

FICCI CSR SUMMIT AND AWARDS-2016

Strengthening CSR Ecosystem in India for Sustainable Impact

Date: 21st-22nd December, 2016



Disclaimer

The views expressed hereby are purely based on the speeches delivered during the sessions. None of the message conveyed in this report may in any way be interpreted as stating an official position of the Federation of Indian Chambers of Commerce and Industry.

TABLE OF CONTENTS

- Conference highlights 04
- Inaugural sessions 05
- Session 1: Korea Indian CSR Forum 14
- Session 2: Sustainable skill development initiatives through CSR
and the way forward 20
- Session 3: Inclusive Development of Persons with
Disabilities 29
- Session 4: Women entrepreneur- opportunities, challenges and solutions
..... 35
- Session 5: Sustainable wash solutions - water, sanitation
and hygiene 42
- Conference snapshots 48
- Glimpse of Tweets 49

CONFERENCE HIGHLIGHTS

FICCI CSR Summit and Awards is an annual event of Aditya Birla CSR Centre for Excellence that promotes sharing, acknowledging best practices towards CSR, opportunities for partnerships, scaling and replicating CSR programs.

Some of the major companies participating were ILO, Samsung, LG, HSBC, TATA, Hyundai, Lemon Tree hotels, Mann Deshi Mahila Sahakari Bank and many more.

Organized in participation with Republic of Korea, its aim was to develop an informative and a sharing platform for CSR stakeholders in India.

IN DEPTH CONTENT FROM EXPERT SPEAKERS

It helped in capacity building and knowledge enhancement. The speakers gave an insight into their company's working in their CSR department and how it has improved over the years.

The summit initiated with Padma Bhushan Rajashree Birla, Chairperson FICCI CSR & Community Development inaugurating session, followed by sessions on skill development, role of women entrepreneur, inclusive development for disabled and sustainable wash solutions.

It focussed on how the Korean companies and India are strengthening CSR ecosystem in India for sustainable Impact.

INAUGURAL SESSION



SPEAKERS:

- Dr. A Didar Singh, Secretary General, FICCI.
- Mrs. Rajashree Birla, Chairperson FICCI CSR & Community Development Committee.
- H.E. Hyun CHO, Hon'ble Ambassador of the Republic of Korea.
- Ms. Jyoti Vij, Deputy Secretary General, FICCI.

FICCI has been actively working in the space of CSR for the past 20 years. FICCI Socio-Economic Development Foundation was set up in early 90s to facilitate the CSR activities of the member companies and since then has implemented several socially important projects, including building of 5000 earthquake proof homes in Bhuj after the devastating Earthquake in 2001. With the help of the Aditya Birla group, FICCI – Aditya Birla CSR Centre for Excellence was set up for capacity building and knowledge enhancement in this space. FICCI CSR Awards, the first of its kind in the country, were instituted in the year 1999 to promote and recognize impactful CSR programmes done by corporate and spread the culture amongst other industry members.

FICCI CSR Summit and Awards, a much sought after annual event is organized by the FICCI Aditya Birla CSR Centre for Excellence in partnership with the Embassy of the Republic of Korea in India. The aim of the program is to develop learning and sharing platform for CSR stakeholders in India. This

year the program was organized on December 21 and 22, 2016 and the Summit theme was, "Strengthening CSR Ecosystem in India for Sustainable Impact".

These two days provided with an array of sessions that focused on strengthening CSR strategizing, operation & measurement of impact and build on the expertise of the companies and implementation agencies alike in different domains of social development.

Dr. A. Didar Singh, Secretary General, FICCI said, "The first step towards creating an enabling environment is to include key external stakeholders such as governments, incubators and public institutions experts. The FICCI CSR Summit and Awards is one



such platform to engage, discuss and share experiences. Honourable Ambassador of The Republic of Korea has been supporting this discussion over six years now. We are very proud and happy to work with Korean Embassy to discuss the CSR activities.

CSR is just not about philanthropy. CSR is a responsibility for development that is what FICCI has attempted to do over the years because they believe industry as a position and a place to ensure there is development in the country and the economy they function within. For this they must have international partners, we must work ourselves, we must ensure to take these large number of poor people out of poverty and into the main stream of economic development. That to me is the real meaning of the Corporate Responsibility.

Over the years FICCI has incidentally done a fair amount of work. FICCI has been working in Skills Development, Agriculture, Relief and Rehabilitation, Healthcare & Nutrition etc. FICCI has been working through something

called Millennium Alliance where we do innovation at a grass root level, innovation at the bottom of the pyramid, social innovation, how we can ensure that benefits of the innovation transcend to the lower society that I believe is the responsibility of every business organization. FICCI is always been there its members come forward to help. They looked at Environmental initiatives. FICCI is running very interesting thing which is called India Sanitation Correlation which is working towards Swachh Bharat Abhiyan.

They are also working with ministry of Social Justice and Empowerment and recently launched 'Inclusiveness and Accessibility Index' to mark the next chapter of its flagship Campaign, the '**Sugamya Bharat Abhiyan**'. The Index helps the industries and corporates to participate in the Accessible India Campaign (AIC) by voluntarily evaluating their readiness for making the workplace accessible for "Persons with Disabilities".



In the inaugural session, **Padma Bhushan Smt. Rajashree Birla**, said, "CSR is increasingly becoming a business strategy and it can reap accelerated results and success when CSR vision is parallel with the business vision. Before I go into the topic I would like to complement Korean companies in India who have made CSR a part of their overall vision. **H.E. Ambassador Hyun CHO** who would be happy to learn that Aditya Birla's Company **Novelist** in Korea is actively engaged with communities.

Many corporates are now aware that they can do well in their business by doing good. Interestingly corporates are moving beyond altruism and realizing that they are performing best practices which makes good

business sense. Progressive Corporations are already doing a lot to ensure that benefits of capitalism percolates down. Inclusive growth as a one tram is working well in our country and they see poverty levels falling year after year.

The topic 'Strengthening CSR Ecosystem in India for Sustainable Impact' is the call of the times. In the context of the theme, let me say that CSR is fast becoming a business strategy. It is moving far beyond the realm of just reaching out to the marginalized. It is increasingly becoming a strategy which is distinctly linked with the underline business objectives and to the organizations competencies. So, what is happening that CSR is working on two fronts side by side, one which is creating business values and the other is fostering positive social change. This is the positive development on all counts as it is highly sustainable given that the CSR objectives and the financial goals feed one another.

Let me tell you two stories from our groups which drive home this point-

First one pertains to our branded apparel business i.e. **Madhura Fashions** a part of Aditya Birla Fashion and Retail Limited. More than 8000 women are employed in its factories. These women who come from villages haven't had the luxury of proper education or a supportive family. All the Madhura Fashion brands **Louis Philip, Allen Solly, Van Heusen, Peter England** to name a few, are woven by the fabric of these women's spirit. The spirit of **Endurance, Commitment** and **Strength**. Madhura fashion has made the differences. These women have been empowered with the basics of tailoring job, education, a crèche for their children. Madhura Fashion is the second home to many of these women. These women find the sense of belongingness and appreciation for the hard work they are putting in the factory. Driving them to outdo their own capabilities. The factory is to draw the strength from these fighters. The designs come to life by their undying spirit. I believe, this is a fine example

of blending CSR into a texture of business plan and ensuring long-term sustainability.

The second story I wish to share with you is about **Handloom Artisans**. This project is the brain child of my son **Kumar Mangalam**. Today the handloom industry faced by competition from mechanized production, is struggling for survival. So be it Banaras or Pochampally or Hemlets in Kutch these communities are facing several hardships despite their talent. Therefore traditional techniques are needed to be revived and new designs needed to be evolved to meet contemporary lifestyle needs in a way i.e. economically viable for weaver and the market. To address this **Kumar Mangalam** has setup the CSR project- **Aadyam**. Under this project 60 artisans are being mentored to ensure the survival and prosperity goes forward. Elevating craftsmanship, design, building market linkages and creating new opportunities for growth is a part of the project. While Aadyam products range from home fabrics to clothing including accessories and limited addition sarees will

be retail in India soon. First step has already been taken in introducing the textiles at International Trade fairs. The outcome is very positive as great interest has been avenged in the **Aadyam Handlooms**.

I would like to stress upon that the process of strengthening CSR ecosystem for sustainable impact can happen at an acceleration pace when the CSR vision become the part of business vision. Fortunately, for us in India the **Prime Minister Shri Narendra Modi** is absolutely committed to inclusive growth. In the last two years the PM has to put a razor sharp focus and they have clear National development agenda which is yet to make India a nation free of poverty.

There is another point which I want to stress that is about **GEN-Y**. Last section of which is extremely sensitive to the inequities in a society. Of course, today generation wants to be smartest, toughest and among the best. They fully realise that they are living in a difficult world that is why I sense GEN-Y is

also very large hearted and want to be achievers and that is fair enough. But beyond that they want to make the World better place than the one they have inherited. It is a very socially conscious generation. My estimate is GEN-Y will soon be the Economic Power, the Social Power and the Political Power as they go along the underprivileged awareness as the planet is concern.

Fortnight ago I was at Texas and I witnessed how the young there would want to be reached out. There was a 12 year old kid Capri Aavid. She set a record journeying around the world to 80 countries accompanied by her parents. In each of these countries she sang the National Anthem in their national language. Her main objective is to raise money for Orphaned, Abandoned and Abused children in Canada. CSR can be much more than a cost, constrain or a charitable deed. It can be a source of opportunity, innovation and competitive advantage and code. It is changing slowly and steadily, though the momentum

will come when all of us move in the direction of sustainable projects which is the right thing to do for a country man and for us as Corporate.”

Rajashree Birla mentioned how not only corporate but individuals are also making a difference and at the same time, she also mentioned that though CSR in our country is mandatory, it needs to become more responsive and responsible role from the corporate and in doing that extra bit. CSR should not be taken as just philanthropy but as an opportunity for corporate. A lot of countries in the world have engrained it in their working culture. Korea is one such example.



H.E Hyun CHO, Hon'ble Ambassador of the Republic of Korea in India said, *“What can justify Korean Embassy involvement in organizing CSR seminars. For the past six years we have been quite proud to work together with FICCI but as for CSR seminar what are the concrete results? There are some answers that I have given to myself:”*

Firstly, we can enhance the efficiency and efficacy of CSR by thinking hard and going together like sharing achievements. Secondly, as the Korean Companies have been doing it, apart from working together with FICCI we can also do better with working together with other companies. By having this kind of workshops we set the standard and increase the importance of CSR and let others know about it. As of now, 500 Korean companies are in India but it is expected that the number soon will increase to 1000 because of the booming Indian industry. When new companies from Korea come to India they do not know much about the CSR and how it can be best achieved in India? By sharing the information and experiences with the new companies who

had just setup in India, we can achieve the high level of efficiency and efficacy.

Mr. H.E CHO Hyun also mentioned that from next year onwards Korea will join the G7 economy in sending its official development assistance to India and if that happens many more Korean NGOs will come to India and will work on actual number of CSR programs in the field in rural villages. He laid emphasis on the need for the corporates to realize what is good for them and work accordingly, thereby, setting examples of Samsung and Hyundai that are striving to make a social impact in India.



There was a book released “Committed to Responsibility- a compilation of impactful CSR case studies” by our Chief

Guests, followed by a **Vote of Thanks** by **FICCI Deputy Secretary General Ms. Jyoti Vij** where she expressed special thanks to Ms. Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee for sparing her valuable time to have joined us and inaugurated the event. She also thanked the Hon’ble Ambassador of the Republic of Korea Mr. H.E. CHO Hyun, for his presence and continuing support to mark the 6th Korea-India CSR Forum and providing a platform to both Korean & Indian companies to share best practices and benchmarks developed in the area of Corporate Social Responsibility.



Ms. Jyoti Vij further communicated the essence of CSR that is to work closely with

key stakeholders, including employees, government, communities, suppliers, non-governmental organization (NGOs), and academia. Hence, the need of the hour is to strengthen the ecosystem of specialists that deliver measureable and long-term outcomes. A collaborative intervention shall ensure institutionalization of the solutions contextualized to demographic requirement, thereby, increasing sustainability. FICCI provides companies with end to end CSR services through which

they strategize CSR policies, identify need based project opportunities, credible implementing partners and monitored project implementation. They also offer innovative, sustainable and measureable solutions that cater to the Company's requirement.

She concluded with hope that the companies will adopt new methods, strategies and processes to strengthen their CSR delivery.

SESSION I: 5TH KOREA INDIA CSR FORUM



SPEAKERS:

- K. Sridar, Director, Hyundai Motors Foundation
- Mr. Deepak Bhardwaj, Samsung India
- Mr. Bhuwesh Singh Chauhan, LG India

India-Republic of Korea relations has made considerably great strides in recent years with significant convergence of ideas and interests and high level exchanges. A major population of Indians relying upon LG and Samsung as Indian Brands rather than multinational brands is an evidence for evolving strategic scenario in the region and the deepening of India-Korean comprehensive engagement. An inclination towards CSR activities by the Korean companies is supported by their belief that it would earn them corporate goodwill and will address social development gaps of the nation.

The FICCI CSR Summit and Awards -2016 organized the 5th Korea Indian forum to understand and analyse the innovations and the challenges faced by the Korean companies in India, while addressing and leveraging the Government of India's initiatives.

K. Sridar from Hyundai Motors, Director of Hyundai Foundation



Year 2006 marks the beginning of the era for Hyundai motor foundation, working in a more structured manner, with a major focus on sustainable development. Hyundai motor India philosophy is to strengthen various communities via their projects and hence aim for a sustainable future. Their main focus has been on Community Development, Health and Hygiene, Women Empowerment, Education and Road Safety with little emphasis on Enrolment and art and culture.

1. So far spent 45 crores with major contribution in Community

Development and Road Safety.

Furthermore, 800 toilets have been constructed across six villages well before Swacch Bharat Abhiyan. The cause has benefitted more than 3585 families. With large donations in such activities and many more it is difficult to keep a track of the task done. But In order to spread awareness, camps are organized along with support programmes for women and orphans in the village.

2. HMC Korea has sent almost 3000 volunteers since 2008 to help with making the cause a huge success. Camps were set conducted wherein they could create links and interact with the villagers and conduct various activities along with constructing toilets, schools and paintings.
3. Work done in health and services sector: focusing on 3 major areas; 1. managing to reach the remote villages through medical vans and medical camps, they are able to support 48 villages and benefitting around 90000

people, 2. Supporting Government hospitals with equipment and constructing wards and 3. Screening of more than 6000 children who had congenital heart diseases and saving 35 children out of them.

4. Work done in education: collaborating with Korea for the zero wood waste management, they are able to get wood from Korea which is then converted into benches and desks. They have donated 34500 set of bench and desk in government schools and supported 217 government schools. Additional to this, wood is used for terrace garden also.
5. Work done in drinking water: Supporting 25 government schools with drinking water and 7 schools with RO water system.
6. Women empowerment: They generate employment via providing support like Computer Education for rural school children, nursery training

for various unemployed girls in poor places.

7. **Road Safety:** Establishing driving schools for the unemployed youth, the ones who are school dropout. They educate them and employ them accordingly. Along with this 120 street lights have been maintained along with road safety awareness camps. With support from the Korean ambassador, they are able to reach 23700 people through road safety camps.
8. They were able to achieve both Economic and Infrastructural development this way.

MR. DEEPAK BHARDWAJ, SAMSUNG

India



Mr. Deepak Bhardwaj quoted that Samsung has been doing activities related to the CSR since 20 years of its existence and usually plans 3-5 year long CSR initiatives, so as to sustain them through that period and make an effort to create a change. Samsung India goes through a cycle of rechecking on CSR front after every three years. Mr. Bhardwaj mentioned about the Samsung Sports Ratna wherein the company supported Olympics and Asian games and famous sports personalities such as Gagan Narang, Abhinav Bindra and Mary Kom. The company worked with them through their career.

- 1) They bought smart schools in education by signing up with **JawaharNavodhyaVidhyalaya** in 2013 and till now they have done 401 smart schools out of 600.
- 2) The company also created a scholarship program as a second level on the smart school program for the students of JawaharNavodhyaVidhyalaya. The scholarship amounts to 2 lacs rupees/child.
- 3) **The Third part is 'The Samsung Genius Program'** which is the innovation program on Smart School for the students of age group 18-25 years and it will be the first program across the globe to teach innovation at the school level. Samsung is trying to work with Government of India and NitiAayog on this.
- 4) Samsung also tries to improve the social problem of unemployment by empowering kids with skills on repair and service of Consumer appliances and Mobile phones and is working with Ministry of MSME across 18 places in India.
- 5) **Smart Healthcare Program** by the company has 21 Hospitals across the country from North to East, Ladakh to South, Cochin, North East to Arunachal Pradesh and Mizoram. They are setting up smart healthcare centres in hospitals which catered to large BPL population by providing free X-rays and free Ultrasounds to the patients.
- 6) They have also adopted Okhla Bird Sanctuary in Noida and have signed up with WWF to work on it.

Mr. Deepak Bhardwaj concluded his remark by saying that they believe that whatever important areas they pick, they create an impact and an everlasting impact. He cited their current mission called 'Sapne hue Bade' (Dreams become bigger) on which they are working on.

Bhuwesh Singh Chauhan, LG India



LG has been in India for 20 years and they have generated employment in huge numbers by establishing production units and stores all over India. As a part of the CSR activities, they focus on risk management by proper execution of production methods and creating efficient products.

1. Scholarships for merit students in engineering and medical colleges. And a project has been initiated since 2007-2015 in order to promote Science Education in the rural areas of Pune.
2. Raising concerns for health led to an initiative of establishing LG dispensary in nearby areas and Shakhipur, Greater Noida along with mobile dispensary in 5-10 other places.
3. Global Partnership program, Monetary program, support cause marketing and stakeholder engagement were essential components of strategic social contribution.
4. Learn and Earn is yet another programme initiated by them

SESSION II: SUSTAINABLE SKILL DEVELOPMENT INITIATIVES THROUGH CSR AND WAY FORWARD



SPEAKERS:

- Dr. O.P Goel, General Manager – CSR Head – Vocational Training (India), Bosch Limited
- Anita Rajan, COO, Tata Strive &VP, Tata Sustainability Group
- MukulRastogi, Vice President- Social Investment, ITC
- P.S Malik, GM- Corporate Sustainability, Larson & Toubro
- PanuddaBoonpala. Director. ILO

their demand for skilled and talented workforce, they also address requirements of the industry and engage with the larger community. Education and skill development are fast emerging as preferred choices for CSR initiatives in India. We find that many corporate have integrated their business goals with CSR and there is a strategic contribution to capacity building and community development through partnering with training partners, NGOs and other organizations.

**Dr. O.P Goel General Manager –
Corporate Social Responsibility
Head, Bosch Limited:**



Dr. O.P Goel discussed that the companies provided skills in a limited way but major

focus is to take care of their own requirements. There are lots of stakeholders in skilling the country. He compared India with Germany on the basis of absorbing the youth into the industries. In India, huge budget is given to Central Ministries. For example, Ministry of Rural Development alone has a skilling budget of about 4000cr. Mr. Goel quoted the problem of role clarity by saying that “Everybody seems to do everything so we do not know what is the role of which stakeholder? Who should be looking at curriculum? Who should be looking at student’s mobilization? Who should be looking at training quality? Who should be looking at employment? And unfortunately the certificate in the country has lost its creditability. All those students who come out of the ITIs if they bring certificates it does not mean they are Skilled”.

- 1) According to Mr. O.P Goel, there are three key challenges that we face:
 - i) The Government ITIs curriculum is not updated.
 - ii) Poor Infrastructure.
 - iii) Trainers are not adequately trained themselves.

- 2) There are many problems with the small organizations such as lack of visibility, resources, successful models and investment in infrastructure. Trained and motivated trainers can only change the skilling space in the country and Curriculum in the country needs to be modernized.
- 3) Three Models of Skill Development in Bosch:
 - i) In the first model, they run long-term career oriented training programs where students are admitted after 10 years of schooling. Every year only 60 students are admitted for three years.
 - a) Technical courses are aligned with Make in India concept.
 - b) 100% of students get employment.
 - c) In last 56 years, 3000 youngsters are trained and one-fourth of them work abroad.
 - d) The model seems extremely successful but the numbers are very small.
 - ii) The second program run by Bosch is called BRIDGE wherein the targeted students are school dropouts of class 10th, 11th and 12th in the age bracket of 18-25 years aligned with the services in the industry that mainly need the soft skills.
 - a) They have trained 5000 youngsters so far.
 - b) They have built the capacity to train 10000 youngsters every year.
 - c) The program is running in 112 centres in the country.
 - iii) The third model is to train the Artisans like carpenters, electricians, plumbers etc. The duration of the program is 9 months consisting of 6 months centre training and 3 months on-the-job training.
- 4) How does Bosch overcome their challenges?
 - i) The first model of Trained Apprenticeship Program requires high investment to train the traders for three years. However, the company believes that sustainability can only be achieved when the fees is not subsidized. According to them, if they start subsidizing the fee then the target of self sustainability would not be achieved.

ii) In contrast to the first model, the second model of BRIDGE is a less investment prone model because it mainly focuses on soft skills. Self-Financing by the students is necessary because that will create a back pressure on service provided to add value.

iii) The third model of training Artisans requires little higher investment than second model but lower investment than the first model as the program requires an expert from Germany for three months to get help in developing the curriculum.

- 5) Mr. O.P Goel cited some of the role of industry and CSR in Skill Development like access to proven models, training, curriculum modernization etc.
- 6) However, the role of the government includes investment in infrastructure, training the trainers, students' mobilization and pre-screening by creating database or match-making software at the national level.

Anita Rajan, COO, Tata Strive & VP, Tata Sustainability Group



Anita Rajan told us about TATA STRIVE which is their umbrella brand that aspires to create a gold standard in skill development for TATA Group as well as for the country. The idea is to be a catalyst for change in the ecosystem which needs a lot of change and improvement.

1) According to Anita, there are four key challenges in India in skill development, they are:

- Employee attrition is a major issue. The young people happen to work six months, four months, three months down the line and they move into something totally different.

- The companies require right attitude, positiveness, professionalism and good values in its employees. So these new skills are the threshold of getting job employment.
- The third challenge tells that the quality of skilling can be improved by keeping a check on who is delivering it i.e. the faculty and the trainer.
- The fourth challenge explains that the value of the certificate possessed by the employee does not reflect the true competency and capabilities of the individual.

2) Further, Anita Rajan discussed the model used by their company to address the challenges faced by it.

- The first method that their company adopted is screening the people. They used technology, personality fit programs etc. to find the interest of their employees and

the kind of job cluster they may be naturally inclined to.

- The second thing included building bridges with the industry. This helped the company to train their employees by experts from some other firms.
- Thirdly, the company created Youth Development programs wherein it gave the employees the tools, techniques, attitude building, positivity, confidence so that they have been skilled for life.
- The fourth model involved training the trainers by a program called 'Empowerment Coaching'.
- The fifth is the Technology platform that helps the company connect with their employees, the youth as well as their partners.

MukulRastogi, Vice President- Social Investment, ITC



MukulRastogi tagged ITC as a large company that is rural centric but works in Plant catchments and Agri catchments. The following were the issues and challenges that the company faced:

- 1) The company has trained large number of youth across 15 states in 53 centres in the country. Last year they were able to train 10000 students and placed about 66% students. The challenge faced by the company is to employ youth into some kind of job. It could be possible that fewer numbers are getting a high quality job.
- 2) Since they work in villages, the rural youth like hospitality rather than blue collar jobs. So trainings in hospitality,

retail, automobile, electrical are beneficial.

- 3) After training the youth, there exists a issue of mismatch between where the opportunities exist and where the youth wants to work.
- 4) There also exists gender difference because boys do better and get higher salaries than girls except in sewing machine operations.

Mukul mentioned that the company targets minorities like SCs, STsetc. The major issue in doing this is that the entrepreneurship is limited due to lack of family support or lack of businesses in rural areas. There is also the problem of minimum wages as they do not get it from same industry.

P. S. Mallik, GM- Corporate Sustainability, Larsen & Toubro



P.S. Mallik highlighted the four verticals in their CSR activities: education, health, water and sanitation and skill development. The two ways in which skill space is done are:

- Run their own program through their skill institutes called Construction Skill Training Institutes. Through CSTIs, they provide training on the various trades of the construction such as formwork, bar bending, power transmission and distribution line. Roughly 7000-8000 people are trained through CSTI.
- Run some of the programs on skill development in the rural areas and hinterlands. Besides construction skills, other skills for women are imparted such as tailoring, bitesize assistance etc. About 7000-8000 women are trained in these fields.

1) The biggest challenge is sustainability.

2) Livelihood generation is their objective.

- Main motto is that young boys and girls establish themselves in the society, have decent life and earnings.

- Try to monitor them for one year and give them best of the trainings.

3) Institute is self-sufficient and pumps enough infrastructures over training.

- Three months training is given while they are tracked up to one year as construction industry is a tough industry.
- Trainees should spend 7 months at hard project sight.

4) Second set of training is into the tab of two tier-III cities.

- Infrastructure is not that great there.
- Company has nine training institutes there.
- These institutes have their own trainers and their people from business rotate.
- However the quality of training imparted is incomparable with the institutes training.
- Tracking people here is more difficult as huge man power is required.

5) Women should earn couple of thousand rupees in today's scenario which is a

challenge. It isn't easy for a person to just learn tailoring and go to the market to sell her products. It's a big challenge.

6) Good part of all these challenges is that everyone is actually progressing. If say, 80 per cent people are earning decent amount of money it means they are earning 15000 rupees .Company is being systematic with their contractors and sub-contractors.

7) Besides these, cost is going up which is another challenge.

- Cost is a big factor while doing quality program.
- Various types of technologies are brought into construction.

8) The good thing is that 80 per cent of the people are going to the industry and earning their livelihood.

PanuddaBoonpala, Director, ILO



India is at the centre of economic growth of the world, according to PanuddaBoonpala, and the private sector has lots of insights about the challenges that India faces. There were four key issues highlighted by PanuddaBoonpala:

1. The biggest issue to pay attention is Education. 30% of workforce in India does not complete primary education. There is the need for strong basic education to achieve much stronger skills, delivery and outcome in the future.
2. Private sector can also contribute a lot by providing skill training and on-the-job training. 50% of the workers in India are under-skilled for their jobs. Apprenticeship in India at the moment remains too weak.

3. The third issue is Public-Private Partnership (PPP). Private sectors have the power to bring your knowledge of economic growth and insights to contribute to the sectoral skill development, planning, delivering etc. The PPP model has long way to go.
4. The fourth issue is of labor marketing, which is an important dimension of the skill training. The job opportunities created are not enough to absorb the entire labor force. Therefore, overseas employment is one of the options for many workers. To avoid the issue of mismatch, it is important to deliver appropriate skills to the people so that they can get right job for themselves.

SESSION III: INCLUSIVE DEVELOPMENT OF PERSONS WITH DISABILITIES



SPEAKERS:

- Rama Chari, Director and Equality Opportunity Centre
- SyamalaGidugu, Executive Director, AADI
- Aparna Dass, Head-Program Development, ENABED INDIA
- Aaradhna Lal - Head -CSR, LEMON TREE HOTELS
- Dr. Jerry Joshua, Head, LEPROSY MISSION TRUST
- MangeshGupte, Director CSR, DR. REDDY'S LABORATORIES

Disabilities should not hamper growth and development. Ignorance of the disabled people is considered to be one reason for their poor condition in the society. Many organizations have taken an initiative to improve their well being and to give them an independent identity.

Ficci organized the session on inclusive development of persons with disabilities to further discuss the issue and think of ways to implement the policies properly.

RAMA CHARI, DIRECTOR AND EQUALITY OPPORTUNITY CENTRE :



Starting her speech about CSR for the disabled, she reasoned about its

development over the years from being an issue of HR to where it is now. Disabilities were sympathised by giving away donations and volunteering programs but accessibility was absent. She emphasized on the fact that the company must work for the cause not just the HR department and how FICCI has effectively set up the index to evaluate and analyse the impact of the concept of inclusiveness. Furthermore, she sets the stage for discussion about how CSR can be more inclusive for people with disabilities, giving away the idea of having stakeholders for all the programs that are supporting.

SYAMALA GIDUGU, EXECUTIVE DIRECTOR, AADI:



SyamalaGidugu brought a valid point in light which was inclusion of disabled kids into the lives of non disabled kids so that they can understand them in a better way. It is a rare view to see the special children playing around with other kids. What is essential is to provide specific services and not specialised services.

1. Poor education system and lack of incentive and enthusiasm for them to teach the disabled kids. There is a need for systematic changes in the education system to be brought by the educational institute and CSR together. Providing them with the resources, the technology and working as a team. This will not only help the disabled but other kids too.
2. Awareness about new models required in rural and urban areas.
3. One of the major roles is played by the teachers in schools but as per our knowledge, the training methods of teachers are not efficient and they are not trained to handle kids with disabilities. Had it been that the

training programmes were not so poor, the kids would have been managed properly.

4. There is a need for technological and financial advancements in the sector so as to provide them with specialised services. A way of doing so is by establishing resource centre which can be funded by the CSR and it must be made available to the schools in the villages. All that is required is a planning gout, mapping and then implementation of the same.

**APARNA DASS, HEAD-PROGRAM
DEVELOPMET ENABED INDIA:**



1. They have employed many people with hearing impairment and earning disability at petrol pumps.
2. They provide pre-employment training collaboration with industries and have worked on rehabilitation, education and skill development. Developed many business cases to generate employment at different levels of society.
3. The major challenges faced by them were unemployment, lack of job facility for disabled and more demand for skilled labourers along with candidate availability.
4. But even the disabled face many problems like transportation and communication.
5. As a result of this initiative, 81% of disabled people in urban and 70% in rural areas were able to support their families. More than 45000 disabled people have found gainful employment and more than 200 are self employed in rural areas.
6. They are the founding members of disability NGO's alliance and the members of governing consultants status by united nations' economic and social development.

AARADHNA LAL- HEAD-CSR, LEMON TREE HOTELS:



She encouraged inclusion as a factor effecting businesses. It not only benefits the employee but increases the creativity of the team. It adds on to nation building by giving opportunity to the less privileged and making them more independent. The inclusivity factor has been increasing since 2007 and is expected to reach upto the level of 40 to 45% by 2025.

**DR. JERRY JOSHUA, HEAD-LEPROSY
MISSION TRUST:**



As an organization for Leprosy patients, they have tried to correct the disabilities through surgery, providing them with appliances and most importantly a modified and a comfortable environment. Their social workers have initiated the cause of highlighting accessibility to services.

1. They looked into the problems faced by girl child and women with disabilities and people with leprosy.
2. People with disability themselves are added to the team so that the planning with regards to physical access to them is more oriented

towards better accessibility and is more equitable to them.

3. He emphasized on long term projects rather than short term support to uplift the status of the disabled.

**MANGESH GUPTA, DIRECTOR CSR, DR.
REDDY'S LABORATORIES:**



After failing to establish a forum for discussion among NGOs and his employees, he thought of starting a standardized rational program. They diversified on the basis of jobs; quality assurance, quality control and documentation. But in order to work this scheme properly, it required graduates and post graduates in pharmacy. To

reach that level, they are a part of sector skill council of PWDs and they are working with the government to enable World Bank funding to collect enough money for the sector skill counselling for PWDs.

SESSION IV: WOMEN ENTREPRENEURS- OPPORTUNITIES, CHALLENGES AND SOLUTION



SPEAKERS:

- Jaya Jaitley, DASTKARI HAAT SAMITI
- Chetna Sinha, Founder, MANN DESHI MAHILA SAHARAKI BANK
- Malini Gupta, Program Director, RBS SERVICES PVT. LTD.
- YashRanga, Head CSR, JAIPUR RUGS
- Sunita Patnaik, DGM , Corporate Affairs, WALMART INDIA
- ChayaaMamjappa, Founder, NECTOR FREASH FOODS

Women have always been considered to be the weak link of the family in a male chauvinist society. Centuries of dominance and patriarchal rule have even made the women believe that men are the drivers of their vehicle and without them they are of no use. But lately, realizing the capabilities of women, many have taken the initiative to set a platform for them and introduce them to the world of entrepreneurship. Period of struggles and hindrances was followed by an era wherein women has started to speak for themselves and now run their own business successfully with the help of training programs set up by the long sighted organization.

The FICCI CSR Summit and Awards -2016 organized the session on women entrepreneurs to understand and analyse the innovations and the challenges faced by the companies in India, while trying to reverse the downward spiral of development in the rural areas.

JAYA JAITLEY, DASTKARI HAAT SAMITI



Working with crafts people all over the country for 31 years, the organization has succeeded to efficiently convert the artistically created fans, baskets and brooms into products of economic value which not only gave a livelihood to the households but also gave them an identity of entrepreneurs, especially women, bringing them out of the patriarchal mentality.

1. Programs are designed so as to give women direct control of their earnings. One such example was Badhoi and

- introduced concepts like loans, banking and entrepreneurship.
2. They trained women with Rs. 150/- stipend a day. With funding from bank, this programme was a huge success and women were finally becoming skilled and popular.
 3. But she pointed out how government policies like NREGA were a barrier to this development. It not only demotivated women but also made them work hard for a better livelihood. Ironically, a policy launched for welfare of the villagers ended up discouraging them to work despite of having the skills.
 4. Presenting a different idea about the CSR, she questioned the very execution of the standard CSR practice. She advised setting up a more intricate and efficient way to analyse the impact of these policies. Giving insights

into the various practices, she raised both financial and professional concerns.

**CHETNA SINHA, FOUNDER MANN
DESHI MAHILA SAHARAKI BANK**



Operating as a financial institution for 18 years, she noticed the lack of financial knowledge and reasoned why despite of low interest rate at banks, they prefer taking loans from money lenders at higher rates. The newly designed programmes by the Mann Deshi Bank took into consideration various factors like saving their time, understanding their cash flows and hence creating

new credit products and providing door step solutions.

1. Despite of new programmes, the Bank faced many problems which included providing them with doorstep solutions to the entrepreneurs and trying to make business easy for them and lastly keeping the needs of the women as a top priority in the procedure of designing a new product.
2. The problems faced by the villagers during the demonetization period were cleverly handled by the Bank. Mann Deshi Bank has business schools on wheels to provide with livelihood training and also introduced mobile banking to women in the village.
3. ‘So very humbly I want to say you don’t require rocket science to solve these issues. It’s a matter of listening to people, the matter of designing and thinking. In the end I want to say that “Don’t provide poor solution to poor people. They are smart enough

”, by saying this she tried to evaluate the calibre of the poor at its best.

MALINI GUPTA, PROGRAM DIRECTOR, RBS SERVICES PVT. LTD.



She explained her very idea behind the word women entrepreneur; where entrepreneur is a particular parody which has systematic and non systematic requirements. She said when one is working with vulnerable people, the shift has to transform in a certain manner. “Intersection of Environment and economic Vulnerability” is a way of working with population that are closely dependent upon and influenced by specific vulnerable environment area in the country. For this they worked in remote forest areas like Ladakh, Latur, Rann of Kutch, Chilika Lake which provide different challenges to women.

1. They now work with 1 lakh households in over 900 villages, as banks they started with microfinance and understanding how that could strengthen their livelihoods.
2. By ignoring women during the various environmental changes, we not only compromise on their health but also the overall development of their village. In order to prevent them from walking long distances to take their cattle, they introduced a certain kind of grass which gave them more time to do something more productive. They then gave them the incentive to plant Mulberry plants for a relevant profit once they are ready to be transplanted.
3. As a part of Microfinance project, they gave away a loan of Rs. 90 lakhs to women who were recovering from heavy flood and they were able to repay the loan leaving everyone awestruck. Then they were made to realize the capabilities of these women which went unnoticed for a long time.
4. She found development in strengthening the weakest links of the society rather than the rich people.

YASH RANGA, HEAD CSR, JAIPUR RUGS



The establishment of Jaipur Rugs employed 40 thousand artisans and gave them the opportunity to install their entrepreneurial mind set and thought process and also taking care of leadership development an entrepreneurship development with the help of Jaipur Rugs foundation.

1. Grass root social entrepreneurship, a process designed taking into consideration a systematic growth right from skill development , skill upgradation to grass root leadership development providing them with financial literacy to percolate the very

idea of social entrepreneurship among these women. Not only they provided them with skills and raw materials but also the platforms to further promote their products.

2. Questioning the reliability of artificial intelligence software, they realized the importance of an eco system revolved around human capacity development.
3. NK Chaudhary removed middlemen from the carpet industry to eliminate exploitation in the market.

SUNITA PATNAIK, DGM , CORPORATE AFFAIRS, WALMART INDIA



Setting up the floor in defence of the corporate, she explained how corporate play an essential role in the value chain and

hence they must do something for women. In order to do the same, they launched the program 'women economic empowerment' which had three pillars namely, diversity, training and sourcing.

1. The above program was able to source 20 billion dollars' worth of businesses from women owned businesses and eventually they doubled sourcing.
2. By personally meeting many women, understanding their requirements, they were able to get 38 women on businesses.
3. As for sourcing, they launched a program called women entrepreneurship development program wherein they selected 32 business women based on application process and with a turnover of over 50 lakh, it proved put to be a huge success.

**CHAYAA MAMJAPPA, FOUNDER, NECTOR
FRESH FOODS**



Starting as a small scale industry in a Mandya village, proving many wrong who questioned her abilities, she was able to establish Khadi and Village industries in rural India employing not only educated but uneducated lot in huge numbers with a major proportion constituting of women supplying over 500 tonnes of honey a month

1. The inefficient implications of government policy were indeed an obstacle for her but she took a bank loan instead to initiate the organization.
2. They have become manufacturers of world class products and soon will

be backed up by Walmart which will be a great boost for them.

3. Supporting the farmers in the village, they trained them and thence were able to produce high quality goods that are competing the big brands of the country.
4. Not only did they generate employment but also supported the tribal by making them the sole supplier of raw materials.
5. Furthermore, she is planning to produce more products as per the market requirement so as to spur the development a little more. Not limiting themselves to honey, they had supplied baskets of jams, sauces and much more to the five star hotels in India and henceforth supporting farmers

Recently they signed a MOU which would give Nector Fresh authority to market Chia seeds across the country. They have tied up with many premier institutes like CFTRI and IICPT Thanjavur which is a reason for why they are also producing coffee now.

SESSION V: SUSTAINABLE WASH SOLUTIONS - WATER, SANITATION AND HYGIENE



SPEAKERS:

- P. S. Mallik, GM - Corporate Sustainability, LARSEN & TOUBRO
- Pratyush Panda, CSR Head, ACC CEMENT LIMITED
- Sheela Patel, Director, SPARC
- MukulRastogi, Vice President - Social Investments, ITC
- A Kalimuthu, Director, SBM (Urban) Technical Assistance Program, WASH Institute

The subject of sanitation and hygiene is at the centre stage of the development effort since 2014 and is receiving a huge thrust from the highest echelons of decision making in the country. Corporate India steps in to contribute positively in this area. Corporates could help Civic Agency in designing eco-friendly low cost toilets, in addition to contributing to physical infrastructure. They may also undertake hygiene campaigns that can help in Solid waste management for which they may have to engage with local NGOs as well.

Naina Lal Kidwai, India Sanitation Coalition & Former Group General Manager and Country Head of HSBC India chaired the session on 'Sustainable WASH Solutions-Water, Sanitation and Hygiene'. She said that sanitation underpins everything. The motto is not only to build but BUMP (Build, Use, Maintain, Treat) and it is necessary to follow the entire cycle.

P. S. Mallik, GM - Corporate Sustainability, Larsen & Toubro:



According to P.S. Mallik, Sanitation is one of the important areas to work for. It is extremely important to be taken care of. Lack of sanitation may adversely affect the health of the people.

1. Mallik told that Larsen & Toubro work in some of the areas where there is water scarcity. So, the company strives to avail water to the people thereby watershed treatment.
2. Building the toilets is the easiest way but the challenge is to educate people on how to use them. Therefore, in their sanitation project the company works on behavioural change.

Pratyush Panda, CSR Head, ACC Cement Limited:



Pratyush Panda mentioned that ACC Cement is a beginner in Sanitation. The company mainly focuses on OD free village that reduces the chances of diarrhoea which is directly connected to sanitation.

1. For the last 10 years, the company has tried to reach three different beneficiaries segment. They have completed 7 villages ODF (open defecation free) in different parts of India this year. They initially involved farmer groups and then high school students. With the involvement of women into different SHGs, GLGs, the

impact was very huge as well as cost effective in a very small time span.

2. ACC Cement is creating Green Building Centres which are profit making. Different NGOs and social activists are taking it as franchisee model. It not only gives solution to the problem of toilets but also to the entire housing construction.

Sheela Patel, Director, SPARC:



Sheela Patel stated that SPARC is located in 70 cities in 9 states and have a large membership of about 750K households among which most of the members are women who demand toilets.

1. In 1984, the company started to look at how they can build toilets for women? They discovered that the cities do not have enough toilets and the ones that are there do not have water and are badly structured. Also, they are not maintained by the respective Municipalities.
2. In 1990, the company actually started the movement to seek universal sanitation and stop OD and it took 18 years for the Ministry of Urban Development to have such a policy.
3. Today municipalities have a ratio of 50 people to 1 toilet which should actually be 20 people to 1 toilet. On the contrary, there are 200-300 people using 1 toilet which can destroy it in 10 years.
4. The company also discovered that the faecal matter gets pushed into the drainage thereby coming back into our food structure. Therefore, they created a change in procurement system wherein they built 500 toilet blocks in many cities. Most of the

women collectors became contractors. They managed to learn while working with the professional contractors and then setup their companies in which the company supported them.

5. They recently worked with Hindustan Unilever to improve water usage. The idea is to reduce the water usage by half by collecting the laundry and washing it collectively and use the water saved for the toilets.

Sheela Patel concluded by saying that corporate and the NGOs do not have conventional partnership that is comfortable. The Research and Development done by corporate should be done along with organizations like SPARC. Hence, safe access to sanitation is most important for women and children.

MukulRastogi, Vice President - Social Investments, ITC:



MukulRastogi highlighted ITC’s approach which explained healthy and skilled workforce which is capable enough to compete in future. The environment must be clean and hygienic and there should be accessibility of toilets and no OD. The waste should be properly recycled and managed at source. Moreover, there should be no infant mortality and maternal mortality.

Mukul cited the key aspect of their approach which believes in Push Syndrome rather than Pull Syndrome:

1. There should be demand generation in the community so that when the

company enters the community, the people are willing to pay for their services and the community must understand that the model will be sustainable.

2. They invest in the assets which benefit the community as a whole and not to any individual.
3. In the aspect of solid waste management, they believe in creating an enterprise which is managed and run by women.
4. They are working across 11 states in 25 districts and have built around 18000 toilets in the past 3-4 years.

**A KKalimuthu, Director, SBM
(Urban) Technical Assistance
Program, WASH Institute:**



- A KKalimuthu quoted that according to a survey nearly 52.1% of people defecated in rural while 7.5% of people defecated in urban. To achieve 100% OD free sanitation by 2019, the focus should shift from hardware to software activities and

ITC is the one such firm which realizes the importance of software activities.

- The maintenance of toilets which requires changing the mentality, building local community institution, creating the demand for sanitation etc. are very important to support hardware.
- 52.1% of people open defecate in rural areas and there is a need for private sector to come into sanitation business. Software has more of a pull factor rather than push factor and there are many opportunities for private sector.

CONFERENCE SNAPSHOTS





Glimpse of Tweets

- Engagement of the corporate world is indeed heartening :Mrs. Rajashree Birla, Chairperson FICCI

- You need to change your priorities from subsidies to longer good in order to make education system better :@wangchuk66

- For some of the MNCs the challenges are how to localise their#CSR initiatives:
Dr.VineetaDatta Ray, Professor, Birla Institute

- Proud to be part of FICCI CSR Summit Awards 2016 where, @yashrajranga was a keynote speaker. @AdityaBirlaGrp @ficciindia @FicciCSR

Gen Y is a section that is large hearted. They want to make world a better place: Mrs. Rajshree Birla, Chairman#FICCI #CSR& community.

- WE can do better & set the standards & let others know the importance of #CSR: H.E Hyun CHO, Hon'ble Ambassador of the Republic of Korea.

- Informative insights #Sustainable WASHsolutions #FicciCSRsummit thank u !!@Pratyushpanda@FicciCSR @SomyahGupta by NomenitaChetia

Reflection of the success.....

FICCI CSR Summit and Awards 2016 was attended by more than **300** companies from different sectors namely Government, Corporate and NGOs. It was a huge success and was praised by everyone.



