulation found a more precise definition under the new company law.

Evolution of CSR in India

Ethical Model (1930s-50s)

Idea of trusteeship promoted by Mahatma Gandhi, where companies were seen as a trust held in the interest of community.

Statist Model (1950s-70s)

Post-independence era saw increased role of state in deciding and shaping corporate responsibilities.

Liberal Model (1970s-90s)

Promoted by Milton Friedman, who stated that companies are solely responsible to their owners and should focus on economic bottom line.

Stakeholder Model (1990s-present)

Triple-bottom line approach highlights that with increasing economic growth and rights, companies also have societal obligations.

CSR mandate in India

2013

Companies Act 2013
Section 135 states the provisions for CSR, which are applicable for companies with:
- net worth of INR 5,000 crore or above
- turnover of INR 1,000 crore or above
- net profit of INR 5 crore or above

2014

Companies Rules 2014
Key highlights:
- CSR activities have to be in India
- CSR policy to be displayed on company's website and board report.
- If covered under Section 135 for CSR once, the company must comply for three years subsequently

2016

Companies Amendment Rules 2016
Key highlights:
CSR activities to be carried out through a Section 8 company, trust or society:
- established by company singly or along with other company
- established by government or other statutory entity
- with experience of three years or more in similar projects

2017

Companies Amendment Act 2017
Key highlights:
- Preceding financial year to be considered for eligibility under Section 135
- Net profit to be calculated in accordance with Section 198
- Two or more directors for CSR committees in case independent directors are not mandatory for a company

The Act prescribes a mandatory spend of 2% of average net profits on social responsibility for all companies meeting specified requirements. The CSR law came as a response to the need for a balance between sustainable business and social progress in India. The changing environment of policies to enable sustainable practices increased participation in CSR and socially inclusive practices. CSR has changed the role of doing business in the society, from simple encouragement of more social duties for business to the understanding of being socially responsible. With the CSR law mandate, companies have started spending and utilising the CSR opportunity to make a meaningful contribution to the development sector.

In the last five years, companies in India have shown gradual but progressive trends towards CSR compliance. The data of CSR spend in 2017-18 shows a 65% increase since 2014-15, with an increasing number of companies utilising their earmarked CSR budget. Schedule VII of Section 135 of Companies Act 2013, initially defined 11 (amended in 2015) potential areas that can be considered by a company for expenditure in CSR. A separate CSR arm was constituted under the Ministry of Corporate Affairs (MCA) to oversee the engagements of corporates in CSR activities and to ensure transparency through annual public disclosures on the status of CSR within the country. The trends from the last four financial years highlight that education, health and rural development receive the highest CSR funding across regions.

Amongst the top three, findings indicate that education is the highest recipient of CSR fund, in which school infrastructure and quality of education are popular areas of expenditure.

Year-wise CSR spend across themes
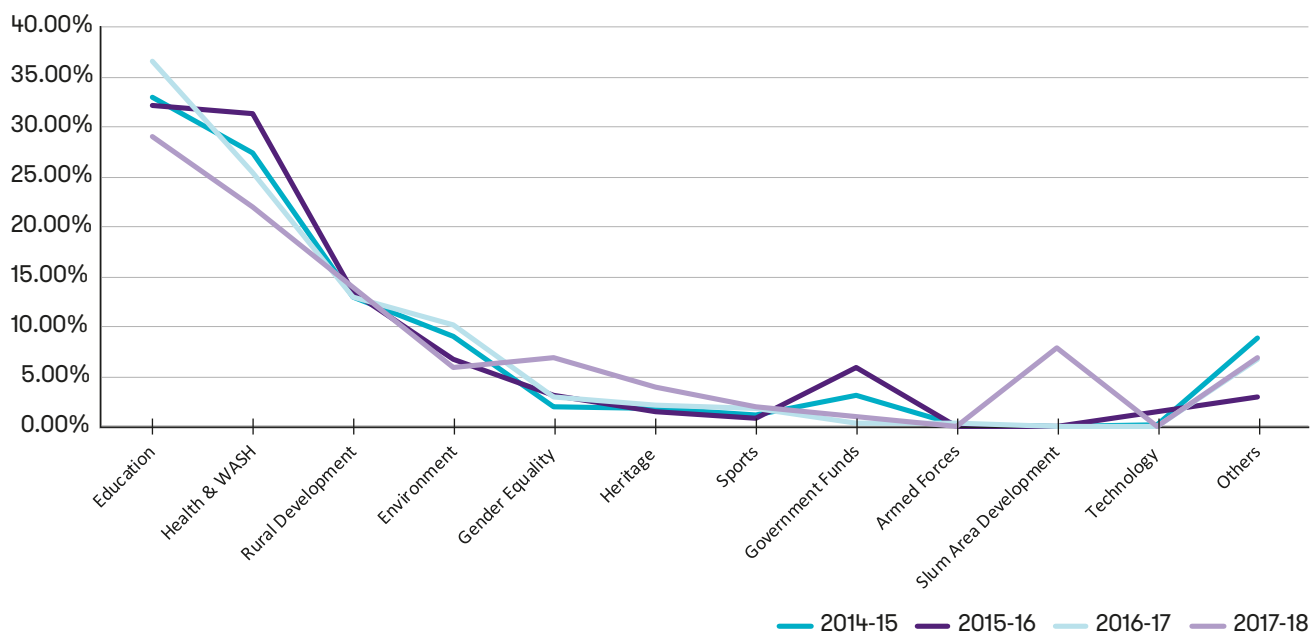
Education remains a priority since access to quality education is considered to be fundamental in improving quality of life, especially for the poor and the vulnerable and hence crucial for the growth of India. The top five CSR contributors have an outreach of over 6.5 lakh students and youth.

The healthcare sector in India is ailing and 2016's data from WHO reports that India carries 20% of the world's disease burden, accounts for 17% of deaths due to communicable diseases and records the highest number of maternal deaths in the world. About 24% of the total spend on CSR is focused on healthcare and much of the spend tends to be focused on setting up health camps and building hospitals. More than 6 lakh people have benefitted from various healthcare initiatives of the top five contributors in the country.

According to the 2011 census, 69% of India's population lives in rural areas, amounting to roughly 833 million people. CSR programmes in rural development focus on service delivery in the fields of water, education, health, skill development and infrastructure. Environment, animal welfare, conservation of resources, promotion of sports and preservation of national heritage and art are other thematic areas that have seen slow but progressive trends under CSR.

The CSR spends vary across states. Maharashtra, Tamil Nadu and Karnataka are the top recipients of CSR spends, although these states are not amongst the least developed states. Nagaland, Mizoram, Meghalaya, Goa and Tripura are amongst the least funded states in India. It is interesting to note that the states with over 55% of aspirational districts on the other hand receive only 15% of total CSR expenditure in the country. States like Maharashtra and Gujarat, with highest funding, have only 3% and 2% aspiration districts respectively. This could possibly be due to the mandate that necessitates implementation of CSR programme around the business location.

The concentration of business in the western region of the country necessarily results in the highest CSR spending in the Western region. The oil, gas, coal and petroleum industry is the top contributor of CSR funds to the Western region followed by the banking and financial services industry (BFSI) and the chemical industry.

As mentioned before, MCA mandates minimum 2% in CSR expenditure, but some industries have displayed a spirit of doing more in terms of their CSR spends. Spends by the metals, mineral and mining sector stand at 138% against their prescribed 2% limit, followed by energy and power at 127% and construction and services at 115%.

Corporates view the engagement in mandatory CSR expenditure as an innovative way of delivering social benefit using market mechanisms. In India, social development is a national agenda for the government. Policies and frameworks have been aligned with the SDGs, focusing on inclusive growth. Considering that CSR expenditure is mandatory, organisations now look forward to long-term investment and sustained impact, often aligning their CSR with SDGs. CSR has the potential to pave India's journey towards sustainable and inclusive development provided the funding is not only directed towards short-term results but systematic and impactful social changes.

Year-wise CSR spend across themes

CSR Spend INR cr

Source: https://csr.gov.in/CSR
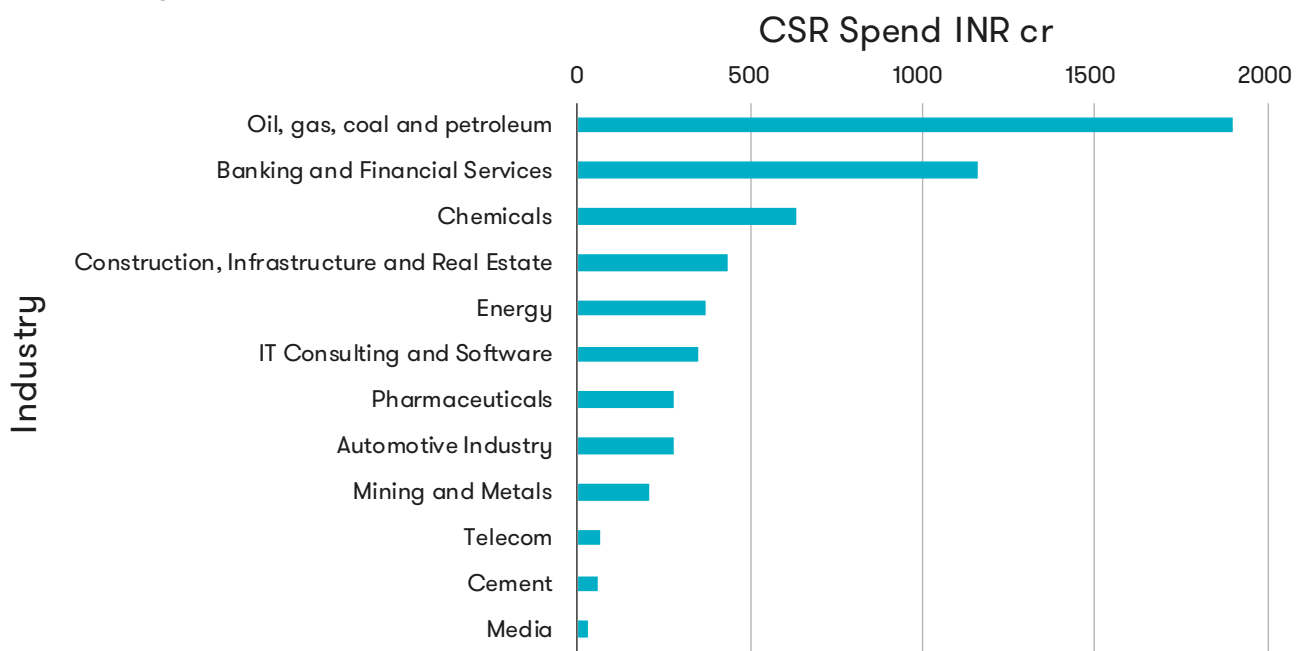
Keeping up with the 'spirit of giving' prevalent in India, corporates engaged in giving even before regulations were imposed. Several organisations had started spending a percentage of their profit in initiatives on social upliftment, keeping in mind the vast social and economic deprivation.

In the last four years, since the CSR law was enforced, a sum of INR 50,000 crore has been spent through CSR activities . This amount is almost two-third of the Budget 2019 for education and a little more than that for health and family welfare. In the last fiscal, 35% of total CSR expenditure was incurred in education and skill development, of which INR 1,828 crore was spent on education and the rest was directed towards skill development. Over 88% of the entire expenditure in education was utilised for infrastructure development followed by quality of education. Improving access to quality education for all has been the primary focus of over 950 companies contributing towards education and skill development.

Healthcare comes next as a priority area for expenditure with 27% CSR funds. Over 74% of the resources allocated for healthcare are spent on health camps, followed by 68% in infrastructure development and equipment support. As for the thematic expenditure, education and skill development and healthcare and sanitation remained on top, although national heritage protection and promotion of sports emerged as two areas that have grown by leaps and bounds since 2015.

CSR spend of energy companies was the highest among all sectors, with 51 companies accounting for 23% of the total CSR spend. Manufacturing was the largest sector with 404 companies contributing INR 1,868 crore.

Currently, the CSR law focuses on what amount is spent, what CSR activities it is spent on and details of locations. The focus on creating a social impact through the CSR activities is missing. Due to the lack of emphasis on measurability, the consolidated impact of the increasingly large allocation of financial resources remains unaccounted and role of CSR goes unattributed. The current monitoring of companies in terms of their CSR revolves around the ability to utilise the CSR budget and reporting of the activities implemented under CSR with basic outreach numbers. With shifting focus at the global level on sustainability, there are attempts at quantification of outcomes and linking of SDGs to programmes undertaken. However, the reporting has not been very prominent and uniform. The emerging need is for compliance-driven engagement in CSR to undergo change towards planned interventions for addressing social issues to achieve measurable outputs and long-term outcomes for sustainable impact. Organisations need to engage in long-term initiatives that are specific towards achievable, measurable and realistic results that can be achieved within a stipulated time, leading to greater impact.

There has been a voluntary growth among companies to evaluate the impact of the programmes, to understand the outcomes of interventions, but the need for a planned assessment is a far-cry. The realisation of impact of the initiative, the magnitude and factors influencing the outcomes are based on systematic study and analysis of data based on predefined matrices before and after programme intervention.

It is important to understand that impact assessment is not a one-time exercise, but something that needs to be engrained within the entire process of planning, intervention and evaluation of CSR programmes. The social impact of programmes extends beyond beneficiary numbers to measure the socio-economic changes brought about by the target intervention in the long run.

State-wise CSR Spend

Top 5 states

Bottom 5 states
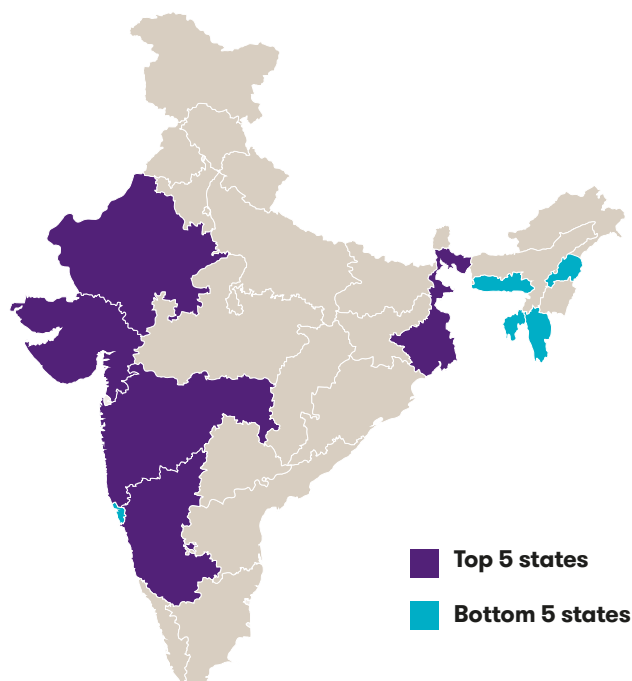
Data and information points captured in the above section has been sourced from various sources covering public domain, studies conducted and views shared by various agencies and individuals.

Case studies

Transforming lives of the fisherman community in Mundra

Project status
Ongoing

Project period
2010-Present

Location
Kutch, Gujarat

The project aims to empower fishing communities living in Kutch region near the Mundra port, who are susceptible to climate change which can affect their livelihoods, food security and health. The region faces issues of salinity ingress across and is interspersed with creek increasing distances between habitations, which, along with lack of infrastructure, adds to the logistical challenges. Further, overexploited fishery resources and degraded ecosystems pose threat to fishing communities.

In order to transform the lives of the fishing communities, the project focused on the following six intervention areas: livelihood, women empowerment, quality education, skill training, health and infrastructure development. The community members were provided with better quality equipment as well as training in related activities like cage culture, poly culture, etc., for enhancing their livelihoods. Also, alternative livelihood opportunities like nursery development were encouraged, and a skill development centre was set up which trained 246 people in technical/non-technical courses. The project reached out to 2,979 women providing training in financial literacy along with engaging around 134 women in stitching and dori work. Adani Vidya Mandir, a world-class school, was established to provide free-of-cost quality education to 1,780 fishermen children.

6,067 fishermen with improved living conditions

1,780 fishermen's children going to school

21% increase in family income

34% reduction in disease burden

The project also provided access to drinking water for 4231 fishermen. There has been a decrease in child mortality owing to increased availability of health services. Also, the community has access to the Government of India's Jan Dhan Yojana.

Swachhagraha-Swachhata ka Satyagraha

Project status
Ongoing

Project period
2016-present

Location
19 states

The project aims to resolve the issue of rampant littering behaviour and lack of a sense of ownership of public spaces through education and sensitisation for behavioural change.

Understanding the role played by attitudes and behaviours in contributing to issues of littering and sanitation, the project focuses on attitudinal change amongst students, youth and community at large for 'creating a culture of cleanliness'. Inspired by the Satyagraha movement, the project - 'Swacchagraha' aims to bring together people from all walks of life and create a mass movement for cleanliness.

The project mainly works with student and youth through Swachhagraha Dals comprising students (in the age group of 9-14 years) from the government, grant-in-aid and private schools under the guidance from Swachhagraha Preraks or teachers from their schools.The Swachhagraha Dals are agents of change as they take ownership of cleanliness issues in their schools for creating a culture of cleanliness, transforming themselves, their schools as well as their homes. The Preraks or teachers play a pivotal role in facilitating behavioural change among students.

Since the beginning of Swachhagraha, the project has grown from 6 cities in Gujarat to over 82 cities spanning 19 states across the country. There has been a noticeable change in attitudes and decrease in littering habits of Swachhagrahi students. The initiative has reduced the workload of the cleaning staff at schools. School children have developed empathy and respect towards the cleaning staff as noted in the interviews of the cleaning staff. Children are the future and by empowering them, the project has been able to reach the masses, ensuring they understand the significance of Swachhagraha.

Over 5,700 schools

Total outreach: 23,00,000

Around 5,800 Swacchagraha Preraks

Over 90,000 Swacchagrahi dal members

Adani Vidya Mandir

Project status
Ongoing

Project period
2008-present

Location
Ahmedabad, Gujarat

This project aims to address the issue of access to quality education. Owing to low quality of education in government schools and high cost of education in private schools, quality education is a distant dream for children from economically weaker sections of the society. The problem of high cost of education is so severe in Gujarat that the government of Gujarat in 2017 had to enact a law regulating school fees. The project aims to provide free quality education to children from economically weaker families, who have great potential.

Adani Vidya Mandir is an English medium state-of-the-art school that provides free quality education and a learning-friendly environment to children from disadvantaged backgrounds. The cost towards tuition, books, uniforms, meals, transportation and extra-curricular activities are borne by the foundation. Adani Vidya Mandir has various initiatives through collaborations which leverage technology such as coding in the curriculum, language lab solutions, EduNext school software, etc.

Interestingly, the project has transformed the mindsets of parents who are now eager to become literate to support their children. Children who would have otherwise dropped off are now pursuing higher education and progressing well on their path of personal and professional growth.

100% pass percentage for classes 10th and 12th in 2017-18

1,045 students

Over 4,180 family members of students acquired a new mindset towards education

B FINSERV ACTIVATE

> Bajaj's CSR team focuses on eight of their companies from the auto, finance and insurance sectors with an annual budget of INR 200 crore. The auto companies look after the geographic areas where their plants are set up, and the finance companies are sector-based. On the basis of this division, the brand's finance companies look after the health of children, and are amongst the biggest donors for child-related issues such as cleft lip surgery, epilepsy and paediatric cancer. The auto companies, on the other hand, focus on water conservation, as the districts where the plants are located are water-starved, like Maharashtra and Rajasthan. 99

Pankaj Ballabh, General Manager, CSR

Bajaj Drishti Project – Phase 2

Project status
Ongoing

Project period
2018 – present

Location
Maharashtra, Rajasthan and Uttarakhand

The project aims to target low-income group individuals with vision impairment. It is a prevalent issue that the population is prone to refractive error, a common eye disorder, and continues to live with it without seeking proper care. In many areas, quality eye screening facilities and spectacle-dispensing services are limited. Even in areas where accessibility is not an issue, people hesitate to walk into the stores because of the exorbitant prices of eyeglasses. Jankidevi Bajaj Gram Vikas Sanstha (JBGVS), the social arm of Bajaj Group, aims to address this challenge through its initiative, Bajaj Drishti.

The two core segments under Bajaj Drishti are:
- **See to Earn:** Covering population in their prime working years, where eyesight issues significantly impact their earning potential
- **See to Learn:** Covering school children where access to eyeglasses affects a child's learning ability and psycho-social development

A team of two optometrists, a coordinator and a counsellor are responsible for conducting eye check-up camps that involve screening the community members for vision issues and referring them to an existing partner or district government hospital. VisionSpring, their partner NGO, collaborates with different establishments to distribute affordable eyeglasses, priced at INR 20 for adults, and free of cost for children and marginalised groups, at the camps using their existing distribution channels.

ARPAN, a volunteering platform of Bajaj CSR Group, provides logistic support for the eye camps. Community leaders with the help of gram panchayats identify and refer individuals with complex vision disorders to a tertiary care hospital for further diagnosis and treatment under the Ayushman Bharat Yojana of the government. The project has successfully covered 323 villages and 193 schools and has reached out to 97,516 individuals.

66,996 adults and 30,520 children screened for vision issues

45,434 eyeglasses distributed

48,741 refractive errors identified

Increased awareness on the need of a regular eye checkup

Eureka Walk 'n' Talk

Project status
Ongoing

Project period
2018 – present

Location
Cuddalore, Tamil Nadu

The programme, implemented across 20 villages of Kurinjipadi Block, Cuddlaore District, Tamil Nadu, focuses on building confidence in children from marginalised communities to read and answer simple questions in English and tutor them in mental mathematics. In Tamil Nadu, even though most children go to schools, their knowledge of the English language is poor. Their inability to read and speak English affects their confidence and self-esteem. As part of their CSR initiative, Blue Star has partnered with CII and Aid India to provide students with additional knowledge beyond the four walls of their classroom.

The project works through after-school centres set up in the villages where a locally appointed and trained tutor gives lessons specially designed for them. The tutor uses interesting learning tools such as subject charts, workbooks, incentive cards and stickers developed by Aid India to make classroom sessions interactive and engaging. The focus is on enhancing children's ability to pick up basic English words and sentences and hold a simple conversation in the language. For mathematics, the children are trained on mental arithmetic operations for addition, subtraction and multiplication.

20 Eureka centres set up

20 community teachers trained

1,500 children benefitted

The approach adopted to educate children is appreciated by teachers and students alike. A total of 1,500 children in the age group of 6 to 14 years have been actively enrolled in the programme. They are learning through community participation and peer learning, resulting in enhanced confidence levels.

Multi-speciality health camps by Kaka-Ba Hospital

Project status
Ongoing

Project period
2018-present

Location
Gujarat and Jammu & Kashmir

The aim of the programme is to provide accessible, affordable and quality health-care services to all sections of society, especially women, children and tribal communities. The CSR activities of Cadila Pharmaceuticals are implemented through Kaka-ba Hospital at Hansot block in Bharuch district of Gujarat. The residents of Hansot, due to the prevalence of poverty and inaccessibility to healthcare, suffered from ailments and poor health before the establishment of Kaka-ba hospital. The multi-speciality hospital is now an epicentre of medical wellbeing. Over the years, the Kaka-Ba Hospital has branched out to support varied programmes under its rural development initiative, which aims to address social, economic and environmental challenges by undertaking community-development activities.

Multi-speciality health camps have been one of the first programmes undertaken to improve access to healthcare for patients from the lower socio-economic background. A team of experienced doctors and medical staff carries out health check-ups in the camps. The patients are provided with free check-up, medicines, referral services and food packs. Post-camp follow-ups are also done, and based on the patients' needs, surgeries are done free of cost using advanced technology equipment supported by Operation Rainbow Canada (ORC), an NGO based in Canada. Plastic surgeries are also done as part of this programme where individuals from the economically weaker community can avail reconstructive surgeries. The initiatives are aligned to the United Nation's Goal 3 of SDGs.

The hospital was declared as the nodal hospital for Rashtriya Swasthya Bima Yojna (RSBY) in 2008 under which over 5,000 patients were provided health services. The programme is also linked to the Ayushman Bharat PM Jan Arogya Yojana and Sujalam Sufalam Yojana. The hospital has provided medical support to numerous beneficiaries reducing their annual medical expenditure of households for treatment in seasonal disease and medicine. The camps have provided

9 multi-speciality camps conducted

3,028 patients benefitted

279 post-camp surgeries done free of cost

75 plastic surgeries conducted free of cost

the socio-economically vulnerable community of Hansot with the opportunity to lead a healthy life and improve their living conditions.

> Canpack India has been a purpose-driven company ever since its inception. We are committed to operate and grow our business in a socially responsible way. Our vision is to grow our business while reducing the environmental impact of our operations and increasing our positive social impact. Our CSR journey has high impact research and interventions for ground water level-related challenges, design thinking for government schools, instilling confidence in children at the grassroot level, sex education, menstrual health management, Miyawaki forests, bee preservation and waste recycling/ upcycling.

Harsh Vardhan Jajoo, CEO and Managing Director

Design for change

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

The project aims to address the lack of holistic development among school going children. Children are exposed to rote-based learning and old school teaching methodologies in their school classrooms. These practices do not equip them in essential life skills necessary for a wholesome education. The objective of the programme is to shift a student's attitude from 'can I?' to 'I can.'

It encourages students to take charge of their environment and act accordingly to instil leadership skills in them. Their classroom sessions are built on four pillars – feel, imagine, do and share. This approach helps the student develop an evolved thought process that prepares them for the future. Several training programmes are conducted for teachers to enable them with the skills to lead classroom sessions effectively and be prepared to handle the unique problems that the students may face. Students learn innovative thinking, communication, and teamwork through the programme.

250 stories of change received

78,000 students and teachers benefitted

Collectively, 78,000 individuals have benefitted from the sessions conducted. The sensitisation of students to be able and responsible citizens of the future is a key takeaway from the project.

Agastya mobile science lab

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

The project aims to make quality education accessible in government schools and provide a transformative experience for students from 5th-10th grades. Schools in India lack the proper infrastructure for students to get a hands-on learning experience. Most schools require science laboratories, computers, and internet facilities. Lack of resources coupled with old methods of teaching has led to an absence of analytical or pragmatic skills among students. As part of Canpack's CSR initiative, they have partnered with Agastya International Foundation to address these issues.

The programme is implemented in selected under-resourced schools. A mobile science van reaches these schools once in 15 days, accompanied by two enthusiastic Agastya teachers, to explain scientific and mathematic concepts using the 110 science models and low-cost experiments. This model helps reach students in remote areas. Teachers are equipped in delivering these classes through planned teacher-training sessions. By catalysing local schools and educators, the objective is to improve the classroom's learning environment to spark curiosity, nurture creativity and instil confidence in the students.

Over 100 low-cost science models developed

District level science fairs conducted – 2,100 schools

10,000 teachers, parents and school administration reached

Through the efforts of Agastya with the support of Canpack, gaps in the regular school curriculum are filled and teachers undergo a process of professional development. A total of 16,000 students and teachers have been reached across 20 schools. The programme will provide much-needed exposure and increase the overall understanding of concepts among rural students through the novel and attractive methodologies adopted.

Pi–Cards

The project aims to provide a cheaper alternative to classroom response devices. These devices are used to gather answers for multiple-choice questions, promptly from the entire classroom using a clicker device given to the students. The Pi-Cards project uses technology that is available at a fraction of the cost, and encourages all students to be responsive in the class, leaving no one behind.

The project enables the teacher to ask multiple choice questions involving all the students in the class. A bar code technology is used to trace every student's response. Once the teacher poses a problem, all students raise their hands holding a placard with the right answer. The teacher then uses a mobile application called Pi–Cards which scans all the responses of the students, and within seconds the feedback from the whole class is recorded. The process is enjoyed by the students, ensuring class participation, and the teacher gets the responses in one go.

550 students benefitted

10 schools covered

1,000 teachers, students and administration reached

As a result of this initiative, there is increased interaction between students and teachers. A total of 550 students have been a part of the plan which is implemented across 10 schools.

CARPE Campus Club

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

The project aims to provide graduate students with job-relevant soft skills necessary for them to procure jobs. Students are expected to be skilled in diverse domains before they start working, but there is no avenue to prepare them. Hence, Campus Club is a product of extensive research done to underline the requirement to provide exposure and experience to ease the transition of graduates into the job space.

College graduates are provided skills essential for professionals, by creating a dynamic environment which enhances their communication, employability and professional skills. This is done through a structured experiential training and mentoring programme that is imparted in a course of eight months. The focus lies on soft skills development, and the graduate should feel empowered and ready to join the professional workforce after course completion. It is a mutually beneficial project for both employers and students. Students get to work in teams and gain hands-on experience during their stints with live projects, and employers get students with suitable and desired skill sets at the time of recruitment.

100 students reached

Two colleges targeted

Eight-month course in soft skills

A total of 100 students have been involved with the course from two colleges. Students have witnessed a remarkable change in themselves; they are more aware of their surroundings, and feel more ready to perform appropriately.

Short immersive programme

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

The project aims to mould a theatre experience, which encourages children from observation homes to create their own stories. Children living in observation homes live away from their families for a designated period, which results in a lack of proper care and emotional support in their formative years. They have equal potential and deserve the same opportunities as other children. This project helps in making them feel like a part of the society by bringing them into the mainstream world by giving them the necessary platform.

It is a unique project with a focus on performing arts. The two-week long theatre workshop helps students to work on their

speech and voice, body and movement, and delivery and improvisation. The workshop lets these children have fun and tap their potential while exposing them to a new professional avenue - theatre and acting.

Currently, 30 students have been given a chance to create their own stories through this experience. The programme allows these children to express emotions through arts, and channelise their energy into a creative process.

Creating water security in farms by Kedia Farm Pattern (KFP) underground rainwater harvesting

Project status
Complete

Project period
2015–2019

Location
Aurangabad and Jalna, Maharashtra

The project aims to provide a solution for water scarcity and depleting groundwater level through the innovative rainwater harvesting technique of KFP. The intervention was initiated to enhance groundwater at a specific place and time to save soil-erosion from fields by reducing rainwater runoff during monsoons.

The first step in its implementation is to identify an area for executing the KFP structure in the village. After an assessment of geographical parameters, the number of structures to be put in the selected area is determined. This is followed by an approval from the village members and stakeholders; the structure is made with the help of the JCB machine – Earth Excavator. This process ensures sustainable water security through a one-time investment. As a result, there was a natural increase in rainwater recharge from 5% to up to 80%. Many farmers observed an increase in the well water within a month after rainfall; earlier, the period was at least two to three months. The conservation of irrigation-power and the efforts to transport them from far distances benefitted the community. This helped in water conservation and environmental sustainability.

119 farmers impacted

Over 1500 families covered

Reduced soil erosion, increased soil moisture

Increase in rainwater recharge from 5% to up to 80%

Thakarwadi transformation

Project status
Complete

Project period
April 2017–March 2018

Location
Aurangabad, Maharashtra

The project laid down a robust framework on community upliftment to address the problem of migration among farmer families. The issue of income insecurity in the region led to a movement in the area. With Sanjeevani Institute for Empowerment and Development (SIED) as implementation-partner, alternative livelihood, environment, and health were the critical areas addressed through facilitation camps and provision of amenities.

The Thakarwadi initiative empowered farmers through the means of large-scale agronomic interventions, water conservation programmes, animal husbandry, primary education, women's empowerment, as well as health and sanitation programmes. It involved the community in interactive and instructive ways by spreading awareness about critical issues using audio-visual aids, promoting dialogue among people, and trained important individuals to take up responsibility and leadership. Interventions in farmers' training, crop demonstrations, soil and water conservation treatments, and tree plantation considerably contributed to the community's measured approach towards self-reliance and prosperity.

A transformation was seen in their daily lives while instilling in them a sense of pride and independence. As a result, 10,000 community members reaped the sustainable benefits, and multifaceted development across themes brought forth a tremendous change.

500 acres of land impacted for rainwater retention

30 individual toilets constructed

22 seasonal kitchen gardens completed

343 members reached through health camps

Farmer's training – 86 farmers participated

Poultry – 21 safety cages for poultry birds

Over 10,000 persons covered

> At Covestro, we work closely with the communities around us and endeavour to encourage sustainable social transformation. In India, Covestro focuses on two areas which are also aligned to United Nation's SDGs.
>
> The first is promoting education, especially in the field of science, technology, engineering and mathematics (STEM), and encouraging more girls to enter this field. We also help build necessary infrastructure by providing science labs in schools. The second is focusing on resolving social challenges by making sanitation systems available and ensuring people have affordable housing and agriculture. "

Chintan Joshi, Head, Communications

STEM 4 Girls Festival 2018

Project status
Completed

Project period
2018-2019

Location
Maharashtra, Kerala, UP, Gujarat, Goa

The STEM 4 Girls Festival 2018 aims to help schools, teachers and students regain the lost interest in STEM subjects and professions among girls. The project intends to increase the participation of girls in STEM-related careers. Covestro initiated this project to empower girl child in line with the government's mission of Beti Bachao, Beti Padhao.

Through the programme, girls were engaged in half-day sessions to learn through STEM-related practical and experiments. The sessions began with a motivational speech from women scientists and fun experiments through workshops for girl students. The programme was implemented across five states in remote parts of the countries, and government-run schools with students from low-income groups. Groups of 30 girls were part of one workshop, and they were asked to engage in experiments on their own. The girl students were interested to learn, and were very motivated to be part of the workshops. It was the first experience for many girls in handling experiment apparatus, and they were jubilant upon completion of their experiments.

3,115 girls students have undergone STEM workshops

109 educational institutes participated in the STEM 4 Girls Festival

The programme workshops have been completed in 109 institutes across six cities in India, and have reached 3,115 girl students across different socio-economic, religious and cultural backgrounds.

Endress+Hauser [E+H]
People for Process Automation

Web-based training for engineering college students

Project status
Ongoing

Project period
2012-present

Location
Aurangabad, Maharashtra

The project aims to provide web-based training to engineering students to familiarise them with the latest technologies and principles used for measuring physical parameters such as level flow pressure temperature, water quality analytics etc., for enhanced understanding and implementation of technical training. General classes include classroom teaching of technologies, but there is an imbalance observed in the application of such programmes.

The programme is based on a self-learning process, where various web-based training modules on different technologies, principles, and their applications in major industries such as chemical, life science, food and beverages, oil and gas, power, mining etc., are made available to the students. Students can self-learn through the programme according to their convenience and sit for an online test after completing the module. After completing all the modules, the students receive

> **More than 1,200 engineering students were beneficiaries from 8-10 institutes**

a certificate from Endress+Hauser. This training method helps them to enhance their knowledge about the latest technology, and use it in future.

The programme has helped students understand how new developments can be practically implemented. The students are also provided with the opportunity to visit the factory to witness manufacturing processes and get to know the application of various technologies. The certifications have helped students avail a larger pool of job opportunities.

Vocational educational training

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

This programme aims to bridge the gap between the available workforce and the need for specific skill sets by providing hands-on training to students with necessary industrial qualifications. Conventional classroom training does not give the students an opportunity to enhance their practical knowledge, leading to a gap in employability even after certified coaching. Industries need to further invest in training the employees to make them work-ready. This programme is directed to enhance the skill set of trainees and help them procure jobs.

A set of trainers and experienced professionals certified by IHK, a German agency certifying dual education trainers, trained eight students in the first batch towards the creation of skilled manpower who can directly contribute on the shop floor. Innovative methods like web-based training and modern hi-tech workbenches were used to impart education to help

towards improving the quality of products and productivity of the industry.

This programme had led to improved employability of students and contributed to the skilled workforce of the country.

FORBES MARSHALL

Life-skill education

Project status
Ongoing

Project period
2017-present

Location
Pune, Maharashtra

The programme aims to empower adolescent girls and provide them with training on life skills and awareness on social issues based on gender discrimination. It also targets the improvement of sexual and reproductive health among young women and reduces maternal and neonatal morbidity — early marriage and motherhood results in high prevalence of maternal and neonatal mortality, miscarriages and stillbirths. Baseline data of the area shows that 45% of women got married before 18 years of age, 67% reported antenatal morbidity and only 14% of young married women used family-planning methods. Among adolescent girls, only 4% of girls displayed decision-making skills and 16% unmarried girls dropped out of formal schooling. Prevalence of anaemia was high among women of all age groups.

The programme is implemented in three parts with a different target population. The first part of the project is directed towards the empowerment of unmarried adolescent girls through life skill education, improve their cognitive and practical skills and increase their self-esteem and self-efficacy. The programme is conducted through ASHA workers and community peer educators under the Rashtriya Kishor Swasthya Karyakram, where counselling sessions are also provided.

The second part of the programme is focused on the protection of young married women from adverse consequences of early marriage through increased information and access to sexual and reproductive health (SRH), utilisation of maternity services during pregnancy, and an increase in institutional deliveries and family-planning methods for spacing between children. ASHA workers facilitate SRH services for married adolescent girls. They provide inter-personal communication (IPC) and counselling for married adolescent girls, their spouses and parents at the household level and implement the behaviour change communication (BCC) component of the project.

The third part focuses on attitudinal change among young men

1,200 adolescent girls attended life-skill education

856 young married couples have increased awareness of health services

20 ASHA workers were part of the programme

to reduce domestic violence and gender inequality. The project is being implemented by the staff of the Institute of Health Management Pachod (IHMP) by providing boys and young men with education on life skills and engaging in group and individual counselling sessions.

The programme has led to an increase in years of formal schooling of unmarried adolescent girls, with improved adaptive skills and self-esteem. There has also been a decrease in the instances of early marriages. Amongst young married women, there is an increase in the number of people accessing antenatal, post-natal and family planning services. The rate of maternal morbidity has reduced, and a 10% increase in the treatment of maternal complications compared to the baseline was recorded in just one year of programme implementation.

School library programme

Project status
Ongoing

Project period
2007-present

Location
Pune, Maharashtra

This programme aims to improve the reading skills of children by enhancing their vocabulary and exposing them to a wide variety of books. It has been repeatedly reported that grade-level learning outcomes among students in government and municipality schools have not been addressed. Young students either cannot read or write at a grade-appropriate level and even if they can, there are not enough books to develop reading habits in them. The implementation of libraries was initiated in seven municipality schools. They have now been implemented in 48 municipal schools and nine affordable private schools with the help of two NGO partners.

The programme targets students from 1st to 7th grades. It is in process during school hours where reading material is made available for minimum of four hours during the week. Students are assisted during class hours by trained community animators called book fairies. Each class gets a 90-minute session every week, which consists of reading, playing vocabulary games, singing and storytelling. Activities like drawing and reading and storytelling competitions are also conducted as a part of the programme, to grow and sustain their interest in reading. Students from the 2nd to 7th grades get to carry a book for reading at home for a week.

Along with enhancing students' reading abilities, the focus is also directed at improving comprehension and self-expression. Children from 2nd to 4th grades are given one standard-appropriate passage per month and are asked questions based on the passage. One-off activities like storytelling events and book exhibitions are also held to create students' interest in language learning and reading.

Periodic assessments are conducted at the end of every year to monitor the progress and impact of the programme. The programme has helped bridge gaps and access grade-level reading material to children belonging to the economically weaker sections of the society. This intervention is expected to teach a habit of reading in young minds and assist in designing

65% of the students in 2nd grade can read their expected level

82% of the students in 4th grade have expected a grade-level reading ability

Over 28,000 students in 57 schools benefitted from the programme

specific inputs to bridge learning gaps after identification of the needs and shortcomings of academically weaker children.

Empowerment of differently-abled women

Project status
Complete

Project period
2015-2019

Location
Pune, Maharashtra

The programme aims to empower and improve the quality of life of differently abled women in Pune. Persons with disabilities (PWDs) face a lot of discrimination and marginalisation, as they lack access to essential services and are restricted in movement due to lack of adequate infrastructure providing them with easy access. Their inability to contribute towards family income and incurring expenses in treatment and medication is seen as an additional burden, especially in a low economic household and are subject to ridicule. The situation further aggravates when it comes to women PWDs, who are seen as liabilities and hence are not treated with respect as their needs are addressed based on the convenience of their family members. GITS partnered with the NGO Helplife to help provide assistance to differently abled women to empower them to lead a good quality life.

Through the programme, different initiatives were undertaken to cater to the varying needs of the target beneficiaries. The plan provides accommodation, food and clothing to differently abled women and girls from low-economic communities. The recipients can continue their education and also undergo skill training in addition to computer and spoken English classes. The women and girls stay for a duration of two-three years, during which they are also provided with counselling sessions along with their parents, and a regular support system throughout the training. Post completion of skill training, the

Empowerment of 100 differently abled women and girls

Removing stigma associated with disability

beneficiaries are also offered placement support or help to start their own enterprise to make a living. Community-based support was provided to finance livelihood generation activities undertaken by differently abled women and also men in some instances.

The programme has had an outreach of 100 women with 80% of the girls being graduates or post-graduates. About 70% of the skill training girls are successfully employed with an average income of INR 12,000 per month, and around 60% of the beneficiaries who received community-based support are successfully running their micro-enterprises. It is also pertinent to mention that almost 70% of the total recipients are financially independent and 50% of them are supporting their parents and family. This has led to an immense change in the women and girls' perspective to boost self-confidence.

Rejuvenation of Konasandra Lake at Jigani, Bengaluru

Project status
Complete

Project period
2018-2019

Location
Bengaluru, Karnataka

The project aims to address the issue of contamination of lakes due to solid waste and lack of proper maintenance. The Konasandra Lake is situated in Konasandra Village, which is approximately 50 km away from Bengaluru. The village population is dependent on the lake for their water needs. Since the lake is surrounded by industries, it was being contaminated with granite wastes, plastics, junks and other substances. The contamination and water pollution had led to a scarcity of quality water and a decrease in the water holding capacity of the lake.

Under the Srijan-Anahat programme, restoration work for the lake was executed with the help of SayTrees, an environmental trust. A combination of techniques and methods was adopted to ensure clean and natural water source in the lake. Through desilting and creating broad and strong bunds, there has been a three-fold increase in the water-holding capacity of the lake. Technological interventions such as natural filtration and natural biological systems were used in the project. These methods helped ensure that filtered water enters and accumulates in the lake and excess water goes to the other lake through further filtration in the outlet channel.

The pollutants have been removed through filtration method, and good quality water is subsequently being stored which can be used for cows, cattle, birds, etc. The project has helped in maintaining ecology and biodiversity, as there has been an increase of birds and aquatic life in the lake and a gradual increase in yield of water at borewells. The increased water-holding capacity of the lake would contribute towards agricultural yield increase and thus improve the income of farmers. Also, creating and strengthening of bunds around the lake has resulted in better connectivity to the village allowing people to move around safely. More than 1,000 citizens were involved in this project with the aim of instilling a sense of responsibility towards maintaining it and replicating the model.

A three-fold increase in water holding capacity

Over 1,000 persons involved

Outreach to around 2,300 villagers

Improvement in aquatic life and biodiversity

Rural primary school development programme at Sutarkond, Mahad

Project status
Complete

Project period
2016-2018

Location
Raigarh, Maharashtra

The project aims to improve female literacy rate and contribute towards improving the overall literacy rate. The literacy rate in Gondale village was 76.21% as compared to 82.34% for Maharashtra in 2011. The female literacy rate stood at 66.98% as compared to 85.97% for males. The project worked towards improving the quality of education, reducing drop-out rates and absenteeism due to health reasons, especially for girls through developing basic infrastructural facilities at school.

The project, undertaken in partnership with the Indian Association of Human Values (IAHV), aimed at providing holistic education with the potential of facilitating cognitive, physical, emotional, social and spiritual growth for the underprivileged children. An engaging and safe learning environment was created through various infrastructural interventions. In order to curtail diseases, address absenteeism and teach good hygiene practices to students and teachers, measures to enhance healthcare and hygiene were undertaken. Students were provided with e-learning facilities, and classes were organised for teachers, which helped them develop an interest in the subject.

There has been a significant improvement in the female literacy rate from 66.98 to 75% at present. The toilets for children were revamped, and new toilets were constructed for the staff, which has led to an increase in the attendance of the students and a sharp decline in stomach-related illnesses by 25%. High-quality RO systems were installed in the schools leading to a decrease in instances of water-borne diseases by 30%. There has been an improvement in the learning levels of students, which has led to a better academic performance in progress reports by around 45%. Access to quality education has improved significantly, as earlier it was not possible to provide education to children up to the 10th grade due to infrastructural limitations and health concerns.

Female literacy rate improved to 75% from 66.98%

Decrease in stomach-related illnesses by 25%

Decrease in water-borne diseases by 30%

Improvement in academic performance by 45%

> **❝** Being a responsible member of the society, we have programmes that are made keeping in mind the human rights, community, environment and the society.
>
> Over the past few years, we have been implementing several CSR programmes that focus on a range of initiatives in the areas of secondary education, skill development, employment generation, infrastructure development, healthcare, sanitation, environmental sustainability, ecological balance and protection of national heritage, and art and culture. Each of these initiatives is implemented to establish better emotional connect with employees and the society. Hikal will continue to strengthen all its CSR initiatives year after year, and do meaningful work with leading NGOs and our employees under our programme Sampark. **❞**

Kumaar Priyaranjan, Senior Vice President and Head, Human Capital and CSR

Emergency hospitalisation for health restoration and survival of the underprivileged

Project status
Ongoing

Project period
2016-present

Location
Bharuch, Gujarat

The project aims to improve access to healthcare and provide support for emergency hospitalisation for health restoration and survival of people belonging to the underprivileged sections of the society. There is a lack of ICCU infrastructure and availability of full-time physicians in government hospitals and health centres. Patients with economically weaker backgrounds often struggle to get medical treatment because of a lack of financial support for availing emergency treatment.

With an aim to minimise the problems faced by them, the NGO Seva Yagna Samiti has been working towards providing access to medical services to needy patients for the last 15 years at the Civil Hospital in Bharuch. Through this project, persons from underprivileged backgrounds were provided with access to ICU/ICCU facilities, proper diagnosis on time, medicines and hospitalisation in critical conditions.

The project facilitated medical assistance for 7,189 patients and provided 7,644 patients with medical and allied services from April 2016-March 2019. NICU and PICU services were offered to neonates and children to aid in nourishment and faster recovery, as well as provide support for complicated cases of neonatal, paediatric surgeries. Higher quality and updated medicines, injections and dressings were provided to burn patients as such medicines do not fall under government supply but are highly required for faster healing and gangrene control. Temporary adoption for orphans and the elderly is also facilitated, and Seva Yagna Samiti takes responsibilities of patients and manages funerals in case of death. The project has contributed towards an increase in access to healthcare and has reached out to around 21,567 people.

7,189 patients provided with medical assistance

7,644 patients provided with medical and allied services

Outreach to 21,567 family members

ICICI academy for skills

Project status
Ongoing

Project period
2013-present

Location
19 states

There is a significant skill gap in the Indian economy, and a large section of the population remains outside the employment market due to lack of access to job markets, requisite skills, etc. Candidates from underprivileged backgrounds face further issues in accessing jobs due to lack of monetary resources, access to skill development centres and inadequate knowledge of the job market and economy. The project aimed to reduce the gap between the requirements of the employer and potential candidates and has a presence in 26 urban locations.

The ICICI Academy for Skills ensures all-round development of the trainees in order to help them become employable and earn a sustainable livelihood. There are various internal life skills programmes and knowledge partners to make the trainees employment-ready. Through ICICI Academy's network of around 1,300 industry partners, the project ensures 100% placements and enables access to livelihood opportunities. All training programmes include training on life skills, including communication skills, financial literacy and orientation for adapting to an organised working environment. The modules impart nine technical and three non-technical skills. The programme helps to enhance the facilitation skills of the

Trained over 3,91,000 people since inception

An average salary of INR 1,05,000 per annum

1,300 placement partners

26 academies across 19 states

trainers to ensure quality training. Apart from this, there are regular alumna visits, industry-academia interactions and guest lectures organised to motivate the trainees.

In order to make their livelihood sustainable, candidates are taught some soft skills that are not related to the field of studies, for example, entrepreneurial development. This helps in decreasing the attrition rate for trainees with industry partners as is evident in the placement process of the academies. Each educated youth becomes a productive member of society and contributes to the GDP of the country. From about 7,500 trainees at 18 locations in FY 2014, the number of trainees and geographical spread has been scaled up to more than 1,16,000 in 26 academies across 19 states with over 40% of trainees being women. All of these trainees, no matter which part of the country or what social background they come from, were placed in a job in the formal sector. The project endeavours to continue contributing towards empowering the youth and fully integrating them in the mainstream economy and uplifting the teeming millions out of poverty.

" With a mission to promote inclusive growth across various regions in India, ICICI Foundation works to create sustainable livelihood through skill development of the underprivileged. Through our 26 academies, we work with over 1,200 placement partners to ensure that 100% of the trainees are placed in wage-employment. Under our Rural Initiative programme at 1,250 villages across the country, we focus on enhancing livelihood through skill development in locally relevant skills, and 87% of village trainees are provided with assistance in the form of market linkages. These endeavours, along with other community connect programmes, facilitate a sustainable livelihood."

Anuj Agarwal, Chief Operating Officer

ICICI Academy for Skills – Rural Initiative

Project status
Ongoing

Project period
2016-present

Location
29 states

ICICI Foundation's project aims to improve the knowledge and skill base of agrarian folks and provide them with multiple sources of income. The Indian rural economy suffers from a severe lack of viable and sustainable livelihood opportunities. About 42% of the population of rural India depends on agriculture, which faces various challenges like seasonal fluctuation, weather dependence, knowledge deficit, poor market linkages, lack of wealth creation and resource crunch. In view of this agrarian plight and lack of opportunities, ICICI Foundation for Inclusive growth, rolled out its Rural Initiative programme to provide livelihood training to the villagers. This was an all-around development programme to help the trainees not just in the field of their practice but with other soft/ entrepreneurship skills required to start a business.

This programme encompasses a host of initiatives including access to seamless and digital banking, making the local economy vibrant, improving the income level of villagers through a focus on locally-relevant skills, and making the villagers financially independent. The foundation offers need-based livelihood training programmes to the participants to impart new skills and/or enhance their existing skills. In order to make its trainees financially stable, the foundation further facilitates market linkages. After the completion of the training, all trained participants are provided with perennial handholding and support for sustained impact. Another aspect of the programme is to promote access to seamless and digital banking, which enables the rural population to use digital channels for financial transactions.

Since its inception, over 1,92,000 individuals have completed their training in more than 1,200 villages across 29 states of the country. With 64% of all trained participants being women, the programme has a market settlement ratio of over 72%.

Trained 1,92,000 people

A 72% increase in trainees' monthly incomes

87% trainees provided with market linkages

Outreach to over 9,60,000 family members

Each of the trainees, on average, has reported a monthly income increase of INR 2,300, which shows a 72% increase from their pre-training income. These increases in salaries are due to the high market linkage rate of the alumni of the Rural Initiative programme. There are a total of 87% trainees that have benefitted from the assistance provided to them in the form of networking and formal market intelligence. Hence, the net impact of the project is of more than 50% sustained income enhancement of almost 1,00,000 households across the rural economy. The project has brought about a significant, lasting impact in more than 1,000 villages in some of the most backward areas of the country.

Kale Logistics
Technology that Transforms

Creating a brighter future for children under institutional care

Project status
Ongoing

Project period
2010-present

Location
Maharashtra, Madhya Pradesh, Odisha, Goa

Our country is home to a large number of children at risk because of lack of awareness and poor quality of institutional care. These children are prone to getting pulled into the vicious cycle of child labour or trafficking, and other illegal activities. Kale, along with CSA, believes that all children have the potential to represent the nation if given positive nurturing, a balanced upbringing and an opportunity to get educated, especially in their formative years.

This project aims to help vulnerable children by increasing the number of adoptions in India and focusing on building a safety net that can provide care for institutionalised children. It works towards bettering the process of adoption through promotion, coordination, and legalisation. Since child adoption is not possible in all cases, there is a simultaneous focus on making child care institutions well managed. These institutions are equipped to serve as a second home to a child with an emphasis on access to health facilities and appropriate academic opportunities including life skills education and

Over 3,400 children covered

Created 56 children's homes

livelihood support. With proper mentoring and support, children are empowered to become contributing members of society.

With a holistic approach to bring about a positive and sustainable change, the project currently benefits over 3,400 children through the creation of 56 children's homes. The CSA and Kale Logistics believe that their efforts at the micro level have the power to create lasting macro-level changes.

> "Our CSR journey started 18 years back. We focus on areas including health, sanitisation, education and skill development. We have also associated with Sense International India with an aim to empower people with disabilities by providing support and training.
>
> I feel proud to be part of the CSR team because these activities provide a platform to employees to develop numerous skills and is a great way to build people, leadership and organisational skills."
>
> **Naimesh Trivedi, Manager, Production Planning and Lead, CSR health vertical**

Services for deaf, blind and multi-sensory impairment

Project status Ongoing

Project period 2018–present

Location Gujarat

The programmes aim towards enabling PWDs-deaf-blind and multi-sensory impairments (MSIs) to reach and maintain their optimal (physical, sensory, intellectual, psychological and social) functional levels. KHS has partnered with Sense International India (Sense India) for their CSR programme, which is being implemented in Ahmedabad, Gujarat. Through the plan, KHS provides educational and rehabilitation services to target beneficiaries and engages in capacity building of parents, family members and special educators through training. Samagra Shiksha's – an educational initiative by the Indian government - teachers and members of NGOs working in the field of disability in Gujarat are also being trained on issues related to deaf-blindness. The programme associates, in collaboration with deaf-blind regional centres (DbRC), aim to strengthen, expand and develop opportunities to ensure that a higher number of people with deaf-blindness can lead a good quality life.

Deaf-blindness is identified as a different disability with varying degrees of hearing and visual impairment. Individuals with deaf-blindness and MSIs also suffer from additional physical and medical conditions and hence experience extreme challenges in performing day-to-day activities. The project promotes community-based rehabilitation and inclusion of children and adults with deaf-blindness. The rehabilitation team comprises a special educator, vocational trainer,

250 students and adults benefitted

Three children enrolled in mainstream education

32 young adults provided pre-vocational and vocational training

physiotherapist, and occupational and speech therapist.

Through various awareness sessions, the programme has led to enhanced sensitisation and advocacy for the rights and needs of people with deaf-blindness and MSIs. Over 180 special educators, 59 para-medical professionals, 28 Anganwadi workers and 30 NGO professions have undergone capacity building training, and 241 teachers associated with the Samagara Shiksha mission have been trained for identification and inclusion of children with deaf-blindness in mainstream schools.

True hero project

Project status
Completed

Project period
2018-2019

Location
Gujarat

The programme aims to provide students and employees from various high schools, colleges and corporates with the opportunity to volunteer by teaching students in government schools. KHS partnered with the NGO Yuva Unstoppable to implement the programme across 10 municipality schools in Ahmedabad. The plan was to improve awareness and develop a sense of compassion and responsibility among volunteers addressing social problems. They worked two hours per week in order to contribute to better education.

The initiative was implemented in two phases – In the first phase, every volunteer had to engage in 25 acts of kindness and contribute 50 hours of teaching in government schools. A set curriculum was designed for respective subjects to be taught, with the intent to address the gaps in formal education and make learning fun and interesting for children. KHS Machinery deployed a dedicated team of paid volunteers to manage and utilise the growing network of volunteers while ensuring that no hours of teaching were missed. The volunteers also held regular meetings with the parents and teachers and supported the school management committee in conducting extra-curricular and co-curricular activities to improve the engagement of students in school activities.

This programme led to an improvement in attendance and classroom participation of students in all the target schools.

> **A 20% increase in school attendance among students**

> **A 38% increase in students' participation**

> **83% of the volunteers reported an increased sense of social responsibility**

The students were also made aware of sanitation, hygiene and health. This was in addition to inculcating increased awareness, and a sense of responsibility and self-confidence among volunteers to bring about positive change for the society. The programme was considered as an innovative method to improve non-formal education to help the academically weaker students improve their learning levels.

KONECRANES®

Girl Child Education Programme (GCEP)

Project status
Completed

Project period
2016-2018

Location
Uttar Pradesh and Odisha

This programme aimed to empower and mobilise young girls between the age group of 6-14 years by providing quality primary education up to the 5th grade. It also intended to increase access and enrolment to basic primary education through community mobilisation and subsequent transition into secondary education post completion of the 5th grade. The target beneficiaries were girls who were out of the formal schooling system and belonged to the socially disadvantaged and economically marginalised rural communities in India.

It was an initiative of the NGO IIMPACT, which is the CSR partner of Konecranes and Demag Private Limited. The programme was implemented by establishing model learning centres across rural India for a period of five-six years. These were only teacher-led centres, imparting primary level education to girl children using Multi-Grade Multi-Level (MGML) grouping. The MGML grouping was done due to infrastructure and pedagogical reasons, and the system provided training to children based on their level of learning, competencies and capabilities. The centre ran till the time all the enrolled girls achieved a firm grounding in primary education. The teachers and supervisors at these learning centres underwent training every quarter to ensure standard quality delivery of knowledge across all centres. The programme also encouraged setting up of centre management

583 young girls reached

18 learning centers established

18 individuals provided livelihood as center teachers

committees in every village to foster community ownership and promote discussion regarding girl child in the area.

This initiative has changed the outlook of girl child education in targeted areas. Parents and the community in general are more open to the idea of providing education to the girl child in rural communities. There has been an increase in the number of girls with access to primary schools along with an increased interest among girls to pursue training for longer years.

LIEBHERR

"Liebherr Appliances had started its journey in India in May 2018. We felt that it is our responsibility to initiate a project that will be useful for people of the Shendra MIDC zone in Aurangabad - the place we operate out of.

Gaining from the local know how of our team members and also post consultation with the local authorities, we figured that this area was deprived of adequate drinking water. To cater to the local people, visitors and passing travelers, we chose the highway junction corners to build not only a water drinking facility but an entire Liebherr square. Through this initiative, we have been able to cater to 350-450 people per day by providing purified drinking water. We have also managed to enhance the area aesthetically."

Hemant Malpani, Director (F&A)

Improving quality and access to water, sanitation, and hygiene

Project status
Ongoing

Project period
2018-present

Location
Aurangabad, Maharashtra

The project aims to improve access to water, development and landscaping of the Shendra Maharashtra Industrial Development Corporation (MIDC) area in Aurangabad, Maharashtra. Shenda is an industrial area that has many visitors and passengers that use the highway. The area along the road was not maintained and was an unpleasant sight for visitors and passersby alike. It lacked a provision for safe drinking water for a stretch of five-six kilometre. People had to either buy packaged water or consume unhygienic water at local hotels.

Under the initiative, the east and west side of the highway junction was landscaped with a 260 sq.m. lawn at the entrance of the Shendra area. The lighting of the area was also improved under the initiative, catering to the safety norms during dark hours. Access to drinking water was enhanced through the installation of an RO system at the highway junction providing visitors and passersby with free, clean drinking water 24 hours. The maintenance of the highway junction and the landscaped area is regularly undertaken by the company.

350-450 visitors have been the direct beneficiaries of the programme

Plantation of trees has enhanced the aesthetics and environment of the area

L'ORÉAL INDIA

Beauty for a Better Life

Project status
Ongoing

Project period
2009-present

Location
7 states/UT

The project aims to provide educational and vocational training to women from underprivileged backgrounds and low-income household. It focuses on the beauty and wellness industry, which is among the top three sectors requiring the maximum skilled workforce and is estimated to need about 1.42 crore people by 2022. There is immense potential in the industry, as India is also emerging to be among the top five markets for the beauty and wellness industry.

L'Oréal, through its Beauty for a Better Life project, aims to empower communities by providing skill training in industry-relevant beauty courses. The plan offers women interested in making a career in the beauty service industry with the necessary skillsets and linkages required to earn a living. The training is conducted with support from the NGO, Sambhav Foundation, to mobilise young women, establish a connection with communities and develop linkages with salons. The candidates undergo a three-month-long classroom session comprising theory and practical aspects at the training centres. After the completion of the classroom training, each candidate is provided with on-the-job training for two months at a nearby salon. Once the candidates complete their five-month training, they undergo an assessment, and the successful ones are considered for certification and placement assistance.

The project has given training to over 7,400 women through

Trained over 7,400 women

Certified over 5,700 women

Outreach to 37,000 family members

Total annual earning potential of approximately INR 25 crore

nine skilling centres with over 70% employment rate. It has provided employment-ready skills to over 5,700 women from low-income backgrounds with minimal education, and increased their access to employment opportunities in the beauty service industry. In order to ensure quality, coaches are also given training, with more than 20 upskilled so far. Through the project, there has been an annual earning potential of approximately INR 25 crore created for the women who would otherwise not be part of the semi-skilled or skilled workforce in the country.

" Promoting education in science and vocational skill training in beauty for women are the bedrocks of our CSR programme. Women participation in scientific fields and vocational education is low as compared to men and we aim to support women who wish to make a career, earn a livelihood and empower them through our 'For Young Women in Science' scholarships and 'Beauty for a Better Life' training programme. "

Snehhal Chitneni, Director, Communication, Sustainability, Public Affairs and Ethics

For Young Women in Science (FYWIS) scholarship programme

Project status
Ongoing

Project period
2003-present

Location
Pan-India

L'Oréal's programme aims to empower and enable more women to pursue an education in science-related streams. The gender parity index (GPI) and women participation in science-related streams remain skewed, with science being perceived as a subject associated with men. Limited financial ability and resources hinder avenues for higher education for girls from the lower middle-income group, especially if they decide to pursue further studies in the field of science and technology.

Through the FYWIS scholarship programme, L'Oréal aims to promote more young girls to pursue graduation in science and provide them and their families with the financial support necessary to pursue their ambitions. With a pan-India outreach, FYWIS targets financially constrained households with annual family income of less than INR 4 lakh per annum and girls with over 85% marks in the science stream in 12th standard. The scholarship is granted to promising but economically disadvantaged young women and covers college fees for study in any scientific field in a recognised college or university in India. Through the FYWIS scholarship programme, the students are supported with up to INR 2.5 lakh, granted in equal annual instalments (INR 62,500) over the period of the degree.

The programme has enabled 335 young girls to pursue a career of their choice in science, and become empowered to support their families. The project leverages the digital technology

335 girls given scholarships

150 girls have completed graduation

Outreach to over 1,675 family members

Increase in the number of women in science

platform buddy4study.com, which is also the aggregator platform giving information on other existing scholarships and is used for preliminary screening and identifying candidates for telephonic interview. A panel of 20 esteemed jury members selects the most deserving candidate basis their academic credentials, economic need and intent to continue education in science and research streams. There have been no drop-outs registered among the scholarship recipients due to lack of financial resources. More than 150 girls are currently pursuing their graduation, and about 150 others have completed their graduation with the support of FYWIS.

Mahindra Pride Schools and Classrooms

Project status
Ongoing

Project period
2007-present

Location
15 states

The project aims to empower socially and economically marginalised youth through livelihood training thereby making them employable based on their skills. With around 100 million educated rural youth who are unemployed in the country, there is a need to focus on making them skilled. Through Mahindra Pride Schools (MPS) and Classrooms, the project provides livelihood training to youngsters from socially and economically disadvantaged communities.

Through nine MPS, youth are provided 90 days of intensive domain specific training in one of the following verticals:
- IT-enabled services (ITES)
- Customer relationship management
- Hospitality sector
- Automotive sector

The project is implemented through the K.C Mahindra Education Trust (CSR arm of the Mahindra Group) and their partner NGO, the Naandi Foundation. Candidates also receive training in grooming and soft skills including spoken English, computer applications, values and personality development, which have a transformational impact on them. After the completion of the 90-day teaching, candidates are placed in lucrative jobs in reputed companies in high-growth service sector industries. With an aim to scale up, the Mahindra Pride Classrooms were rolled out in a partnership with the state governments in polytechnics, ITIs and arts and science colleges.

Around 33,047 people have been trained through nine MPS, with approximately 6,500 of them being taught and placed every year. Till date, 1,53,790 students have received training through 3,501 Mahindra Pride Classrooms spread across 14 states in the country. 100% of the candidates have been placed in lucrative jobs with reputed companies, with 61% of them being set in the IT sector. There has been a consistent increase in the average starting salary per batch to over INR 11,360 per month. The placement of candidates in lucrative jobs has led to a direct increase in their household income

Trained over 33,047 youngsters through MPS

Average starting salary per month is INR 11,360

Trained 1,53,790 youngsters through classrooms

Over 200 employers

and has not only improved their standard of living, but their family's too. Many candidates are also financially supporting the education of their younger siblings and contributing to the household.

Project Nanhi Kali

Project status
Ongoing

Project period
1996-present

Location
11 states

The project aims to address the issue of gender inequality and provide girls with educational support to help them complete 10 years of schooling. There are millions of girls in India who are denied education, and inequality persists with poor female literacy levels, high dropout rates for girls and poor learning levels. Project Nanhi Kali is one of India's largest programmes that enable girls from economically and socially disadvantaged backgrounds to complete their schooling.

The project is jointly managed by KC Mahindra Education Trust and the Naandi Foundation. Each girl is provided with a 360-degree academic as well as material support through an annual school supply kit consisting of a school bag, uniforms, stationery, female hygiene material, etc. Nanhi Kali's academic support centres engage girls in concept-based learning through a specially designed pedagogy for two hours on a daily basis. Also, digital tablets with pre-loaded audio-visual educational content are provided to girls studying in secondary school (6th-10th grades). The project also works extensively with the families of the girls and engages with community stakeholders to sensitise them on the importance of girl child education and build safe, conducive female-friendly ecosystems.

Since its inception, project Nanhi Kali has provided access to quality education to over 3,50,000 underprivileged girls. It is currently supporting the education of over 1,50,000 girls across

3,50,000 girls educated

4,892 trained tutors

6,132 academic support centres

Outreach to over 6,00,000 family members

6,132 academic support centres in 3,844 schools with a team of 4,892 trained tutors. Digital tablets have been provided to over 60,000 girls at the secondary school level with a group of three girls sharing one tablet. A reduction in the dropout rate has been recorded with a high retention rate of around 90%. Girls have shown improved learning levels year on year, which is being monitored through individual assessments. The project has also successfully created a safe ecosystem and environment for underprivileged school girls.

Play Together, Stay Together

Project status
Ongoing

Project period
2018-present

Location
Bhavnagar, Gujarat

The project aims to promote education through the medium of sports among underprivileged children. Students from low-income families are unable to complete their schooling because of the pressure of contributing to their family income. Due to this, the school dropout rates have increased, which leads to these children getting engaged in informal sectors of work, sometimes even in hazardous industries. This initiative, in collaboration with Laureus Sport for Good Foundation and Shaishav, provides education through sports, especially to girls.

This programme uses sports to bring forth a positive change in the students. Using sports as a learning mechanism, it provides a tool that allows children to view education as an exciting opportunity to be socially responsible, and not consider it as a burden. It uses cooperative and traditional local games to bring out timeless values such as teamwork, empathy, and persistence. Wenlido, a self-defence training course, is also organised for women.

1,600 students benifitted

700 girl students

Improved attendance and confidence levels

A total of 1,600 students have benefitted from the initiative so far, out which 700 are girls and 900 are boys. This initiative has recorded a positive transformation in the students, resulting in improved attendance, self-reliance, confidence, and independence.

> " At Mercedes-Benz India, sustainability is a key factor to our success. The company is working towards the betterment of the tribal people for more than 20 villages of Ambegaon Taluka, Pune district. We facilitate education for the tribal children, health and sanitation amenities for the communities, and have initiated afforestation activities as well.
>
> Mercedes-Benz India also contributes to women empowerment by creating a support ecosystem to encourage and make a difference in their lives. It is aggressively working towards achieving sustainable development goals locally with a focus on creating a favourable environment by contributing towards social and economic development of the society. CSR Initiatives of Mercedes-Benz India were also awarded on a global platform at the Laureus World Sports Awards 2019, held recently at Monte Carlo. We were also globally recognised with a Daimer Environment Leadership Award last year. "

Santosh Iyer, VP, Customer Services and Corporate Affairs

Restoration of degraded forest lands in Ambegaon Taluka

Project status
Ongoing

Project period
2017-present

Location
Pune, Maharashtra

The project aims to address habitat degradation at the fringes of Bhimashankar Wildlife Sanctuary, which is a part of the Western Ghats of India. Large scale human interventions such as slash and burn farming practice, developmental activities such as roads, flat-land agriculture and illegal tree felling for the commercial purpose have resulted in a loss of tree cover at a substantial level. Due to the loss of tree cover, there has been a large-scale loosening of soil rendering, and the area is prone to landslides and natural disasters.

In collaboration with Shashwat Trust, a Pune-based NGO, the project's interventions address the issue in a phase-wise and sustainable manner through community participation covering eight villages. It aims at strengthening the natural resources conservation in the area by involving local villagers and providing alternative livelihood to the community and ensuring the sustainability of plantations through developing a sense of ownership in the communities. Village-level meetings were conducted to sensitise the community and create awareness. With the help of SHGs in villages, village level nurseries of local and native plants were also developed. These nurseries were maintained by the communities along with the village youth, who were then provided with training on nursery techniques.

394 people given opportunities to make a living

30,000 plants planted

Restoring 40 acres of land

They are spread across 40 acres of land, which in the next three years will contribute towards long-term conservation of ecosystem services such as soil, water, carbon etc. The plantation process was initiated by involving villagers and giving them additional income opportunity. The project includes four families who are growing native plant nurseries near their houses and are involved full-time in their maintenance. Through the initiative, 30,000 plants have been planted, and 394 people have been provided with alternative livelihood sources for a complete year through various activities such as nursery development and plantation.

MILACRON®

Education in municipality schools

Project status
Complete

Project period
2018-2019

Location
Gujarat

This programme aims to improve access and quality of education in the municipality schools of Ahmedabad. It endeavours to create model schools with their infrastructure, teaching and overall learning experience matching the standards of the state board schools. They are implementing this initiative in Jasodanagar Municipal School and Hathijan Municipal School, Gujarat. The school administration enlisted the gaps that need to be addressed in both the municipality schools. Milacron's CSR Committee, along with both the schools' administration, mutually agreed upon the interventions that were to be undertaken under CSR in the respective schools.

The target was on improving the schools' infrastructure, teaching methodology and implementing the use of advanced technology and teaching aid. Additionally, scholarships and special teaching classes (undertaken by the CSR team) for mathematics, science, and value-based learning were also introduced in Jashodanagar School. Through this programme, renovation and cleaning of the school buildings were done, and iteaching aids and smart classes with 3D audio-visual rooms were introduced to enhance the learning experience of students. Water storage and RO systems were provided to ensure sanitised drinking water to students and staff. Students were also given scholarships and primary study material including stationary kits, shoes and socks and school bags.

Over 3,500 students and 20 school staff are beneficiaries of the programme

Students experienced enhanced learning through smart classes and 3D audio-visual tools

Over 100 hours of value-based teaching imparted

As a result, an improvement in the number of enrolments and retention rate was witnessed. The number of students increased from 350 to 850 in four years at the Jashodanagar School. Due to these interventions, the students are provided with a clean area for consumption of mid-day meals and drinking water. With the provision of scholarship, education ceases to be unaffordable for students coming from low socio-economic sections of the community. Moreover, the use of technology and 3D audio-visual rooms has increased curiosity towards learning amongst students, thereby contributing to improved learning levels.

Gramshiksha

Project status
Complete

Project period
2018-2019

Location
Gujarat

The project aims to ensure inclusive, equitable quality education as well as promote lifelong learning opportunities for all. The average literacy rate in the project area stands at 59%, which is lower than the district averages (Jamnagar – 74%, Dwarka – 69%). Most of the children are first-generation learners, and there is a pronounced gender gap with increasing dropout rates for girls. Around 48% of the adolescents drop out and do not study beyond the 8th grade. Through multiple interventions, the project Gramshiksha works towards improving access to education in 15 villages to both children and adults, covering an age group of 6-35 years.

It focuses on three components:
- Primary/elementary education
- Secondary/higher education
- Community engagement

The project endeavours to improve the quality of primary education through enrolment drives like Shala Praveshotsav, remedial teaching, attendance monitoring, ICT education, building capacity of teachers and school officials, and annual cultural events. After the establishment of 16 National Institute Open Schooling (NIOS) centres, providing scholarships (with 75 students given scholarships so far) and promoting ICT education, the project works towards improving access to quality secondary education. It aims to reach out and engage with the community through Gramshiksha centres, awareness campaigns and adult literacy classes to ensure equitable access to functional literacy.

Gramshiksha adopts a multi-pronged approach to improve the level and overall quality of education of the students, teachers as well as community members. Over 1,800 students and 100 teachers have been engaged in programmes for primary education, with all the 18 schools having provisions of computer labs and smart classrooms. Training has been provided to over 35 teachers and 18 school principals, as well

as 42 members of SMCs. Across 15 villages, 16 Gramshiksha centres have been established and 16 community volunteers trained to engage in various community and school interventions. There has also been an increase in attendance from 77.8% to 83.3% in primary classes.

Over 4,500 students

168 teachers and school staff trained

180 people in the adult literacy programme

Outreach to 14,000 people

University education

Project status
Ongoing

Project period
2017-present

Location
Sonepat, Haryana

The project, conducted in partnership with Ashoka University, aims at improving higher education in India and promotes liberal studies as a significant field in the Indian education space. Through supporting Ashoka University's flagship programme, Young India Fellowship, quality higher education is made available to a large student body through the provision of financial assistance to students.

Thus, it aims at improving access to quality higher education, especially in humanities and social sciences disciplines. NRB Bearings provides support in various capacities to Ashoka University, which offers a wide range of courses and exposure to esteemed faculty from various international universities as well as opportunities for exchange programmes for students. The university is expanding rapidly, and the government has recently recognised it as an institute of eminence.

The university imparts multidisciplinary education to over 1,400 students from all over India and 17 other countries. The project is also supporting the university's endeavours to scale up and double its size. The university has invested in a campus expansion project, and the batches for all courses have grown significantly.

Outreach to 1,400 students

Promoting liberal studies

Improving access to higher education

Education for tribal children

Project status
Ongoing

Project period
2017-present

Location
Igatpuri, Maharashtra

There is a need to bridge the learning gaps and provide a support system for children from vulnerable and marginalised communities to help them cope up with school education. The project aims to equip marginalised communities of Igatpuri with high-quality value-based education.

It works towards providing quality education to the underprivileged children and helping them perform well in a competitive environment. The partner NGO Aseema's Education Centre for Tribal Children has given children easy access to formal education on both primary and secondary levels, with

160 students across various grades at a primary level impacted

primary section comprising of around 160 students in different classes.

The infrastructure of the education centre has improved and enabled the children to learn basic computer skills as well.

Education – Foundational skills

Project status
Ongoing

Project period
2017-present

Location
Maharashtra, Telangana

The project aims to improve access to quality education and improve learning outcomes of children. The project focuses on improving teaching practices and helping students enhance their reading, writing and mathematical skills. Through developing these foundational skills, the programme ensures better learning outcomes at later stages of education.

It also aims at improving interaction between all the stakeholders involved. Assessments are carried out to highlight the qualitative and quantitative improvements. The project implemented by NRB Bearings' partner NGO 321 Education Foundation has reached out to more than 1,300 students in Hyderabad and Mumbai through a network of about 30 teachers in eight schools.

There has been an improvement in the existing relationship between the organisation and the schools. The responses

8 schools

Reached 30 teachers

Outreach to over 1,300 students

from the teachers have also improved along with increased involvement by other participant stakeholders. The project has led to improved teaching practices as well as enhanced content knowledge, especially for primary levels.

Municipal School Empowerment Programme

Project status
Ongoing

Project period
2017-present

Location
Gujarat and Kerala

The programme aims towards improving the status of education in government schools. It intends to transform the poor infrastructure and unhygienic sanitation facilities in identified municipality schools in India to give children from underprivileged communities access to safe and clean drinking water, and sanitation facilities. SGS intervention is based on the findings of the ASER report, which states that the toilets in government schools are in a very dilapidated state. Lack of water, drainage systems, adequate lighting and a lack of funds result in total negligence in maintenance and cleanliness of the toilets. This abysmal state of affairs in these school toilets restricts students, especially girls, from pursuing further education in these institutions. CSR initiatives of SGS run in partnership with Yuva Unstoppable in 16 municipality schools across Gujarat and Kerala and have helped change the situation in government schools.

Through its CSR activities, SGS has been able to improve the infrastructure of schools, especially the toilet facilities and has also introduced smart classrooms to enhance the learning experience. These classes are enabled with an ingenious combination of technology and curriculum mapped content to enhance the learning experience. They used computers, specialised software, audience response technology, assistive listening devices, networking, and audio/visual capabilities to revolutionise the teaching-learning experience. Capacity

Over 3,500 students from government schools were beneficiaries

Overall 53.8% increase in hygiene

61.47% improved motivation among students due to improved school infrastructure

building of teachers in using technology with a focus on improving learning outcomes has been institutional in bringing about changes in attendance and overall academic performance. Additionally, access to clean drinking water and better sanitation facilities have reduced dropouts and absenteeism due to diseases.

The project has led to an increase in the interest of students and learn in a creative way. Student beneficiaries in target schools displayed renewed interest in education; they were more aware of the lessons taught and developed self-reliance through participation in classroom discussions and workshops.

> Sigma aims to improve the quality of education for students in rural and urban areas. It partnered with a leading NGO, Pratham for their science van project and drive for their science programme. The programme focuses on innovative learning with practical experiments, identifying children with interest in science, and providing necessary study material and academic support. This project has reached out to over 10,000 children in the last three years in Maharashtra and Rajasthan.

Viren Joshi, CEO and President

Drive for science programme

Project status
Ongoing

Project period
2018-present

Location
Maharashtra and Rajasthan

The project aims to provide improved education to children in need from Khed and Mulshi in Pune and Jaipur. To resolve the common issues relating to education, Sigma partnered with Pratham to implement their CSR initiatives.

In Jaipur, the target group is students from the 6th grade, and in Pune, the target group is students from the 5th grade. This bifurcation is dependent on the level at which the school segregates science into three separate subjects – biology, chemistry and physics. The programme is carried out through schools as well as communities. At the school level, innovative science programmes like Globe, which includes workshops and sessions, introduce children to the concepts of geography, science and mathematics through hands-on activities, and My Home, which teaches children the concepts of measurement through creative media. At the community level, libraries have been set up, and camps conducted. Written and practical assessments are conducted timely to find out students' understanding of science-focused sessions.

Over 2,300 students reached out

Outreach to 1,000 community members

Outreach to 60 schools

Over 11,400 children will be covered by the end of the project spread across 60 schools. The project supports a holistic pedagogical approach to teaching. This includes revising curriculum, practical experiments, developing training modules and instructional materials, and using continuous assessment methods in the classroom to monitor students' progress.

Learn Earn and Progress (LEAP) Programme

Project status
Ongoing

Project period
2013-present

Location
13 states

The project focuses on training unemployed youth in auto trades like driving and motor mechanics while leveraging Tata Motors' expertise and business connections. Its two-fold approach pulled out youngsters from the non-formal sector and engaged them in the formal area, and addressed the manpower supply shortage in the automobile industry. As part of the skill development initiative, the programme began with Ramakrishna Mission, at a place 50 km from Mumbai.

The flagship project works as a public-private partnership model between Tata Motors, Industrial Training Institutes (ITIs), Tata Authorised Service Stations (TASS) and dealers. It includes a course designed by Tata Motors deployed by industrial training institutes over a period of one year. Students get inputs in ITIs for three months and are placed with dealers to get hands-on experience with Tata Motors dealers and TASS for nine months. After completing their training, they are assessed by the Automotive Skills Development Council (ASDC).

Increased annual household income close to INR 1,00,000

Average monthly salary of INR 8,000

Over 7000 youngsters, including school dropouts from economically disadvantaged communities, to be skilled through the programme. Most of the beneficiaries are first-generation learners and first-timers joining the organised sector. The course gained popularity, and the number of admissions shot to 1,500% in four years' time. The programme began with just two institutes and has expanded to 30 institutes with footprints in over 13 states.

Fuel-efficient cook stoves

Project status
Completed

Project period
2016-2018

Location
Maharashtra

The project aims to address the degrading health and environment issues posed through the use of traditional stoves through an eco-friendly innovation. Traditional stoves use fuelwood and lead to incomplete combustion, wastage and emission of harmful smoke. To address these challenges, Tata Motors invented a new cookstove that has a unique design that serves as an alternative to the old stoves in use.

Other innovations in the domain of improving cookstoves require modification in the design of traditional cookstoves (leading to a particular change in cooking practice), thereby having a sub-optimal level of adoption by communities (less than 50% uptake). This fuel-efficient innovation keeps the traditional design of the cookstoves intact and is available at an affordable price of INR 150 per unit leading to higher adoption of the product. It attempts to popularise the improved cookstoves among rural communities and make them more inclined to these stoves as compared to the traditional ones that emit more smoke and require excessive fuelwood.

80% of the users are repeat buyers

27.6% estimated reduction in firewood consumption

The said innovation has been adopted by 6,946 families spread across 532 villages in one single year. This conscious choice of rural households has led to a 27% demand contraction of wood per family per year, which results in the conservation of 439 trees contributing to cycling 52 tonnes of oxygen in one year and sequestrating close to 10 tonnes of carbon dioxide. Women and girls saved approximately 47 days' worth of time per year which can translate to INR 13,000 worth of increased annual family income and improved attendance of girls in school.

Veena

Project Dependence to Independence

Project status
Ongoing

Project period
2017-present

Location
Maharashtra

The project aims to uplift people with physical disability by providing them with access to artificial mobility aids. According to Census of India (2011), around 2.2% of India's population struggles with some kind of disability, including locomotors, visual impairment, hearing impairment, speech, learning disability, autism and multiple disabilities. Therefore, the project seeks to provide free prosthetic limbs to identified beneficiaries at Mumbai and Nashik.

In order to empower people with disability to be more independent and self-reliant, the project provides them with free aids and appliances like Jaipur foot, callipers, crutches and prosthetic hands, wheelchairs, tricycle, and hearing aids. Access to these mobility aids would further contribute to the social and economic empowerment of these individuals.

The project has increased access to quality prosthetics and spectacles, thus improving mobility and vision for the beneficiaries. It has provided mobility aids to around 112 people free of cost, contributing to reduced stigmatisation and better access to employment opportunities.

112 people with disabilities provided with aids and appliances

6 wheelchairs

10 hearing aids

30 callipers

52 Jaipur foot

Yoga

Project status
Ongoing

Project period
2015-present

Location
Maharashtra

The project aims to work towards improving health and promoting healthy lifestyles through yoga. It also seeks to increase employment opportunities for students by promoting vocational education and work practices.

The project has impacted around five government schools, along with community centres and camps. Every year, 30 sessions of 1-1.5 hours each are conducted, and students with 80% attendance receive certificates at the end of the year. Scholarships are also offered to students who want to pursue Yoga as a career. The interventions have contributed towards a reduction in tension, stress, anxiety and have improved stamina and overall health of the students.

As a result, students are achieving better academic results, and the participants are increasing every year.

1,500 Yoga students received scholarships

Outreach to over 1,200 youth

Partnership with Kaivalyadhama, Lonavla, one of the oldest Yoga institutions recognised by the government

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- Project monitoring and evaluation

About CII

CII

Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industries, government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organisation, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9,000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 3,00,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with the government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

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