

TheCSRUniverse

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CSR Budget Analysis

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• Hindalco • Grasim Industries • Eicher Motors • ICICI Lombard • Tata
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Ashima Bhat

CSR Head, HDFC Bank



Mathew Cherian

Ex-Chief Executive of
HelpAge India



November 01, 2020

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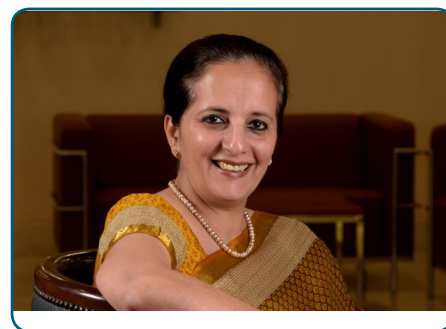
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Kellogg expands partnership with TechnoServe to improve livelihood of UP farmers

After successfully helping around 12,000 farmers in Madhya Pradesh, Kellogg has expanded its partnership with TechnoServe to help UP farmers to improve their livelihood.

The program is one of Kellogg Company's endeavours to nurture the planet under its 'Better Days' initiative and is an extension of a partnership with TechnoServe which began in 2015.

Under the programme in Uttar Pradesh, Kellogg Company and TechnoServe will work on economic empowerment of smallholder wheat farmers in five districts of Uttar Pradesh. The program will help farmers to improve crop productivity, access better markets and help bolster farmer livelihoods. The project will be implemented with a membership base of at least 10,000 farmers.

As of 2019, Kellogg has supported 32,605 smallholder farmers across the globe, including 16,945 smallholders in India, surpassing its Global Sustainability Commitments to support 15,000 smallholders by the end of 2020. Kellogg has so far supported programs reaching more than 433,000 farmers of all scales globally.

Speaking on the initiative, Amy Senter, Chief Sustainability Officer, Kellogg Company said, "India has approximately 126

million smallholder farmers, accounting for 86% of total operational holdings in the country. However, they have limited access to important resources which has a cascading effect on their livelihoods. We believe it is important to help people and communities grow. Our partnership centered on improving the livelihood of smallholder farmers in India contributes

Kellogg Company and TechnoServe will work on economic empowerment of smallholder wheat farmers in five districts of Uttar Pradesh

to our Better Days commitment to support 1 million farmers globally by the end of 2030."

Commenting on the partnership, Punit Gupta, Country Director, TechnoServe India said, "The COVID-19-induced slowdown has impacted smallholder farmer economics severely, and is expected to lower farmer household incomes by an average of over 30% across India. From a geographical perspective, Uttar Pradesh

is among the states expected to experience the greatest value loss, due to their projected value decline and significant contribution to India's total agricultural output value. Working with farmers to improve crop productivity and helping them access better markets will play a significant role in bolstering farmer livelihoods."

With this program, Kellogg Company and TechnoServe aim for successful results, similar to the 'Climate Smart Agriculture initiative in Madhya Pradesh' which kickstarted in 2015 and helped 12,000+ farmers, in corn, wheat, soy and legume-growing regions, to adopt profitable, environmentally friendly, and easily accessible techniques to improve yields, crop quality, and resilience to climate threats. Participating farmers witnessed a 20% increase in income while families have also learned how to develop personal kitchen gardens, which improve nutrition and reduce food expenditures. The average household with a garden now consumes vegetables daily, while their spending on vegetables has decreased by nearly 75%. The expanded partnership between Kellogg and TechnoServe aims to deliver stronger impact on the lives and livelihoods of the 10,000 farmers in Uttar Pradesh. ¹



Dettol BSI and NASVI partner to provide hygiene products to Street vendors

Dettol BSI, the flagship programme by Reckitt Benckiser, global consumer healthcare company, and National Association of Street Vendors of India (NASVI) have come together to support street vendors in India and create a healthy and hygienic environment for them. The nationwide partnership aims to provide training and access to hygiene products like soaps and masks to ensure better health and hygiene practices. Simultaneously it aims to help them emerge from the languishing financial condition by instilling public confidence in street vending.

The street vendors constitute an integral and legitimate part of the trade and distribution system for the daily necessities of the public. As per a research study done by WEIGO (Women in Informal Employment: Globalizing and Organizing), they represent 4% of the urban workforce across India. They work in an unprotected environment and usually are the first point of contact in the supply chain for end consumers; this puts them and their customers at high risk. During the pandemic, it becomes crucial to provide appropriate training to vendors on safety and hygiene.

With India re-opening after the lockdown

and society still marred by the sudden peaks of the Covid-19, the programme is of paramount importance. Addressing the situation this partnership programme is designed to prepare street vendors to be safe and serve their consumers safely and hygienically. The first phase of the programme has successfully equipped, street vendors, on correct hygienic street vending protocols in the most impacted communities across Delhi, Hyderabad, Bengaluru & Surat.

The partnership programme has also trained staff and volunteers visiting the field with instructions regarding correct preventive measures for themselves.

Commenting on the partnership initiative, **Gaurav Jain, Senior Vice President, South Asia, Reckitt Benckiser Health** said, "With this programme, our ambition is to create awareness and open a safer path to survival for them in the post-pandemic world. Partnering with National Association of Street Vendors

of India (NASVI) was crucial to building back the confidence amongst street vendors. By providing hygiene essentials to help fight the spread of Covid-19 and demonstrating the ease with which they can tackle the pandemic helped thousands of them to get back to work stronger and safer than ever before. We will continue such initiatives with the aim of building a healthier nation."

Arbind Singh, National Coordinator, NASVI said, "The fight against COVID-19 is only possible through a collaborative approach. We are grateful to have partnered with India's most trusted hygiene brand, Dettol, to support the street vendor community in India. Preparing them to successfully function in the new normal equipped with the right knowledge and the means to protect themselves as well as avoid spread of the virus was crucial."

The partnership programme has also trained staff and volunteers visiting the field with instructions regarding correct preventive measures for themselves. Additionally, to assist them with essentials, Dettol BSI distributed 5,00,000 soap bars & 2,00,000 face masks to the street vendors with on-ground support from Jagran Pehel and NASVI. 📌



Corteva Agriscience helps 2 lakh+ Indian farmers through NGO partners Sewa Bharati, CHD Group, PRADAN

World's leading agriculture company Corteva Agriscience has helped over 2,00,000 Indian farmers to "resume work, while staying safe" as the COVID pandemic continues to challenge the demand and supply frameworks and disrupt the livelihood of smallholder farmers.

The company partnered with governments and local communities to ensure health and safety of farmers during the pandemic. It partnered with non-government organizations such as PRADAN, Sewa Bharati and CHD Group, Corteva to support over 200,000 plus beneficiaries during the last few months.

The company set up PPE production units in the vulnerable communities of Jharkhand and Bihar, providing temporary employment to women farmers in times of financial difficulty. As a result, it helped in producing over 16 lakh personal protective equipment (PE) and distributed it to farmers across 220 villages.

The company also supported farmers and their families in these regions by providing two meals every day for two months. It provided a total of 145,000 kg of food

packaged as survival kits that included other hygiene essentials – supporting migrant workers.

Sharing thoughts on company's COVID relief initiatives, Dr. Aruna Rachakonda, Marketing Director, Corteva Agriscience, South Asia, said, "We're committed to en-

The company partnered with governments and local communities to ensure health and safety of farmers during the pandemic.

riching the lives of those who produce. Our long-term goal is to improve farmers' livelihoods and operations while conserving resources and sustaining the land. As these farmers were not able to step out to tend to their fields, demand and supply frameworks were being challenged. Our initiative was targeted to help smallholder farmers and migrant workers resume work, while staying safe."

Corteva formed multiple district and

block level WhatsApp groups through which volunteers kept in touch with the communities for new updates and information sharing. Through these WhatsApp groups, the communities received updated information around lockdown rules, special transport arrangements and government care package distribution.

The volunteers also supervised sanitation and transportation of farm products till market yard and undertook health monitoring initiatives in seed and research farms in about 20 villages, through public health outbreak surveillance methodology.

The Corteva team also worked with local government bodies to help run quarantine facilities in the affected communities, and provided PPEs, food and medical facilities at 15 government established quarantine centers.

Corteva Agriscience has a diverse portfolio of agriculture related products – including a balanced and diverse mix of seed, crop protection and digital solutions focused on maximizing productivity to enhance yield and profitability. ¹



NABARD Ex-Chairman Dr Harsh Kumar Bhanwala to lead SEBI's Technical group on Social Stock Exchange

To develop the framework for Social Stock Exchange (SSE), a proposed platform aimed at fundraising for Non-Profit Organisations and the measurement of the social impact that they create, Securities and Exchange Board of India (SEBI) has constituted a Technical group under the chairmanship of Dr Harsh Kumar Bhanwala (Ex-Chairman-NABARD).

The Technical Group which has a total of 13 members will develop and make recommendations on the framework for onboarding Non-Profit Organisations (NPOs) and For-Profit Enterprises (FPEs) on the SSE. The group will also define the broad structure for profit social investing / enterprises, prescribe disclosure requirements relating to financials, governance, performance etc. and dwell upon aspects related to social impact, social audit, information repositories etc.

The Technical Group has been formed on the recommendation of a SSE Working Group which SEBI had constituted under the Chairmanship of Ishaat Hussain on September 19, 2019.

Social Stock Exchange (SSE) Technical Group members

Apart from the Chairman Dr Harsh Kumar Bhanwala (Ex-Chairman- NAB-

ARD), the Technical Group will have 12 other members:

- Roopa Kudva, MD, Omidyar Network India (Social Impact Investor; part of Omidyar Group)
- Shri Shaji Krishnan V, Deputy Managing Director, NABARD
- Sanjeev Singhal (Chairman, Sustain-

The Technical Group has been formed on the recommendation of a SSE Working Group which SEBI had constituted under the Chairmanship of Ishaat Hussain on September 19, 2019.

ability Reporting Standards Board, ICAI)

- Ingrid Srinath, Founder Director, Centre for Social Impact and Philanthropy, Ashoka University
- Pushpa Aman Singh, CEO, Guidestar
- Shri Santhosh Jayaram, Partner and Head- Sustainability and CSR Advisory, KPMG
- Shri Ved Arya (Founder, Srijan and RCRC)
- BSE Representative

- NSE Representative
- Shri Amarjeet Singh, Executive Director (SEBI)
- Shri Jeevan Sonparote, CGM (SEBI) – Convener

Earlier, the Working Group (WG) on Social Stock Exchange (SSE) had submitted its report to SEBI on June 01, 2020. The WG had outlined its vision and made high level recommendations which include participation of Non-profit organizations (NPOs) and For-profit enterprises (FPEs) on SSE subject to committing to minimum reporting requirements. Additionally, the WG had also recommended standardisation of financial reporting by NPOs on SSE.

“One of the biggest challenges faced by NPOs is visibility to investors and donors. By pairing innovative instruments by which NPOs could associate with the SSE (among them direct listing via a new class of securities), with a reporting standard that offers investors and donors a standardized framework for measuring social impact the Social Stock Exchange will revolutionize the state of play in the social sector,” Shri Ishaat Hussain said in his message while submitting the comprehensive report of Working Group on SSE. ¹



IBM signs MoU with Orissa Government to introduce STEM for Girls

IBM will impart advanced skills to more than 2000 students, especially girls, in the areas of Science, Technology, Engineering and Math (STEM) subjects to help them make career in the related areas.

The tech giant has signed a Memorandum of Understanding (MoU) with Government of Orissa in October last year to introduce 'IBM STEM for Girls' program across 100+ high secondary schools across districts.

The collaboration is part of a three-year programme between IBM and Indian state governments to increase the participation of girls and women in STEM careers.

According to the IBM officials, the demand for a highly qualified workforce in India is quickly increasing with the acceleration of emerging technologies like Cloud and AI. The 'IBM STEM for Girls' program features a comprehensive approach that builds technical capabilities as well as life and self-actualization skills.

'STEM for Girls' is an IBM Corporate Social Responsibility initiative primarily aimed at improving education-to-work and career pathways for girls who are studying in Government schools. The program includes imparting training in digital literacy, coding and technology skills; 21st century skills and career development, with an aim to enable girls' em-

powerment and increase their interest in STEM education and careers.

"It is important for the entire ecosystem to come together to address the rising skill gap in the country and invest in the future of our workforce. Our collaboration with IBM will equip students with right skills for jobs of the future and represent a diverse workforce," said Chitra Arumugam, Commissioner-cum-Secretary to Government, School & Mass Education Department, Bhubaneswar.

Rumi Mallick Mitra, Leader, Corporate Social Responsibility, IBM India said that upskilling in STEM has become very important for Indian students to compete in the global economy. "Our collaboration with Odisha government will help students to better align with market shifts and industry needs. IBM has been at the forefront and investing in the empowerment of the students to make them future ready and increase the talent pool," she said.

In March this year, IBM announced a significant engagement in India to advance the skills and careers of more than 200,000 (2 lakh) female students in Science, Technology, Engineering and Math (STEM) fields. The collaborations began with signing of agreements with three state governments—Karnataka, Telangana and Andhra Pradesh—and are planned

to widen to several other states. The program will enrol hundreds of more schools in the coming months.

IBM new collar skilling initiatives in India also include a two-year Advanced Diploma Programme in emerging technologies created in collaboration with the Ministry of Skill Development & Entrepreneurship. The course will be available to 100 Industrial Training Institutes (ITI), including 50 all-women ITIs, over the next three years. IBM will also offer internships of up to five months to some students, presenting an opportunity for them to further deepen their skills and understanding in emerging fields such as Cloud and AI. Currently 40 ITI's have been enlisted to initiate the 2 years diploma program in this academic year

Also, as part of IBM's ongoing engagement with the Government of India targeting young innovators through the Atal Tinkering Labs initiative, some 4,000 mentors and 600,000 mentees will benefit from a unique AI-powered Mentor Platform. Developed with the IBM Watson cognitive engine, the platform monitors mentor and mentee interactions to provide personalized support to those using the platform. IBM has thus far on-boarded 2,500 mentors, including 300 IBMers, to this platform by collaborating with the national Mentor of Change mission. ^①

ONGC to support young cancer patients in Mumbai

With the inking of three CSR agreements on 27 January 2020, ONGC has entered into contracts for aiding children suffering from cancer who are to be treated at Tata Memorial Center in Mumbai, so that their diagnosis, treatment and post-treatment care can be aided to a certain extent.

The three projects were signed by ED-SM- Regional Office Mumbai R K Sharma and Director of Department of Paediatric Oncology Dr Shripad D Banavali of the TMC, with the engagement of their social organisation, ImpaCCT Foundation. The ImpaCCT foundation has been associated with TMC since 2010 and is engaged solely in the area of arranging funds for treatment of children with cancer.

The first of the agreements encompasses diagnosis of cancer in 100 children, amounting to a total of Rs 20 lakh with a limit of Rs 20, 000 per child, for families who are unable to afford even the diagnostic tests.

The second project arranges for actual treatment of the disease including medicines, radiotherapy, and chemotherapy. Under the proposed project, paediatric palliative care is appropriately considered as a core component of comprehensive

care when illness is diagnosed. Palliative care relieves symptoms caused by cancer and improves the quality of life of patients. Not all children with cancer can be cured (nearly 8 % can be cured), but relief from suffering is possible for everyone. Here ONGC has undertaken to fund to the tune of an additional Rs 20 lakhs with an estimate of Rs 2,00,000 per person.

The third area of post-treatment expenses like counselling, hormonal treatment, semen cryopreservation, ocular prosthesis, arterial drugs etc., besides psycho social

ONGC has entered into contracts for aiding children suffering from cancer who are to be treated at Tata Memorial Center in Mumbai,

support aims at funding 50 children to the extent of Rs 40,000 per child.

Thus considering that annually the treatment cost of around 3,000 children per annum with around 10-12 new admissions every day it is up to Rs 30 crore, excluding consultation, bed charges etc. and including subsidised medicines, these



projects have been taken up a precursor to matter more meaningfully to the beneficiaries in future.

Cancer is the second leading cause of death among children, following only injuries. An average of 70,000 patients visits TMC for their cancer treatment annually. In 2018, 2,800 out of these were paediatric patients. Around 80% of these paediatric patients have been cured.

More than 90% of the children at TMC come from the BPL families and hence require significant economic, accommodation, emotional, travel, and nutritional support to undergo the tedious cancer treatment. Although majority of efforts are made that no child is refused treatment, there are numerous situations where the treatment is delayed or therapy is abandoned by the family due to financial constraints. ①



Toyota Kirloskar Motor pledges support for superior healthcare services to counter COVID

In an unwavering endeavor to support the authorities in their battle against COVID 19, Toyota Kirloskar Motor (TKM) has undertaken several measures

in the areas of health, safety and food in support of Karnataka Government and local administration to safeguard the health and well-being of the care givers.

TKM has pledged to support the authorities with 45 thermal scanners (20 to the Bangalore police and 25 to quarantine hospitals) to enable quicker detection and proactive support to affected individuals. In addition, the company has provided 45,000 hand sanitizers bottles, 100 bedding, consumables for 100 patients, 20 sets of equipment's such as IV stands and BP monitors and safety gears including 12,000 examination gloves, 70,000 3 ply face masks, 7500 N95 masks to Health Department, Government of Karnataka, Bangalore police personnel and community.

In order to safeguard the citizens and to stop the virus from spreading further, TKM has also offered fumigation equipment, 10 numbers to Victoria Hospital through BMCRI and 10 numbers to the Town Municipal Corporation, Bidadi, Ra-

managara District, Karnataka as per their requirements.

Commenting on these initiatives, Mr. Vikram Gulati, Country Head & Senior Vice President, External Affairs, Public Relations, Corporate Social Responsibility & Corporate Governance, Toyota Kirloskar Motor said, "In such perilous times, when the whole country is battling the repercussions of the COVID 19 pandemic, Toyota, in line with its safety and security philosophy has taken numerous measures to aid the Government and the citizens. We have been continuously monitoring the evolving situation to identify major problem areas wherein we can provide our aid and support to those individuals

who are risking their lives to protect us. Our endeavor has always been to be with the people in these uncertain times and to provide relief whenever and wherever we can.

Toyota salutes and supports the police force, healthcare workers and the Government in its initiatives and pledges to be instrumental in this war against the virus. We believe that together we can and together we will be able to overcome this adversity."

Since the onset of the pandemic, TKM has been monitoring the fast-evolving situation and proactively responding appropriately in accordance with needs of the community & the Government. TKM,

along with its multiple stakeholders have responded in multiple ways to deal with the COVID-19 crisis. Recently, TKM contributed to 2 crores to Karnataka Chief Minister's Relief Fund. 3000 Hazmat suits were handed over to the Government Health Volunteers in Karnataka, 3500 essential kits to daily wage workers while benefitting over 15000+ members, sanitizers & masks to police dept. This was followed by deployment of 14 buses to support the health department in the state. TKM also supported its supplier partner, Stump Schuele & Somappa Springs Pvt Ltd., to ramp up the production of "Face Shields" for healthcare workers from 275 to over 17000 units per day.📌



TKM supports its supplier partner to ramp up the production of face shields for healthcare workers

In its determined endeavors to counter the implications caused by the COVID-19 outbreak, Toyota Kirloskar Motor (TKM) has provided its expertise to Stumpp Schuele & Somappa Springs to significantly enhance the capacity to manufacture the face shields for the public health workforce and law enforcement agencies in the state of Karnataka.

Based in Bengaluru, Stumpp Schuele & Somappa Springs, a major manufacturer of springs in India, has taken a proactive initiative to develop and produce face shield in order to assist the healthcare department, hospitals, diagnostic centres, and other medical facilities who are on the

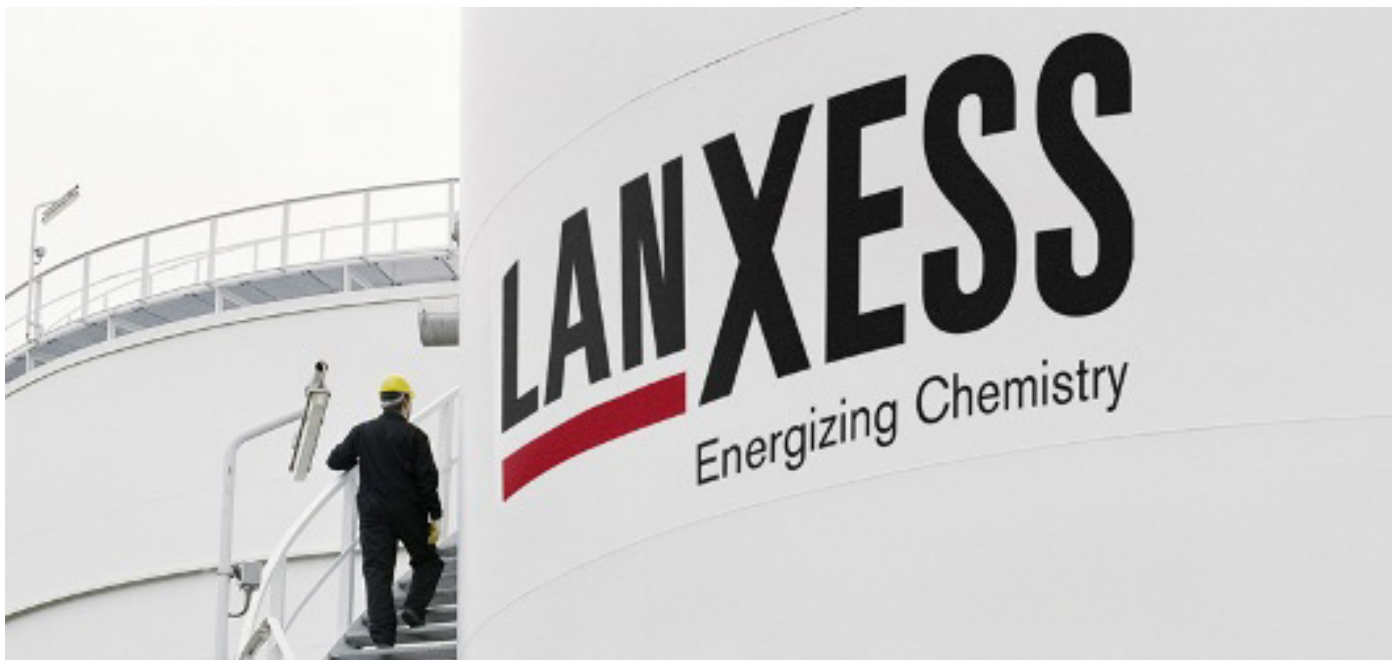
foreground in the fight against COVID-19 outbreak.

Initially, the company was producing 275 units of face shields per day. However, with the support of Toyota Kirloskar Motor, with its expertise in Toyota Production System (TPS), the company has managed to ramp up the production and has successfully started manufacturing over 5,500 units. Given the positive result, the company is now focusing on scaling up the production to much beyond 10,000 units per day, in the coming days. This step is likely to go a long way in supporting the government's efforts in battling against this disease.

Commenting on the developments Raju B Ketkale, Deputy Managing Director, Toyota Kirloskar Motor said "When Stumpp Schuele & Somappa Springs announced their plans to develop and manufacture face shields for the public health workforce, we joined their initiative to share our best practices in Toyota Production System (TPS) and enhance their manufacturing capacity of face shields in support of their cause."

Sharing his thoughts, Satish Machani Managing Director, Stumpp Schuele & Somappa Springs said, "In these challenging times, the Central and State governments have set forth remarkable efforts to combat the crisis and overcome this devastation. At this juncture of nationwide distress, as a responsible corporate, this is our contribution to government efforts in battling this crisis. We are thankful to Toyota for providing us the necessary support and technical guidance in enhancing the production capacity at this hour of need. This not only helped us simplifying our processes but also provided required assistance."

After successfully producing over 5,500 units of face shields per day, Toyota will continue to support the supplier partner and assist them in enhancing the productivity by resolving issues related to workforce, layout modifications and other operations to reach a production capacity of much beyond 10,000 units per day.📌



Lanxess donates school buses for children in Madhya Pradesh's Nagda

Leading specialty chemicals company LANXESS has donated two buses to make commute easier for government school students and differently-abled children in the town of Nagda. The handover was done in a symbolic manner keeping in mind all social distancing norms.

The donation was part of Corporate Social Responsibility projects committed by the company for the year 2019-2020 under which five projects were implemented with an expenditure of over INR 1.6 crores over the year.

LANXESS had received requests seeking support in providing better transport facility for the differently-abled and municipal school children. These students were finding it difficult to travel to school in the absence of comfortable and affordable transport facilities. The company donating the buses to SNEH Foundation and ShashkiyaKanya Shala who will operate the transportation.

Neelanjan Banerjee, Vice Chairman and Managing Director, LANXESS India, said, "We feel energized to have been able to contribute significantly towards the community needs in Nagda as well as other locations. We will continue to play our role of a responsible corporate citizen in

the region and remain committed to its overall development."

The other four projects included setting up of a 5-bed state-of-the-art Intensive Coronary Care Unit (ICCU) at the Nagda Civil Hospital, installation of solar street lights in Durgapura and Mehatwas, installation of drinking water storages in Takrawda and Bhikampur and greening

The donation was part of CSR projects committed by the company for the year 2019-2020 under which five projects worth Rs 1.6 crores over the year.

of the Chambal riverbed, a step towards increasing ground water levels.

To support the local community in the time of COVID crisis, it also donated relief material worth INR 10 lakhs to local authorities in Nagda in the form of face masks, disinfectants, hand sanitizers, liquid soaps, etc.

Further, for the current year 2020-2021, the company has already contributed a sum of INR 2 crores to the Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund) to help in fight against coronavirus. In addition, LANXESS helped with relief materials in Jhagadia, Gujarat and Thane, Maharashtra as well. It also collaborated with the Akshaya Patra Foundation to provide over 30,000 free meals to the needy.

Speaking on the occasion, Sanjay Singh, Site Head – Nagda, LANXESS India thanked the local authorities for their continued support. "LANXESS has always kept the interests of the people of Nagda in mind before undertaking CSR projects in the region. We look forward to more such projects in future and seek the local community's support in bringing constructive change in the region," he said.

LANXESS is a leading specialty chemicals company with sales of EUR 6.8 billion in 2019. The company currently has about 14,300 employees in 33 countries. The core business of LANXESS is the development, manufacturing and marketing of chemical intermediates, additives, specialty chemicals and plastics. ¹



A project that promises foundational learning levels among Haryana Students

In a unique CSR initiative, several organisations have come forward to implement a result oriented project which aims to improve foundational learning levels of students in Haryana. The project includes players like SBI Foundation and SBI Capital Markets which have partnered with IndusInd Bank. These players will be the Outcome Payers for supporting a Development Impact Bond (DIB) in Education designed by Social Finance India.

The programme is led by the Haryana School Shiksha Pariyojna Parishad (HSSPP) and will be implemented by the Language and Learning Foundation.

The DIB will cover all government schools in seven districts over three years (July 2019 to June 2022), supporting improved literacy outcomes. The DIB (which is currently in its first phase of implementation) will positively impact foundational literacy outcomes for 115,000 children across 3,300 schools in Haryana.

The pilot project is unique in a way that it has a check and balance method. It has measures to control the fund, if the result doesn't meet the expectations. This project pilots a new method of utilising CSR funds for outcomes payment in India; conceptualised by the Tata Trust-backed Social Finance India, it enables CSR enti-

ties to pay for outcomes, instead of inputs and activities. The performance or impact guarantee is provided by the investors or philanthropic foundations. In this case, the Central Square Foundation plays the role of the guarantor in the DIB and will make up to 20% in payments in case of underachievement of outcomes. The out-

This project conceptualised by the Tata Trust-backed Social Finance India, pilots a new method where it enables CSR entities to pay for outcomes, instead of inputs and activities.

comes will be assessed by Educational Initiatives, an independent and specialist evaluator.

It aims to systematically strengthen the capacities of the teachers and teacher educators to improve student outcomes in early grade language skills that can subsequently be replicated by the government across the state.

It is known that education system of the country has ensured enrollment of all stu-

dents but has failed miserably to ensure the quality education. Only a quarter of all children in Grade 3 can read at 'grade level' and only 50% of Grade 5 students can read a Grade 2 text, says the Annual Status of Education Report (ASER), 2018. India's performance in early learning outcomes is low, even by the benchmark of under-developed countries. For instance, only 28% of Grade 2 children in Tanzania and 37% in Nepal could not read a single word of a short text, while in India 85% of children in Grade 2 could not do so (World Development Report, 2018).

The Language and Learning Foundation's founder Dhir Jhingran said, "Due to poor foundational learning, student learning levels in India flatline in secondary school, and this results in a widening learning deficit that significantly reduces the child's life chances as well as the government's return on investment in that child's education. In fact, only 30% of children enrolling in Grade 1 in India graduate from Grade 12."

Keeping these facts in mind, this new project has been designed where grade 2 students will be able read fluently, understand appropriate texts as well as write simple sentences and will also be confident enough to express their experiences, reasoning and thoughts.

HOW THE MODEL WORKS

- Performance Guarantor underwrites the outcomes achieved by the Service Provider.
- CSR Foundations in India pay upfront working capital to the Service Provider.
- Service Provider then delivers the intervention, and Independent Evaluator measures the Outcomes.
- If pre-agreed outcomes are under-achieved, Performance Guarantor gives the grant to another programme funded by CSR Foundation to the extent of shortfall in outcomes.
- If pre-agreed outcomes are met or over-achieved, Performance Guarantors do not pay anything.①



Amplus Solar connects mask makers to non-medical front-line workers

As part of its CSR activity, Amplus Solar-a leading distributed energy company- has pledged to make available one million reusable cloth masks to the non-medical front-line workers. For mask procurement, it has reached to underprivileged workers mostly affected due to Covid-19 related lockdown. The initiative aims to empower both mask makers and those who need it most.

Headquartered in Gurugram, Amplus Solar is Asia's leading distributed energy company providing low carbon energy solutions to industrial and commercial customers. Within a month, the company has managed to distribute over 1,60,000 masks in more than 450 locations.

Amplus launched #Millionsmiles in June 2020 and has been actively conducting a Mask Distribution Drive with the help of its employees and volunteers. The distribution drive that started with societies and residences in Gurugram and through the District Collector's Office in Gurgaon, later spread across Delhi and NCR with help of volunteers through digital platform.

Masks are playing a pivotal role in controlling the spread of COVID-19 and keeping the community safe. They are expected to reduce the chance of transmission of contagion by almost 70 percent. While the awareness on wearing a mask

is slowly rising, it is seen that many of the non-medical front-line workers like the house helpers, security guards, street vendors, delivery persons and in general vulnerable sections of the society are not wearing proper masks, due to its unavailability.

Amplus Solar has initiated masks dis-

The distribution drive that started with societies and residences in Gurugram and through the District Collector's Office in Gurgaon, later spread across Delhi and NCR with help of volunteers through digital platform.

tribution to many cities such as Jaipur, Mumbai, Pune, Agra, Indore, Hyderabad etc and to smaller towns such as Rabriyawas, Ajmer and Bhiwadi in Rajasthan, Rewa and Dhar in Madhya Pradesh, Mirzapur and Agra in Uttar Pradesh, and Hukoti and Nelragunta in Karnataka among others.

Along with sharing mask, Amplus Solar has also decided to help underprivileged

workers by procuring these masks from multiple NGOs that are utilising the manpower of the underprivileged workers. These are the people whose routine livelihoods have been struck badly due to the pandemic. The donated money is helping these workers and their families to meet their basic necessities.

Amplus has collaborated with a reputed NGO, UrmulSeemant, who have been facilitating mask-making by home-based women workers from interiors of Rajasthan. Urmul focuses on the upliftment of vulnerable and marginal sections of the society – women and children, and has been actively making an impact through health, livelihoods, education, governance, and advocacy interventions.

"We want to provide masks to people who do not have access to them. We urge everyone to use masks in public and follow all protocols required to keep themselves as well as their community safe," said Sanjeev Aggarwal, CEO and Managing Director of Amplus.

Amplus has contributed approximately 15 Lakhs for this initiative through its own funds and subsequently received voluntary contributions from its employees and other volunteers. Amplus has collaborated with Ketto, a reputed fund-raising platform to raise enough to procure and distribute one million masks.❶



Walmart's NGO partners Tanager, PRADAN to get Rs 30 Cr+ grants for livelihood projects

Walmart which entered Indian e-commerce market with acquisition of Flipkart 2 year back, has announced new grants of more than Rs 30 Crore to be utilised by its NGO partners Tanager and PRADAN towards various livelihood programmes in rural India, especially focussed on smallholder farmers. The grant is part of Walmart 2018 commitment to invest around Rs. 180 crores over five years in improving farmer livelihoods in India. With the new round of grants, Walmart has invested about Rs 110 Crore for such programmes through its Philanthropic arm Walmart Foundation. The Foundation has been working with eight non-government organizations (NGOs) in India, supporting programs designed to impact more than 140,000 farmers, including nearly 80,000 women farmers, to date.

The Walmart Foundation underscored the importance of smallholder farmers to India's pandemic recovery. Kathleen McLaughlin, president of Walmart Foundation and executive vice president and chief sustainability officer of Walmart Inc., said, "The global COVID-19 pandemic has increased pressure on India's farmers, especially women farmers shouldering extra responsibilities in the household while seeing their incomes diminish overnight." The new fund will be utilised by its NGO partners to further scale their efforts to help farmers earn more from improved output and fair market access. They will also focus on increasing opportunities for women farmers via farmer producer orga-

nizations (FPOs).

On the grant announcement, Kalyan Krishnamurthy, Flipkart Group chief executive officer who is also a member of the Walmart Foundation Board of Directors, said that there is huge potential for innovative technology solutions to help farmers in India. He added that FPOs are key to the Foundation's strategy for empowering farmers and bringing them into the digital era as it will help "improve productivity and yield, increase access to valuable mar-

With the new round of grants, Walmart has invested about Rs 110 Crore for such programmes through its Philanthropic arm Walmart Foundation.

ket information and succeed in building a more efficient and transparent supply chain.

How the grant helps livelihood?

Through its grants, the Walmart Foundation works with well-established NGOs that support FPOs to develop their capabilities and scale to more members. The overall aim is to help FPOs develop knowledge of sustainable farming practices, share business best practices, add value to primary agricultural commodities and improve access to finance and markets. NGOs and their FPO partners proved

critical during India's COVID-19 lockdown and are a key part of the nation's ongoing recovery. With the support of the Walmart Foundation, they were able to mobilize to meet urgent needs for food and hygiene supplies, organize safe sales channels, support harvesting operations, and continue with training programs and initiatives promoting farming diversity and climate-smart production practices by moving them to digital platforms.

New Grants to Support Women Farmers

In the latest round of Walmart Foundation grants, international nonprofit organization Tanager will receive about Rs 20 Cr to extend its successful Farmer Market Readiness Program and help farmers in Andhra Pradesh further expand their knowledge, resources and reach.

Phase Two of the program will focus on strengthening the sustainability of 13 FPOs, seven of which are new to the program, in order to help more than 15,000 farmers, including more than 5,600 women farmers, increase their productivity and profitability.

Delhi-based non-profit Professional Assistance for Development Action (PRADAN) will use its Walmart Foundation grant of around Rs 14 Cr to launch its Livelihood Enhancement through Market Access and Women Empowerment (LEAP) program in West Bengal, Odisha and Jharkhand in eastern India. LEAP will focus on supporting women to work together in FPOs to adopt new farming practices, diversify and intensify their output, and embark on profitable farming-related businesses.

With a focus on supporting women farmers from tribal populations and vulnerable groups, PRADAN's Walmart Foundation-funded LEAP program is expected to reach out to 45,000 women farmers directly benefiting a population of about 225,000 people.

"The Walmart Foundation and PRADAN share a vision of building sustainable communities by creating opportunities for marginalised people. With Project LEAP, we are working together to empower women farmers from remote geographies to set up FPOs and help them leapfrog to the modern economy via robust and fair commodity value-chains," Narendranath Damodaran, executive director, PRADAN, said. 📍

Flipkart partners with GiveIndia and GivingTuesday India to encourage donations for people in need

To extend support to communities in need during the Covid-19 pandemic, e-commerce marketplace Flipkart has partnered with GiveIndia for DaanUtsav and GivingTuesday India – a one-of-a-kind online giving movement that encourages citizens, to donate towards causes they believe in.

Starting from October 2, Flipkart will highlight many such causes on its platform and encourage its employees, sellers, and consumers to make a positive impact through their contribution. The causes covered under GivingTuesday India and DaanUtsav 2020 includes a wide spectrum of issues in areas such as Skill Development, Sustained Livelihood and Inclusion and Empowerment of Women. The e-commerce company is simplifying the process of donating by leveraging the power of technology to offer over 25 Crore of its users a seamless and convenient way to donate online for the benefit of the underserved.

Its customers will also be able to donate through Super Coins, which is a seamless and easy way of donating through their

loyalty currency.

As the current health crisis has laid emphasis on social inequality, Flipkart through its wide reach and accessibility, will enable stakeholders to come forward and contribute to rebuilding the communities that have been disrupted in these unprecedented times.

Sustainability & Social Responsibility head at Flipkart, Mahesh Pratap Singh said “Our goal this festive season is to encourage giving to worthy causes and to try and serve communities that have been affected by the pandemic. We aim to inspire our ecosystem of consumers, employees and sellers to extend their support to the causes they support through the means of our platform.”

E R Ashok Kumar, President, GiveIndia, said, “It is through partnerships with platforms like Flipkart that we will get closer to our vision of seeing every Indian giving back to society – now, with the pandemic, more important than ever.”

Flipkart had recently partnered with GiveIndia to raise funds amounting to Rs 4 Crore for the organisation’s Covid



Response Fund. Flipkart also utilised its Super Coins programme (a reward programme) to enable consumers to donate over 4 lakh masks to frontline workers and marginalised communities and nearly 8 Lakh meals to the poorest of the poor. Pushpa Aman Singh, CEO of GuideStar India and the Global Leader for GivingTuesday India, said, “It is very important to make every single person realise that they have the capacity to impact lives, no matter how much or how little they have.”

DaanUtsav is an annual festival that encourages selfless giving and celebrates generosity. It started with a handful of volunteers has now become a national phenomenon that takes place every year from October 2-8. GivingTuesday is a global generosity movement in 70+ countries that is anchored in India by GuideStar India as a DaanUtsav celebration. ①



With an aim to train Non-profit organisation (NPOs), Credibility Alliance, Rise Against Hunger India and Kaizen have launched ‘DigiKushal’ project on the eve of Gandhi Jayanti. The target is to train 2000 NPOs by the end of the second year of the project.

This project aims to encourage Indian non-profit organisations spread across the

www.thecsr universe.com

Credibility Alliance, Rise Against Hunger India and Kaizen join hands to train non-profits digitally

country to embrace technology and use digital tools to enhance their governance, management, program delivery and community impact. This will be done through a series of training and immersion programs. It will also bring together NGO leaders, board members, IT and communication teams, CSR foundation communication teams, Individuals interested in India’s social impact sector and IT leaders interested in NPO digitisation.

Speaking on the initiative, Executive Director of Credibility Alliance Dr. Harish Vasishth said, “The increased use of technology has been at the forefront for NPOs, be Income Tax, FCRA registration or quarterly disclosure or tax compliance.

Treading on these lines, we are focusing on the empowerment of grassroots NPOs for digital inclusion, development impact, and sustainability.”

Through the initiative, they will identify at least 2000 grassroots NPOs and will develop their understanding, skills, and systems for digital transformation. Based on the need-assessment of NPOs, they will also build, develop and test tools and communication platforms. They are also planning to organize region-wise orientation and training programmes.

Adding on to this, Executive Director of Rise Against Hunger India Dola Mohapatra said, “NPOs are now forced to re-

think how they communicate about their work to the outside world. The donor and fundraising world is also changing at both institutional and individual levels, which can be harnessed effectively through digital engagement.”

Founder and CEO of Kaizzen PR Ser-

vices Vineet Handa said, “This initiative is aimed at bringing about a change in the social sector and to bridge this digital divide. DigiKushal will sensitize the NPOs on various dimensions of digital communication and marketing, the importance and urgency of learning the digital way.”

The initiative will begin with workshops and interactive training in the batches of 30-40 participants. Credibility Alliance will develop mechanisms and linkages for follow-up support and assistance to help in digital engagement and transformation.❶



Mahindra group commemorates 75th anniversary, pledges to become carbon neutral by 2040

Mahindra group commemorated its 75th anniversary celebrations this week. The group on this occasion shared its achievements on the social front which by any standards are exceptional. Its social achievement list includes efforts to rejuvenate the environment and the changes it has brought in individual lives.

In a statement, Mahindra Group stated that it has pledged to become carbon neutral by 2040 a decade ahead of the Paris Agreement's target by optimizing energy efficiency, focusing on the use of renewable energy and creating carbon sinks. It also said that the Project Hariyali commits to planting more than 10 Lakh trees annually.

The company's concerns and commitment towards the environment are visible through its achievements so far:

- It has planted over 17 million trees till date.
- Most of the M&M plants are certified Zero Waste to Landfill.
- It is a water positive Group.
- Mahindra has a \$600 million green product portfolio that consists of low car-

bon, climate friendly product lines and corporate practices, including: EVs, green housing, solar business, micro irrigation.

Along with highlighting its effort on ensuring green ecology, the organization also shared its commitment and achievement towards empowering girls, youths and farmers.

- Project Nanhi Kali has supported the education of over 450,000 underprivileged girls till-date.
- A total of nine Mahindra Pride Schools have trained 39,280 youth from socially and economically disadvantaged backgrounds. 100% of the students have been placed.
- 6,519 Mahindra Pride Classrooms have trained till date 2,87,417 youths, thereby drastically improving their chances of being gainfully employed.
- Mahindra marked its 60th anniversary by redefining corporate social responsibility at the Mahindra Group, and pledged 1% PAT towards CSR initiatives which included providing cochlear implants to 60 hearing-impaired underprivileged children across the country.

- ‘Employee Social Options’ (ESOPs) encourages employees to volunteer for various CSR projects. Year on year, Mahindra Group employees have contributed more than 3.3 million person-hours

Commenting on this significant milestone, Anand Mahindra, Chairman, Mahindra Group said, “The Mahindra Group has remained resilient and thrived over the past 75 years by staying true to its core values and high standards of corporate governance every single day. These values seek to drive positive change in the lives of our stakeholders and the communities we serve around the world, while ensuring we remain agile and future ready. I am filled with enthusiasm and gratitude as we make this commitment toward giving back to the community, in a particularly tough year for humanity.”

On this occasion, its employees pledged to contribute 7,50,000 hours volunteering to increase the well-being of the communities globally, as part of Mahindra's global celebration of the ‘Spirit of Service.’❶



Maritime body seeks Ports' CSR funds for maritime training infrastructure

On Monday, Maritime Union of India (MUI) sought CSR funds of 12 major ports of the country for the purpose of strengthening maritime training infrastructure. The country's 12 major ports include Deendayal (erstwhile Kandla), Mumbai, JNPT, Mormugao, New Mangalore, Cochin, Chennai, Kamarajar (earlier Ennore), V O Chidambarnar, Visakhapatnam, Paradip, and Kolkata (including Haldia), reported a news agency. In the statement, MUI said, "India's oldest union of merchant navy officers, the Maritime Union of India (MUI) has sought CSR support from 12 major ports of India

to strengthen the country's maritime training infrastructure."

Last month, the lower house of the parliament passed the Major Port Authorities Bill, 2020 which intends to offer greater autonomy to 12 major ports in decision-making.

The news agency PTI quoted MUI General Secretary Amar Singh Thakur saying, "The Bill provides that every major port's board may use its CSR funds for providing various social benefits, including skill development. We urge these ports to spend a sizeable amount of CSR funds in upgrading maritime skills of Indian seafarers in

the years to come."

As per the body, the new bill passed by the Lok Sabha explicitly mentions that benefits of CSR could be provided to employees of the port's board. It also includes customers, business partners, local communities, environment etc in the possible new beneficiaries list of CSR, so the major ports of India should also offer CSR support to skilling initiatives aimed at increasing the global share of Indian seafarers, it said.

Thakur was quoted saying, "Since the Major Port Authorities Bill, 2020 will apply to the major ports of Chennai, Cochin, Jawaharlal Nehru Port, Kandla, Kolkata, Mumbai, New Mangalore, Mormugao, Paradip, V.O. Chidambarnar and Visakhapatnam; the huge corpus of CSR funds will prove to be extremely beneficial for all seafarers residing across various states of India."

Among the other demands of the MUI, focusing on supporting Indian women who are keen on becoming world-class merchant navy officers, was also included. This specific demand was based on the fact that women are a minuscule part of the shipboard workforce. Even the global organisations like the International Maritime Organisation and International Transport Workers' Federation have emphasized over the inclusion of more women in the industry. ¹

Vistara partners with Indian Hotels Company and Robin Hood Army to distribute nutrition and sanitisation items

A joint venture of Tata Group and Singapore Airlines, Vistara has partnered with Indian Hotels Company Limited (IHCL) and Robin Hood Army to distribute over 100,000 nutrition and sanitisation items among the needy, as part of the 'Vistara Wellness Initiative'. Earlier, Vistara had observed September 2020 as the National Nutrition Month. This was a collective effort where in Vistara employees donated the sanitisation and personal hygiene products and Vistara contributed dry food items to create over 1,000 Wellness Kits. Each of them

contained dry ration and sanitisation items for a family of four.

These kits were distributed to local communities across Vistara's network in India including metros like Delhi, Mumbai, Chennai etc. and other cities including Raipur, Leh, Srinagar etc, said the company in a statement.

The project is being executed in collaboration with a few NGO partners including Robin Hood Army who are managing the distribution, it said.

Rashmi Soni, Vice-president & Head of Corporate Communications and CSR,



Vistara, said, "This pandemic has affected all our lives in one way or another, but the challenges are of another magnitude of those who are disadvantaged."

The 'Vistara Wellness Initiative' is built with the collective strength of our workforce to provide assistance to them in this time of need. As a conscientious corporate citizen with community service deep-rooted in our organisation's ethos, this ongoing initiative is an sincere effort in providing aid in whichever way possible.



SSEEDS (Sustainable Environment and Ecological Development Society), a Humanitarian organisation has partnered with Honeywell to distribute food kits among people affected by the coronavirus pandemic. The partnership aims to provide 1.07 Crore meals across nine cities. The target group of the initiative include daily wagers, contract workers, and migrant populations who have been displaced because of the lockdown. While phase-1 of the distribution drive provided around 3.7 million meals across five cities, in phase-2, this partnership

SEEDS and Honeywell come together to provide more than 1 Crore meals to the marginalised communities across nine cities

aims to provide an additional 7 million meals across nine cities: Delhi, Gurugram, Bengaluru, Pune, Madurai, Haridwar, Dehradun, Chennai, and Hyderabad. Cumulatively, this multi-city outreach will cover 1.78 lakh people.

Each food kit comprises rice, wheat flour, sugar, pulses, cooking oil, and salt.

At the beginning of the countrywide lockdown, there was a huge outpouring of support for the displaced and marginalized. These efforts have come down significantly since the country began to restart and reopen. However, there are large swathes of population – especially among migrant workers – that continue to suffer from job losses and depleted savings.

Co-Founder of SEEDS, Manu Gupta said,

“We are committed to reaching out to the bottom 1% most vulnerable communities during any crisis. Though the country is currently under the unlock phase, there are still communities struggling against daily hardships.”

While President of Honeywell India, Akshay Bellare said, “In the last few months, Honeywell reached out to five cities and offered 12,300 relief packages to 61,500 people. We are doing yet another drive to offer basic food rations across multiple cities in support of communities.”

Over the coming weeks, SEEDS will engage with social volunteers and government officials to undertake the distribution drive. ¹

Reckitt Benckiser pledges to double its social investment from £10 to £20 million to promote hygiene

With its flagship BSI Campaign, Health and Hygiene Company Reckitt Benckiser (RB) has pledged to double its social investment from £10 to £20 million to promote hygiene and health practices in the fight against the current Covid-19 pandemic.

Supported by Campaign Ambassador, Amitabh Bachchan, this year the campaign is committed to encourage the Indian population to adhere to self-care practices as a driver of change for a safer tomorrow.

In alignment with the National Digital Health Mission (NDHM) initiated by the PM's Digital India movement, RB BSI will catalyse robust reforms towards enhancing health and hygiene to the last mile in the next few years, claims the company.

The campaign initiatives will focus on propagating better health practices, proper sanitation and adequate nutrition while

protecting the environment through sustainable methods.

Last year, the campaign transitioned from ‘Swachh to Swasth.’ The health-oriented focus of this campaign was nutrition for mother and child. With the advent of COVID-19, this year, the focus is on the three pillars: health, hygiene & environment that can together keep the world safe, it said.

CEO of RB, Laxman Narasimhan said, “COVID-19 has triggered the much-needed government focus on healthcare infrastructure development. It is evident that the pandemic will bring a paradigm shift in not only the way health & hygiene will be practiced, but the way it is envisioned by the government, the industry as well as the community at large. To encourage self-care health & hygiene practices, we are launching, healthily app for the Indian population. “



As part of behaviour change communication Initiatives, BSI plans to double the outreach of Dettol Hygiene School Programme will train over 5 million school teachers with a conscious focus on the ‘role of Hygiene and COVID-19 preparedness’.

Dettol Hygiene impact bond is another programme through which the company plans to reduce cases of diarrhea amongst 2.5 million children in Uttar Pradesh in the next 3 years. It also has the Nutrition Impact Bond; the programme in the next four years aims to reach 1,77,000 mothers of undernourished children across 1,000 villages with a target of 40% reduction in the number of children under five who are stunted, and to reduce and maintain childhood wasting to less than 5%. ¹



Hyundai Motor donates Khadi masks in Mumbai slum

Hyundai Motor distributed over 10 000 Khadi masks across multiple slums of Mumbai, on Tuesday. The reusable Khadi masks have been distributed to help the underprivileged residents of Mumbai slums protect themselves from the ongoing pandemic.

Commenting on the occasion director (Sales, Marketing & Service), Hyundai Motor India. Tarun Garg said, "The reusable Khadi masks have been consciously procured from the self-reliant groups to support them financially and proudly make them a part of India's fight against the pandemic."

In a statement issued on the occasion, the company claimed that Hyundai has been

at the forefront in providing COVID-19 relief measures and has extended its support to the Government of Maharashtra in April 2020 in the form of PPE kits, masks (3-Ply and N-95), sanitisers and dry rations.

It claimed that during phase 2 of Hyundai Cares, Hyundai will support India's indigenous fabric 'Khadi' and drive sanitisation campaign in Districts/Tehsils for a safe and healthy environment for the citizens of India.

The company informed that Hyundai Cares 2.0 CSR initiatives will be undertaken under three key Projects. It includes Project – 'Rakshak' which started on August 18, 2020.

The company said that under the project 'Rakshak', approximately 30 000 Made-in-India Khadi Masks will be handed over to the Gujarat & Maharashtra state governments for creating a Safe and Healthy Environment.

Another project named 'Shikshak' started in September 2020. Under this project, 1 000 Tablets loaded with 2 years academic course curriculum will be distributed to the children of Covid-19 Warriors from lower income groups.

The third project named 'Grameen Sanitisation' also started in September is focused sanitization. The company will be undertaken to disinfect 292 rural locations across India. A mobile van will sanitize public spaces in these areas using Ministry of Health approved disinfectants ensuring a safe ecosystem.

Earlier this year, to combat the challenging environment due to COVID-19, Hyundai Motor India Foundation announced Hyundai Cares initiatives aimed at promoting the safety and welfare of its customers, employees, dealers and business partners, the company claimed.

So far, the company has contributed Rs 7 Crore to PM CARES fund and Rs 5 Crore to Tamil Nadu Chief Minister's Relief Fund.

The company claims that it has made donations of Advanced COVID-19 Diagnostic Kits worth Rs 4 Crore and also distributed PPE Kits, Masks (3-Ply & N-95), Sanitizers and Dry Rations worth more than Rs 9 Crore. ¹

Biocon funds metro station in Bengaluru under CSR activities; plans to get it named after the company

Biocon Foundation, the CSR arm of Biocon Ltd on Thursday announced that it is going to financially support construction of a metro in Bengaluru under its CSR activities. The foundation is planning to approach the state government to get the station named after Biocon.

In a statement issued on Thursday, Biocon Foundation informed that it has signed a Memorandum of Understanding (MoU) with the Bangalore Metro Rail Corpora-

tion Limited (BMRCL) to contribute Rs 65 Crore towards funding the construction of the proposed Hebbagodi Metro Station on Hosur Road.

The MoU was signed between Kiran Mazumdar-Shaw, Founder and Managing Trustee, Biocon Foundation and Mr Ajay Seth, Managing Director, BMRCL.

As recognition of Biocon Foundation's contribution to society, BMRCL will approach the Government of Karnataka



jointly with Biocon Foundation for naming the Hebbagodi Metro Station as 'Biocon Hebbagodi Metro Station'.

Speaking on the occasion Kiran Mazumdar-Shaw, Founder and Managing Trustee, Biocon Foundation, said, "We are pleased to partner with BMRCL for the construction of the Metro station at Heb-

bagodi on Hosur Road. Through our contribution of Rs 65 crore, we are fulfilling our responsibility towards environmental sustainability by providing an alternate means of mobility for the citizens of Bengaluru.”

Ajay Seth, Managing Director, BMRCL, said, “We are extremely happy to have Biocon Foundation for coming forth with their support for Sustainable Urban Development and Urban Transport. BMRCL is committed to and is working actively to add 128 km of new metro network in the coming five years.”

Biocon Foundation is funding the construction of the Metro station as part of its CSR activities aimed at promoting Sustainable Urban Development and Urban Transport, as per the approval of the Ministry of Corporate affairs, Government of India.

The Hebbagodi Metro station is part of the new line of 18.82 km from R V Road to Bommasandra being constructed under Phase II of the Bangalore Metro Rail Project at a cost of Rs 5,744 Crore. This Metro connectivity would provide a sustainable and efficient mode of transport to

residents and business commuters from all parts of Bengaluru, reducing traffic congestion on Hosur Road and helping lower the environmental impact from vehicular pollution.

Bangalore Metro will construct a foot overbridge connecting unpaid area of the Metro Station concourse to the other side of Hosur Road to provide access to Metro commuters and the general public. It will also undertake other station access infrastructure such as footpath improvement on either side of the station up to a distance of 500 meters, as per the MoU.❶



World Mental Health Day: Tata Motors partners with MindPeers for heightening awareness about Post Traumatic Stress Disorder

On the occasion of World Mental Health Day, Tata Motors in association with the MindPeers (a mental health tech service platform) on Friday launched a special campaign – ‘Stop the Endless Accident’ – to raise awareness on road safety and trauma caused by vehicular accidents. Tata Motors along with MindPeers aims to raise awareness on the importance of

seeking counsel for Post Traumatic Stress Disorder (PTSD) caused by car accidents while also providing the survivors with a platform to narrate their stories to motivate others towards counseling. Emphasizing on the Company’s stance on mental health, this campaign is headlined by a video, which begins with a narration of a survival story and how the moment of

the accident replays endlessly in the survivor’s mind till date. The same is followed by stories and instances from the lives of other survivors who underwent a similar experience and suffer from the same PTSD symptoms, years after the incident. Through the medium of these heartfelt stories, the campaign acknowledges and also informs others that a car crash can cause long term PTSD, if not treated right. As a part of this campaign and to give something back to the society and its people, Tata Motors has also stepped forward to provide one free therapy session to each of the survivors who enroll for this service.

Commenting on the launch of this campaign, Head- Marketing of Passenger Vehicle Business Unit, Tata Motors, Vivek Srivatsa, said, “We hope that this campaign instills a feeling of realisation regarding mental health amongst all viewers while encouraging the need to drive safely.”

According to Kanika Agarwal, Founder, MindPeers, “As a core mental health organisation, we are working with 100’s of consumers daily struggling with Post Traumatic Stress Disorder (PTSD). One related to accidents is an ignored niche in our society which negatively impacts survivors on their confidence level in all aspects of life. We look forward to changing lives with Tata Motors.”

Throughout the month of October, Tata Motors will be providing a platform for many accident survivors to tell their stories with a video series across their social media platforms to raise awareness. The campaign also promotes the #Safetyfirst initiative by Tata Motors, which highlights the importance of road safety for all.❶



Pernod Ricard India Foundation and WWF India join hands to safeguard wild elephants in Assam

Pernod Ricard India Foundation and WWF India have joined hands to conserve the Asian elephant through effective human-elephant conflict management in Assam. The project covers close to 150 villages in Kamrup, Sonitpur, Biswanath, and Nagaon districts. As part of the project, community members will be trained on effective situation management by developing a toolkit and forming anti-depredation squads, which would help them protect their property, crops, and lives.

WWF India's work spans across thematic areas including the conservation of key wildlife species and their habitats, management of rivers, wetlands, and their ecosystems, climate change adaptation. While Pernod Ricard India Foundation is a wholly owned subsidiary of Pernod Ricard India Private Limited (PRIPL), a fast-growing multinational alcohol beverage company.

The recently published Living Planet Report 2020 outlines the unprecedented biodiversity loss the world has witnessed over the last 46 years, with a 68% decline in the population of wildlife. The Asian elephant, being a keystone species, plays an integral role in forest and grassland ecosystems and humanity's relationship with nature. However, dwindling forest cover, loss of habitat and shrinking movement spaces have paved the way for increased

conflict with humans with heavy damage on both ends.

The project will build on WWF India's experience on human-elephant conflict management in Assam, developed over the last two decades. These measures include the use of anti-depredation squads, innovative and low-cost fences, and di-

With creation of a 'Safe Ele-Fence' manual, communities will also be equipped with training, supplies, and institutional support for the construction of low-cost elephant-safe solar-powered fences.

verse awareness raising measures. Some of these measures undertaken with the active participation of local communities and the Assam Forest Department have demonstrated the potential to ensure the safety and well-being of local communities and the endangered Asian elephant. Talking about the program, Thibault Cuny,

MD and CEO, Pernod Ricard India, said, "Creating a positive impact on the environment and the community that we are a part of, is a responsibility we take very seriously and we measure our growth, not only through the economic value we generate but also through the value and gains, that we create for our society and environment. We are happy to partner with WWF India in this programme which will help create a long-term convivial relationship between humans and elephants to drive a larger restorative co-existence."

With creation of a 'Safe Ele-Fence' manual, communities will also be equipped with training, supplies, and institutional support for the construction of low-cost elephant-safe solar-powered fences. The programme will also include training of Forest Department staff, in partnership with the State Forest Department of Assam to ensure long-term sustainability of conservation efforts on ground.

Dr. Dipankar Ghose, Director, Wildlife and Habitats, WWF India, welcomed Pernod Ricard India Foundation's support to conserve elephants and reduce conflict in four districts of Assam. He said that the partnership will help secure the populations of Asian elephants in Assam by working closely with local communities and the Forest and Railway departments of the state. ¹



Union Minister Harsh Vardhan launches Coal India CSR funded program for Thalassaemia and Sickle Cell disease

Union Minister for Health and Family Welfare Harsh Vardhan on Wednesday launched the second phase of “Thalassaemia Bal Sewa Yojna” for the underprivileged Thalassaemic patients virtually. Launched in 2017, this scheme is a Coal India CSR funded Hematopoietic Stem Cell Transplantation (HSCT) program that aims to provide a one-time cure opportunity for Haemoglobinopathies like Thalassaemia and Sickle Cell Disease for patients who have a matched family donor. The CSR initiative was targeted to provide financial assistance to a total of 200 patients by providing a package cost

not exceeding Rs 10 Lakh per HSCT.

On the occasion, the union minister congratulated the doctors of SGPGI Lucknow, PGI Chandigarh, AIIMS Delhi, CMC Vellore, Tata Medical centre, Kolkata and Rajeev Gandhi Cancer Institute, Delhi for the successful transplantation of 135 children without charging any physician fee. He stated that “Data on the prevalence of silent carriers for various Haemoglobinopathies show that it is 2.9-4.6% for β -Thalassaemia, while it can be as high as 40% for sickle cell anaemia especially among the tribal population. Haemoglobin variants like HBE in eastern India

can be as common as 3-50% which calls for more attention to these diseases.” He also acknowledged CMC, Ludhiana and Narayan Hrudayalaya, Bangalore who have agreed to provide this advanced care therapy from 2020.

Expressing gratitude to Coal India and their CSR team for providing such opportunity to the BPL patients suffering from haematological disorders and extending the support for another two years from 2020, Harsh Vardhan mentioned the issue of high Out-of-Pocket-Expenditure on health services in India, “People go bankrupt selling ancestral land and the last property paying for their treatment.

Rajesh Bhushan, Union Health Secretary, Vandana Gurnani, AS&MD (NHM), Pramod Agarwal, Chairman and Managing Director, Coal India and other senior officials of the Health Ministry and Coal India were present on the occasion.

From the medical community, Dr. Vikram Mathews, HOD Hematology, CMC Vellore, Dr. Soniya Nityanand, HOD Hematology, SGPGI Lucknow, Dr. Dinesh Burrani, HOD Hematology, RGCI, Dr. Pankaj Malhotra, HOD Hematology, PGI Chandigarh, Dr. Manoranjan Mahapatra, HOD Hematology, AIIMS New Delhi, Dr. Mammen Chandy, HOD Hematology, Tata Medical Centre, Kolkata, Dr. Sunil Bhatt, HOD Hematology pediatric, Narayan Hrudayalaya, Bangalore, Dr. Joseph John, HOD Hematology, CMC Ludhiana and many children affected by Thalassaemia along with their parents joined the programme virtually.



Alstom Foundation partners with OFI, ONYVA, TIDE, United Way Bengaluru and Shree Padma Rani Mary Mahila Mandali to execute philanthropic work in India

For its philanthropy works in the year 2020-21, Alstom Corporate Foundation has picked six Indian projects along

with 23 other projects from different parts of the globe. The project has an overall budget of over Rs 16 crore (€1.9 million)

for the execution of these 29 different projects. Its Indian partners picked for the execution of its projects include Sree Padma Rani Mary Mahila Mandali, Technology Informatics Design Endeavour (TIDE), ONYVA, United Way Bengaluru and Objectif France Inde (OFI).

The foundation is the philanthropy arm of France based Alstom which is engaged in construction of several metros in India.

On October 15, Alstom Corporate Foundation announced the list of 29 partners who will get the financial support of projects for the 2020 cycle. With a total of 167 projects having been submitted, Alstom employees have picked these projects.

“I am impressed with the level of en-

agement that my Alstom colleagues are demonstrating! This year, the Foundation will exceptionally have a budget of €1.9 million, a new increase versus last year, to better support communities suffering from the Covid-19 fallout. This is important: populations have been strongly impacted these past months due to economic difficulties, while NGOs have had trouble raising funds for their projects during this period” says Anne-Cecile Barbier, Secretary General of the Alstom Foundation.

Indian projects picked by Alstom Foundation

1. Extension has been given to Water for Life Integrated Water Management Program (Phase II) in Tamil Nadu. This is implemented by its NGO partner Objectif France Inde (OFI).

This is a multi-faceted project for rural areas to develop a stable & sustainable economic activity based on the respect of the environment through agricultural activities (4 hydraulic infrastructures rehabilitation with individual ponds & recharge pits, farmers’ trainings, extension of vegetal cover), access to drinking water (Hand pumps installation & training for use & maintenance) and women empowerment. The foundation has given extension to the initial “2020 Water for life” program in Tamil Nadu.

2. The foundation will support the ongoing programme in Kadapa district named “A second chance to be in school”

Implemented by Sree Padma Rani Mary Mahila Mandali, the programme intends to improve access to basic education for children (especially girls) through supporting the enrolment & retention of children missing out of schools. Its objectives are to improve capacities in rural communities to effectively respond to issues of girls education and also to reduce the number of girls not attending school by supporting 103 children (81 girls, 22 boys) with logistics & education support material. Under this programme, incentive packages will be given to motivate

children, and for more remote schools bicycles will be provided to girls to overcome the distance barrier to education.

3. The foundation will also support Kushaal Madhepura (Phase 3), a project focuses on a livelihood & health integrated intervention for 7 villages near the Alstom facility in Madhepura. In its 3rd year of implementation, it will primarily focus on enhancing skills & capabilities of women & girls, on improving health outcomes using a participatory process, and on improving the employability potential of youth through relevant skill building programs.

Alstom Foundation supports and funds projects proposed by Alstom employees who team up with local NGO partners and not-for-profit organizations to carry out initiatives aimed at improving living conditions in communities located near the Groups facilities and project sites around the world.

4. Another project run by Technology Informatics Design Endeavour (TIDE) will also get support in the project financing by Alstom Foundation. The project is purposed to help rural, women-led nano businesses & micro enterprises become profitable by providing facilitation services on production, packaging, marketing along with motivation. This new project phase addresses gaps in the micro & nano rural based enterprises by working with the entrepreneurs to suggest product mix, improve techno economics, strengthen the supply chain management,

introduce aggregators, connect producers with aggregators & buyers.

5. Another project run by ONYVA to help street children has got place in the list of 29 projects across the globe. Based in New Delhi, TARA Outreach Centre (TOC) is a day care centre, which provides protection, basic academic help & awareness to children (2-12) who are living in the streets. TOC builds competencies & skills to bridge the employability gap. It focuses on integrated, multi-skill development of the beneficiaries, along with enhancement of their language skills. Focus is on Mathematics, Hindi & English, in order to supplement the poor quality of the teaching for the school-goers. English is massively requested as it notably enhances the profile of an employee, increasing his/her opportunities & providing a better job stability.

6. Another project which has managed to make space in the list of 29 picked by the foundation is ‘Every Drop counts’. Rooftop Rain Water Harvesting & Percolation Pits at Anekal Taluk, Bangalore Urban District. A project implemented by United Way Bengaluru aims to reduce dependence on municipal water supply & increase the underground water level, objective is to install 50 rooftop structures to collect rainwater, and subsequently store it in tanks for later use. Percolation pits will also help recharge the ground aquifers and wells in rural & urban areas. This is a cost-effective & sustainable way to restore the water bodies.

Established in 2007, the Alstom Foundation supports and funds projects proposed by Alstom employees who team up with local NGO partners and not-for-profit organizations to carry out initiatives aimed at improving living conditions in communities located near the Groups facilities and project sites around the world. The Foundation’s projects focus on four axes: Mobility, Environmental Protection, Energy & Water, and Socio-Economic Development.📍

CSR Budget Analysis



Amara Raja Batteries spends Rs 14 Cr+ on CSR, focuses on education and skill development

- Prescribed budget: Rs 14.30 Cr
- Actual Spend: Rs 14.35 Cr
- Key CSR areas: Education, Health, Rural Development

One of the largest manufacturers of lead-acid batteries, Amara Raja Batteries Ltd (ARBL) exceeded its prescribed Corporate Social Responsibility (CSR) budget, though marginally. The company

spent 2.17% of the profit on education and skill development.

The company headquartered in Hyderabad had an average net profit of Rs 7,14.99 crores for the past three financial years and therefore, was supposed to spend 2% of this amount, calculated as Rs 14.30 crores on its CSR activities. However, the company went a step ahead and spent Rs 14.35 crores on its CSR activities in the financial year 2019-20.

Health, education, environment and rural

Sectors where the company's CSR budget was spent in 2019-20

| CSR project or activity identified | Sector in which the Project is covered | Projects or programs (1) Local area or other (2) Specify the State and district where projects or programs was undertaken | Amount outlay (budget) project or programs wise | Amount spent on the projects or programs Sub - heads: (1) Direct expenditure on projects or programs (2) Overheads | Cumulative expenditure upto to the reporting period | Amount spent : Direct or through implementing agency* |
|--|--|---|---|--|---|---|
| Construction of School Building | Rural Development Project | Diguvamagham Village, Chittoor District, Andhra Pradesh | ₹13.00 crores | ₹10.25 crores | ₹10.25 crores | Implementing Agency i.e Rajanna Trust |
| Running expenses of Skill Development Centre | Rural Development Project | Pettamitta Village, Chittoor District, Andhra Pradesh | ₹4.00 crores | ₹4.10 crores | ₹14.35 crores | Implementing Agency i.e Rajanna Trust |

development, continue to be the main focus of the company's CSR policy. The various initiatives taken in these areas have had a positive impact on the stakeholders surrounding the communities where such programmes were undertaken by the Company.

The company, through Rajanna Trust undertakes its various CSR initiatives, which are monitored by a dedicated internal team of the company at periodic intervals. Also, an extensive assessment of the company's CSR activities and its impact in the community was carried out by a team from IIM Bangalore, claims the company. Dr Ramachandra N Galla is the Chairman of its CSR committee.

"CSR has been an integral part of your Company's culture. The Company has associated itself through Rajanna Trust in philanthropic activities in the field of Education, Health, Environment and Rural Development", says the company.

Few important work done by the company in past

Education

Rajanna Trust provides financial and operational support to three schools in villages close to the Company's operating units.

- Mangal Vidyalayam, Pettamitta, a CBSE-affiliated senior secondary school, imparting education to more than 2,200 students.

- Amara Raja Vidyalayam, Karakambadi, a CBSE-affiliated secondary school near Tirupati, imparting education to about 900 students.

- Amara Raja Vidyalayam, Digu-vamagham, a CBSE-affiliated school located near Chittoor, was founded in 2016 and is now imparting education to over 1000 students, up to class VII. The schools are being expanded into a secondary school with additional infrastructure.

Skill Development

This skill development program, carried out with a mission – Skilling Rural India to Make in India – is an 18-month residential course comprising a prudent mix of on-job training at various plants of Amara Raja Group and class-room training. The ARSDC complex houses well-equipped classrooms, laboratories, workshops and hostel facilities for boys and girls. The entire course, inclusive of food, accommodation, uniforms and study ma-

CSR Budget Analysis

terial, is free for the students. The students are also paid a stipend as recognition for their efforts. More than 945 students have cleared the course so far. Most of these students have been inducted into various companies in the Amara Raja Group. In 2019-20, 197 students passed out, across two batches.

Health

The Trust financially and operationally supports a 30-bed primary health center in Chittoor district. Qualified staff and experienced doctors provide preventive and primary healthcare to more than 50,000

people living in 81 neighboring villages. The Trust continued to organise health camps with specialists from India and abroad for people from 86 villages across 12 Panchayats. At these health camps, patients are provided free consultation and medicines.

Water Conservation

The Trust built 23 check dams and desilted three tanks under Rajanna Jalasayamu Program in Chittoor district. Around 60 villages, covered under 12 panchayats, continue to benefit from this project.

Environment

Amara Raja adopted a 250-hectare plot on a hillock in Pemmagutta, in Chittoor district, to develop a plantation. In addition, it purchased and donated a 30-acre adjoining plot to the government. The plantation project provided livelihood to about 40 tribal families. More than 60,000 saplings were planted in and around the hillock. Under the Blue Sky CSR initiative, the Rajanna Trust enjoyed assistance from the communities, school children and its employees.❶



Eicher Motors spends Rs 55.39 crore on CSR activities, focuses on health and education

- Prescribed budget: Rs 55.39 Cr
- Actual Spend: 55.39 Cr
- Key CSR areas: Health, Eradicating, Hunger, Poverty & Malnutrition,

The motorcycles and commercial vehicles manufacturer Eicher Motors Ltd. spent Rs 55.39 crore on its activities under Corporate Social Responsibility (CSR) in 2019-20. The company's prescribed CSR budget of the year was around Rs 10 crore more as compared to the previous year.

The company's average net profit for the last three financial years stood at Rs. 2,769.48 crores. Thus, its prescribed CSR budget calculated as 2% of this amount came as Rs. 55.39 crores. The company spent this amount on several activities related to health, education and sustainability. In the year ending March 31, 2019, the company had spent Rs 45.39 crores.

The company says, "We have made an initial CSR commitment of Rs 50 crores towards relief and support measures to fight the pandemic in India and are committed to increasing spends to deploy additional

support and for long term rehabilitation in the aftermath of the pandemic."

The company has a CSR Committee and a CSR Policy in place. It has identified healthcare, children's education, road safety, environmental sustainability, local area development and livelihood development including vocational training for underprivileged as some of its key areas. It claims that the prospective CSR programmes are presented to the CSR Committee for evaluation. The proposal includes proposed budget, social need for the programme and benefits expected. The CSR Committee recommends desirable programmes with all necessary details to the Board for approval.

All CSR programmes are closely monitored through field visits, comprehensive documentation and regular interaction with beneficiary communities.

The three-member CSR committee here includes S. Sandilya Chairman, Siddhartha Lal and Inder Mohan Singh.

The company implements its CSR programmes on its own or through Eicher Group Foundation (EGF), a section 8 Company incorporated by the Company and its unlisted subsidiary VE Commercial Vehicles Limited (VECV).

How the company has spent its CSR budget

Promoting health care, eradicating, hunger, poverty and malnutrition, sanitation and making available safe drinking water

1. The company spent Rs 2.273 crores on disaster relief in Maharashtra, Karnataka, Kerala and Odisha

2. The company spent Rs Rs 3.05 crore on Road Safety and Community Develop-

CSR Budget Analysis

ment Programme Leh, Jammu and Kashmir, Lahaul and Spiti, Himachal Pradesh

3. The company spent Rs 4.83 crore on eradication of blindness and deafness in different part of the country
4. The company spent Rs .82 crore on Holistic maternal and child well-being in the local area of Chennai and surrounding areas.
5. The company spent Rs .40 crore on improving traffic compliance and management, reducing fatal accidents & road safety using behavioural insights in Chennai
6. The company spent Rs 2.08 crore on Covid-19 medical, healthcare management and other related activities

Employment enhancing vocational skills

1. The company spent Rs .934 crore to improve employment opportunities for school dropouts unemployed youth by skill building in local area Chennai and surrounding area, Tamil Nadu and Gurugram in Haryana
2. It spent Rs 4.99 crore on Royal Enfield Centre for Skill Development in Chennai and few areas of Uttar Pradesh

Promoting Education

1. The company spent Rs 4.46 crore on Infrastructure development and operational expenses for School in Alwar and surrounding area of Rajasthan.
2. It spent Rs .24 crore on upgradation

of Government School in Tiruvottiyur, Chennai.

Rural Development

1. The company spent Rs 2.83 crore on Electrification of Villages in Himalayas
- Ensuring environmental sustainability, ecological balance, maintaining quality of soil, air and water**
1. The company spent Rs .33 lakh on greening of highways in Chennai and surrounding areas
2. The company spent Rs Rs .64 crore on solid waste management in Leh Ladakh region
3. The company spent Rs 1.3 crore on mitigating farm stubble burning in Punjab.🔴

Exceeding CSR expectations: UPL Limited spends 78% more than prescribed CSR budget; focuses on education



- **Prescribed budget:** Rs 9 Cr
- **Actual Spend:** Rs 16 Cr
- **Key CSR areas:** Education, Sustainable Livelihood, Nature Conservation

is based on two values – “Always Human” and “Open Hearts” and its CSR drive has 4 focus areas- (a) Institution of excellence; (b) Sustainable Livelihood;(c) Nature Conservation and (d) Local and National Need.

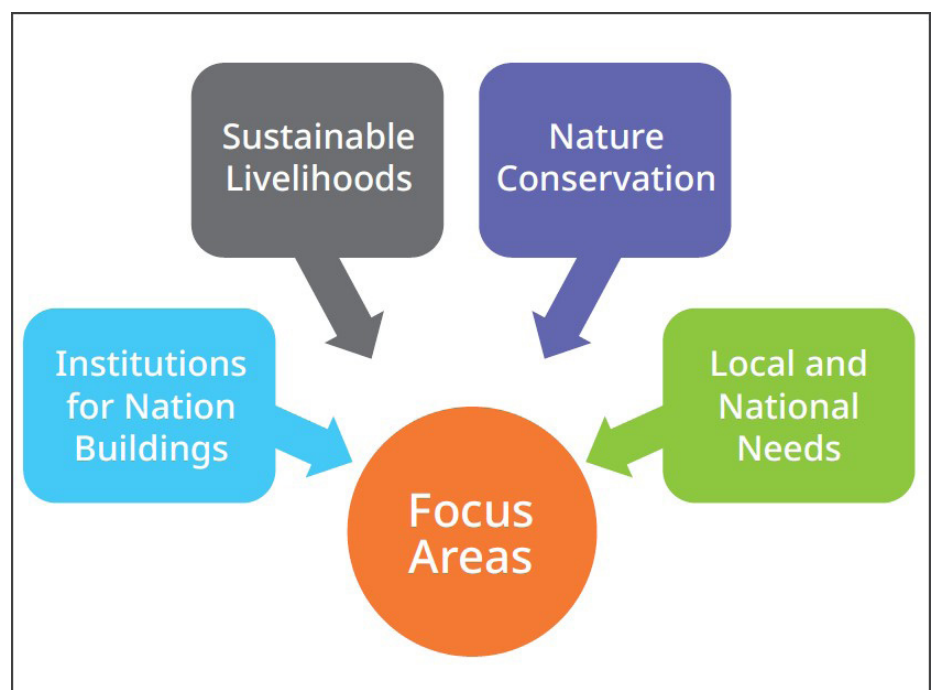
UPL Limited has spent 178% of the prescribed CSR budget in the financial year 2019-20, spending a total of Rs 16 Crore on its CSR initiatives.

The Indian multi-national company which manufactures and markets agro-chemicals, industrial chemicals and also offers products for crop protection had a prescribed CSR budget of Rs 9 Crore for the financial year 2019-20. However, the Mumbai-headquartered company went far beyond the mandatory limit by spending a close to Rs 7 Crore more on its CSR projects.

The prescribed CSR budget for a company in a financial year is calculated as 2 % of the average annual profit of the company over the last three years. The company's average net profit over the last three financial years was Rs 470 Crore.

Last year (2018-19), the company had spent Rs 18 Crore on its various CSR activities.

The company says that its CSR philosophy



CSR Budget Analysis

| CSR Project | Location | Amount Spent (in Rs Cr) |
|---|-------------------------|-------------------------|
| Promotion of Education: Shroff SR Rotary Institute of Chemical Technology (SRICT) an institution specialising in chemical technology to provide the specific needs of the Chemical Industry in Gujarat. | Bharuch, Gujarat | 6.78 |
| Promotion of Education: Sandra Shroff Rofel College of Nursing stands with the desire to nurture up the minds of their students that can be a reason for a smile on the millions they had and will come in contact with in their academics, clinical and community areas. | Valsad, Gujarat | 4.00 |
| LOCAL AREA NEED – Development Support to communities around UPL locations. Focused initiatives are 1. UPL Suraksha Abhiyaan 2. UPL School Sanitation 3. Support to Seva Yagna Samiti, Bharuch for Neonatal Care. | Bharuch&Valsad, Gujarat | 2.78 |
| NATIONAL NEED – Development Support for National cause and to organisations like 1. My Super Ward, Mumbai 2. UPL Unnati, Mumbai 3. United Against Child Labour (UACL) 4. Global Parli Project, Marathwada 5. Vandri Cluster development 6. Ekatrika Bhavisya, Vidharbha 7. Save the Children India (SCI) to support Special Care Centre 8. Friends of Tribal Society 9. THE FOUNDATION for Project REACH 10. ApneAap Women's Collective (AAWC) 11. Cycling for Widows 2020 12. Project "Asptal" – Mobile Medical Service at Hamirpur, Himachal Pradesh | PAN India | 1.91 |

UPL Limited CSR Committee is headed by Sandra Shroff who is also a non-executive Director in the company. The other members of the CSR committee includes Pradeep Goyal and Vikram Shroff. ^①

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CSR Budget Analysis

Shree Cement spends Rs 40.47 crore on CSR activities; women empowerment, healthcare and skill development key areas

- **Prescribed budget:** Rs 40.31 Cr
- **Actual Spend:** Rs 40.47 Cr
- **Key CSR areas:** Skill Training, Rural Development, Health

Shree Cement has spent Rs 40.47 crore on various activities under its Corporate Social Responsibility (CSR) in the financial year 2019-20.

The average net profit of this cement manufacturer company for the past three financial years stood at Rs 2,015.69 Crore. Accordingly, its prescribed CSR budget, calculated as 2% of this amount was Rs 40.31 Crore. However, the company claims to have spent 2.01% of the average net profit of past three financial years, which is Rs 40.47 Crore.

The company in its annual report says that the company's initiatives in the field of Corporate Social Responsibility are intended to cover a wide spectrum of communities including the disadvantaged, vulnerable and marginalised stakeholders. Focus of Shree Cement's CSR activities are education, healthcare, livelihood support, rural and infrastructure development, support to elderly and needy people, community hygiene and sanitation, women empowerment etc.

The company carries out its CSR activities through Shree Foundation Trust. The company also engages with the local community to ascertain their needs for planning, coordinating and routine monitor-

ing of its CSR activities and programmes, it claims.

In order to oversee all its CSR initiatives and activities, the company has constituted a Board level Committee – “Corporate Social and Business Responsibility Committee” (CSBR Committee). Its CSBR Committee comprises six members including four independent Directors and two Working Directors and it is chaired by an Independent Director.



OP Setia is the Chairman of this committee. Other members of the committee include Prashant Bangur, Nitin Desai, Sanjiv Krishnaji Shelgikar, Uma Ghurka and PN Chhangani.

Here is how Shree Cement spent its CSR budget on different sectors:

| Serial No | CSR projects or activities identified | Amount spent (in Rs crore) |
|-----------|---|----------------------------|
| 1 | Support for marriages of BPL girls of marginalized communities, financial assistance on birth of girl child, training and skill development of rural women, formation of SHG for undertaking entrepreneur activities | 9.47 |
| 2 | Support for rural cultural programmes, festivals and melas, development works at various social and religious places/ institutions of nearby areas, sponsorships/ contributions for various events to promote art, music, dance, literature, poetry, etc. and support to institutions of repute engaged in activities in line with the CSR policy | 7.90 |
| 3 | Construction or repair of roads in nearby villages, various community assets and community structures and buildings | 6.57 |
| 4 | Organising health camps, running health management centres, mother & child healthcare programs, sanitation facilities and raising awareness, support to victims of natural disasters and accidents, support for Autistic children and expenses on COVID-19 mitigation and relief measures | 6.29 |
| 5 | Basic facilities, security and medical services to old-aged people, distribution of essential items, food etc to needy people on various occasion and ad-hoc basis | 6.24 |
| 6 | Skill enhancement trainings for Promoting masons, programs on consumer education and awareness programs for students of IITs and IIMs, on-site training to ITI passouts | 5.71 |
| 7 | Financial assistance, civil works, furniture & fixture, education materials, sanitation facilities uniform etc in government school, celebration of national days, imparting computer education and training, adoption of Anganwadi centres, scholarship and financial assistance to needy students, company run schools | 3.07 |

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CSR Budget Analysis



Exceeding expectations: NTPC spends whopping Rs 305 Crore on CSR activities in 2019-20

- **Prescribed budget:** Rs 252.68 Cr
- **Actual Spend:** 304.92 Cr
- **Key CSR areas:** Education and Skill Development, Environmental Sustainability, Eradicating Hunger & Poverty

NTPC, the Indian Public Sector Undertaking (PSU) engaged in generation of electricity and allied activities has spent Rs 52.24 Crore over and above its prescribed budget under Corporate Social Responsibility (CSR) for the financial year 2019-20. The company's total CSR expenditure stood at Rs 304.92 Crore against its prescribed budget of Rs 252.68 Crore. According to the company, its average net profit for the previous three financial years combined was Rs 12,633.85 Crore. Accordingly, its CSR budget was calculated (2% of the average profit over the last three financial years) as Rs 252.68 Crore. However, the company went a step ahead and spent 20% more than the prescribed limit. The company which spent Rs 304.92 Crore in 2019-20 had spent Rs 281.45 Crore in 2018-19.

The company's CSR covers a wide range of activities including implementation of a few key programmes through NTPC Foundation. The focus areas of its CSR & Sustainability activities are Health, San-

itation, Safe drinking water and Education. However, capacity building, women empowerment, social infrastructure livelihood creation and support through innovative agriculture & livestock development, support to Physically Challenged Person (PCPs), and activities contributing towards Environment Sustainability are also taken care of under its CSR.

It gives preference for CSR & Sustainability activities to local areas around the

company's operations, ensuring that the majority of the CSR funds are spent for activities in local areas. During the year 2019-20, the company claims to have benefited 500 villages and more than 450 schools through its various CSR initiatives at different locations.

Effectiveness of CSR and Sustainability programme here is assessed through both internal and external evaluations, claims the company.

Details of Funds spent by NTPC under CSR activities

| 5(c) Manner in which the amount spent during the financial year 2019-20 is detailed below : | | | | | | | |
|---|---|--|---|---|---|--|--|
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| S. No | CSR project or activity identified | Sector in which the Project is covered./ Relevant Section of Schedule VII in which the project is covered (Note) | Project or programs (1) Local area or other (2) Specify the State and district where projects or programs was undertaken | Amount outlay (budget) project or programs wise | Amount spent on the projects or programs Sub-heads*: (1) Direct expenditure on projects or programs (2) Overheads | Cumulative expenditure upto to the reporting period* | Amount spent: Direct or through implementing agency |
| 1 | Eradicating Hunger and Poverty, Health Care and Sanitation | (i) | CSR initiatives during the Financial Year 2019-20 have been taken up on PAN India basis around NTPC operations primarily in 19 states mentioned below: Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, J&K, Jharkhand, Kerala, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Telangana, Uttar Pradesh, Uttarakhand, West Bengal | 82.26 | 47.83 | 47.83 | Through Implementing / Contracting Agency/NTPC Foundation/ Trusts/ societies |
| 2 | Education and Skill Development | (ii) | | 88.46 | 124.57 | 124.57 | |
| 3 | Empowerment of Women and other Economically Backward Sections | (iii) | | 0.78 | 1.53 | 1.53 | |
| 4 | Environmental Sustainability | (iv) | | 83.38 | 73.20 | 73.20 | |
| 5 | Art & Culture | (v) | | 1.13 | 2.36 | 2.36 | |
| 6 | Sports | (vi) | | 6.41 | 2.51 | 2.51 | |
| 7 | Rural Development | (x) | | 45.37 | 40.02 | 40.02 | |
| 8 | Disaster management, including relief, rehabilitation and reconstruction activities | (xii) | | 0.00 | 12.90 | 12.90 | |
| Total | | | | 307.79 | 304.92 | 304.92 | |

Note * Including expenditure on activities carried forward from previous years, which have been completed during 2019-20

CSR Budget Analysis

Its CSR Policy was formulated in July 2004 and revised in 2010, 2016 and 2019 as “NTPC Policy for CSR & Sustainability” in line with the Companies Act 2013 and Department of Public Enterprises (DPE) Guidelines for CSR.

This Committee has been constituted as per the requirements of Section 135 of the Companies Act, 2013.

The company's CSR Committee has Vinod Kumar as its Independent Director and the Chairman of the Committee

Focus areas of the company's CSR activities are:

Education

- Four-week residential summer workshops for more than 1,800 girl children in the age group of 10-12 years studying in Govt. schools in the vicinity of 23 NTPC Locations through its flagship program “Girl Empowerment Mission” (GEM) wherein interventions were undertaken to make the girls self-reliant and confident in all walks of life.

- Implementation of projects for improvement of learning levels in about 130 Government Schools.

- Construction of school & hostel for tribal children near NTPC Rihand, in UP. Construction of school buildings at Varanasi UP, Hoshangabad MP & Sambalpur Odisha.

- Smart Tab labs in Government schools in vicinity of 03 NTPC Stations.

Quality education primarily to rural community children through 34 schools located in NTPC townships.

Health & Sanitation

- Infrastructure & support for equipment at National Cancer Institute Nagpur for cancer treatment.

- Setting up Burn Units at AIIMS Patna, AIIMS Bhubaneswar & King George Medical University Lucknow.

- Construction of Eye Hospital at Dadri, UP and of operating room complex at Eye hospital in Bhubaneswar.

- The company operates Mobile Health Clinics at 10 locations benefitting about 80,000 persons per year

- Revival and continuous operation of Mechanized Solid Waste Management plant at Karsada, UP.

- 50 Sanitary Napkin Mini Manufacturing units (MMU) installed in the state of Odisha.

- Installation of sanitary napkin vending machine and incinerators in more than 40 Govt. schools and colleges benefitting substantial no. of girl children.

- Proactive relief measures like regular sanitisation of villages, distribution of PPE kits to health professionals face masks to villagers and supply of groceries to the community.

- The company is supporting the developmental & beautification works at Charminar Hyderabad, under ‘Swachh Iconic places Project’ of Govt. of India

Livelihood Generation & Vocational Training

- To enhance income generation opportunities within the villages, your Company has provided vocational training to

the village youth and has undertaken livestock development and crop management projects.

- To enhance employability through vocational training, skill upgradation and income generation programs, Your Company has adopted 18 Industrial Training Institutes (ITIs) and is setting up 8 new ones.

- It has signed Memorandum of Understanding (MoU) with National Skill Development Corporation (NSDC) to develop the skills of 30000 youth over a period of 05 years spread in 12 states including 8,000 youth of J&K in order to make all of them self-employable.

Disaster Relief

- Substantial support in the relief activities during the FANI Cyclone in Odisha.

- Support committed for Redevelopment of Kedarnath town, Uttarakhand and its surrounding areas devastated during natural calamity of 2013.

Promotion of Sports

- Promotion of Archery Sports by funding National Ranking Archery Tournaments and National Archery championships.

- Adoption & Promotion of football in the state of Chhattisgarh.

Others

- Installation of Energy Efficient Pump System in the fields of farmers residing near Your Company stations located in identified five districts of Uttar Pradesh. ⁽¹⁾

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CSR Budget Analysis



Despite losses, Tata Motors continues CSR projects; Spends Rs 23 Cr in 2019-20

- Prescribed budget: Nil
- Actual Spend: Rs 22.91 Cr
- Key CSR areas: Education, Health, Employability

Tata Motors has spent Rs 22.91 Cr on its Corporate Social Responsibility (CSR) in 2019-20 despite incurring an average annual loss of around Rs 600 Cr over the past three years.

“An amount of Rs 22.91 Crore was spent towards various schemes of CSR. The prescribed CSR expenditure required to be spent in FY 2019-20 as per the Companies Act 2013 is Nil, in view of net profit of the Company being negative under Section 198 of the Act,” said the company which is world’s leading automobile manufacturer of cars, utility vehicles, buses, trucks and defense vehicles.

As per the company officials, the company recorded an average loss of Rs 600.07 crores in the last three financial years. The CSR committee at the company is headed by Om Prakash Bhatt.



Last year (2018-19) also, the company had spent more than Rs 22 Crore towards various CSR schemes. That, despite the average loss over Rs 1,496 Crore. Part of the USD 100 billion Tata group, Tata Motors's CSR efforts are directed towards addressing some of India's major

challenges in the field of Health (Aarogya), Education (Vidyadhanam), Employability (Kaushalya) and Environment (Vasudhara).

According to the company, its CSR projects positively impacted over 8.3 lakh lives in the year 2019-20.

Tata Motors' six-pronged CSR strategy balances; the needs and aspirations of the community, Sustainable Development Goal agenda and the National priority need through its common minimum programmes. The human life cycle approach advocates interventions right from, the prenatal care to education, across the spectrum – right from high-school level to professional courses, leading to employability and employment, thus cater-

| SN | CSR Area and Project | Total Spent |
|----|---|-------------|
| 1 | Employability Enhancing Skill Development: Skill Development and vocational skills in Automotive and Non-Automotive Sector | 5.63 |
| 2 | Promotion of Education: Promoting primary and secondary education in Rural and Socially/ Economically Backward communities | 9.59 |
| 3 | Eradicating Hunger, Promoting preventive health-care, Malnutrition, sanitation and safe drinking water: Preventive and curative health services in Communities | 5.59 |

ing domains, starting from community engagement, to social upliftment and environmental transformation, the company says.

As reflected in the table above, the company has accorded highest priority to education in its CSR initiatives. Some of company's key CSR programmes related to education is listed below:

Special Coaching Classes & IIT JEE Coaching

Pre-Metric Classes are a series of free supplementary tutorials that are given to un-

derprivileged students (who cannot afford additional tuition fee) for various subjects like English, Math and Science.

The company runs special coaching classes in partnership with two NGO partners namely Swami Vivekanand Youth Movement and Vidya Poshak in Dharwad. These are series of free

supplementary tutorials given to underprivileged students of class 8-10 (who cannot afford additional tuition fee) for subjects like English, Math and Science. Further, the brightest of the minds are prepared to crack competitive entrance exams (by Vidya Poshak).

Tata Motors' six-pronged CSR strategy balances; the needs and aspirations of the community, Sustainable Development Goal agenda and the National priority need through its common minimum programmes

Another such programme is run across 191 Bombay Municipal Schools covering over 24000 students. The programme is run in association with Global Education Trust. A similar activity is also run in Jamshedpur where the company has multiple factories and workshops.

Financial Aid Programme

Financial Aid Programme (FAP) is a joint initiative between Tata Motors and Alumni Association of the Indian Institute of Technology. Together we have created a revolving fund to support needy and

meritorious engineering candidates IIM-Bombay & IIT Gandhinagar. Students from vulnerable families are screened, selected and supported till they finish their engineering. They also receive mentorship from the senior leadership of Tata Motors. Once the students graduate and find jobs, they voluntarily contribute to this revolving fund. This project crossed its threshold of self sufficiency last year with over 10% of pass outs contribute to the corpus.

IIT JEE Coaching

Tata Motors – Avanti, Jawahar Navodaya Vidyalaya (JNV) IIT-JEEcoaching Program helps students from rural areas and also those financially underprivileged background, by creating opportunities for students interested in Science and Mathematics to qualify some of the world's most difficult selection tests- JEE and NEET entrance exams for IIT and Medicine.

Leap programme

Learn, Earn and Progress (LEAP) programme our flagship skilling programmes that trains the youth in auto technician trade. Run in a Public-Private-Partnership mode across 15 States, the programme trains over 4000 school dropout youth in over 60 member Industrial Training Institutes who are members of our NGO partner of Skills for Progress (SKIP). The one-year training comprises 9 months of on the job training at Tata Motors dealership and authorised service stations where they receive market competitive stipend. Students are evaluated through a rigorous assessment by ASDC that has led to over 85% of the youth finding job post completion of training. The course gained popularity and the number of admissions shot to 1500% in 4 years' time and many are preferring it over conventional vocational training programmes. ❶

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Exceeding expectations: ONGC spends Rs 607 Crore on CSR activities in 2019-20

- **Prescribed budget:** Rs 571.8 Cr
- **Actual Spend:** Rs 607 Cr
- **Key CSR areas:** Education, Nutrition and Healthcare, Sanitation

The Indian public sector multinational company, Oil and Natural Gas Corporation (ONGC) has spent Rs 607 Crore on activities under Corporate Social Responsibility (CSR) in the financial year 2019-20. The company which was conferred with 'Maharatna' status by the Government of India in November 2010, spent Rs 35 Crore over and above its prescribed CSR budget.

Its average net profit for the past three financial years stood at Rs 28,590.70 Crore and its prescribed CSR expenditure (2%

of past three year's net profit) for the financial year 2019-20 was calculated as Rs 571.814 Crore. However, the company spent Rs 607 Crore this year.

In the company's annual report, Chairman and Managing Director, Shashi Shankar claimed, "This was the fourth consecutive year that our CSR expenditure has surpassed Rs 500 Crore". In the Financial year 2018-19, the company had spent Rs 614.64 Crore on its CSR activities.

"During the exceptional times of COVID-19, when people on the margins are rendered more vulnerable, ONGC has stepped in with massive efforts to support them. In addition to contributing Rs 300 Crore to the PM Cares Fund, we executed CSR projects worth RS 20 Crore benefitting more than 26 Lakh fellow countrymen through distribution of food/ masks/

PPE kits/sanitiser and funding of ventilators in hospitals," he added.

Employees of the company also voluntarily contributed about RS 30 Crore from their salaries over four months.

The CSR Policy of ONGC is approved by the Board of ONGC at the 269th meeting held in 2015 and is in consonance with the CSR Policy framework enshrined in the Section 135 of Companies Act, 2013, Companies (CSR Policy) Rules, 2014 notified by Ministry of Corporate Affairs, Government of India and Guidelines on Corporate Social Responsibility and Sustainability for Central Public Sector Enterprises issued by Department of Public Enterprises, Government of India, says the company.

The CSR projects or programmes of the company are implemented through in-house CSR team and ONGC Foundation. The company also implements its CSR agenda through other trust, society or company established under Section 8 of Companies Act, 2013, having a track record of minimum three years in undertaking similar programmes or projects.

Its CSR Committee includes Amitava Bhattacharyya as chairman and Subhash Kumar, Alka Mittal and RK Srivastava as members.

Major highlights of CSR activities for the financial year 2019-20

- 60% of CSR expenditure towards School Education, Nutrition and Healthcare as notified by DPE for CSR of CPSE's in 2019-20
- 33% of CSR Budget executed towards Swachhta Projects as directed by MoPNG
- CSR expenditure aligned towards achieving the objectives of UN Sustainable Development Goals, covering 12 out of 17 sustainable development goals
- 20 Aspirational Districts adopted in 11 states where 599 projects have been implemented amounting to Rs 6.151 Crore benefitting 4 lakhs rural population
- 4.30 Lakh patients benefitted through healthcare initiatives
- 4.98 Lakh students benefitted through educational initiatives.①



TFCI spends Rs 2.13 Crore on CSR; Major chunk goes to PM National Relief Fund

- **Prescribed budget:** Rs 2.13 Cr
- **Actual Spend:** 2.13 Cr
- **Key CSR areas:** Skill Training, Livelihood, Environment Sustainability

Tourism Finance Corporation of India (TFCI) has spent Rs 2.13 Crore on social activities under CSR in the Financial Year 2019-20. The company which had a mandate of spending around Rs 2.13 Crore has managed to spend the exact amount by helping the needy, through various initiatives. However, a large chunk of Rs 1.60 Crore of the total CSR budget was contributed towards Prime Minister National Relief Fund.

The company's average net profit for the past three financial years stood at Rs 106.50 Crore. Accordingly, its prescribed CSR budget was calculated as Rs 2.13 Crore for the Financial Year 2019-20. TFCI had had a prescribed CSR budget of Rs 1.88 Crore in the financial year 2018-19.

"During the year under review, Tourism Finance Corporation of India has undertaken CSR activities/projects during the year 2019-20 amounting Rs 2.13 Crore (2% of the average net profit of the last

three years) in compliance with CSR objectives and Policy of the company and the total CSR approved amount of Rs 2.13 Crore was spent," the company reported. The major thrust area of the company is to promote and create additional employment opportunities particularly in Tourism Sector by enhancing vocational skill

THE MCA HAS ALSO ASKED THAT DETAILS OF SUCH ACTIVITY SHALL BE DISCLOSED SEPARATELY IN THE ANNUAL REPORT ON CSR INCLUDED IN SUCH REPORT ON CSR INCLUDED IN THE BOARD'S REPORT.

especially among the children, women, young entrepreneurs, by undertaking livelihood enhancement projects as a key contributor to the growth of India and support sustainable development activities aimed at creating a cleaner, greener and healthier environment.

The company also takes initiatives to support projects that would promote tourism

in the country by preservation/protection/ enhancement of tourism products of the country.

Major areas of spending in the financial year 2019-20


- A huge chunk of Rs 1.60 Crore was contributed towards the Prime Minister's National Relief Fund.

- Rs 18 Lakh were spent through Sulabh Sanitation Mission Foundation for renovation and upgradation of existing Sulabh Toilet Complex at NM Joshi Lower Parel in Mumbai.

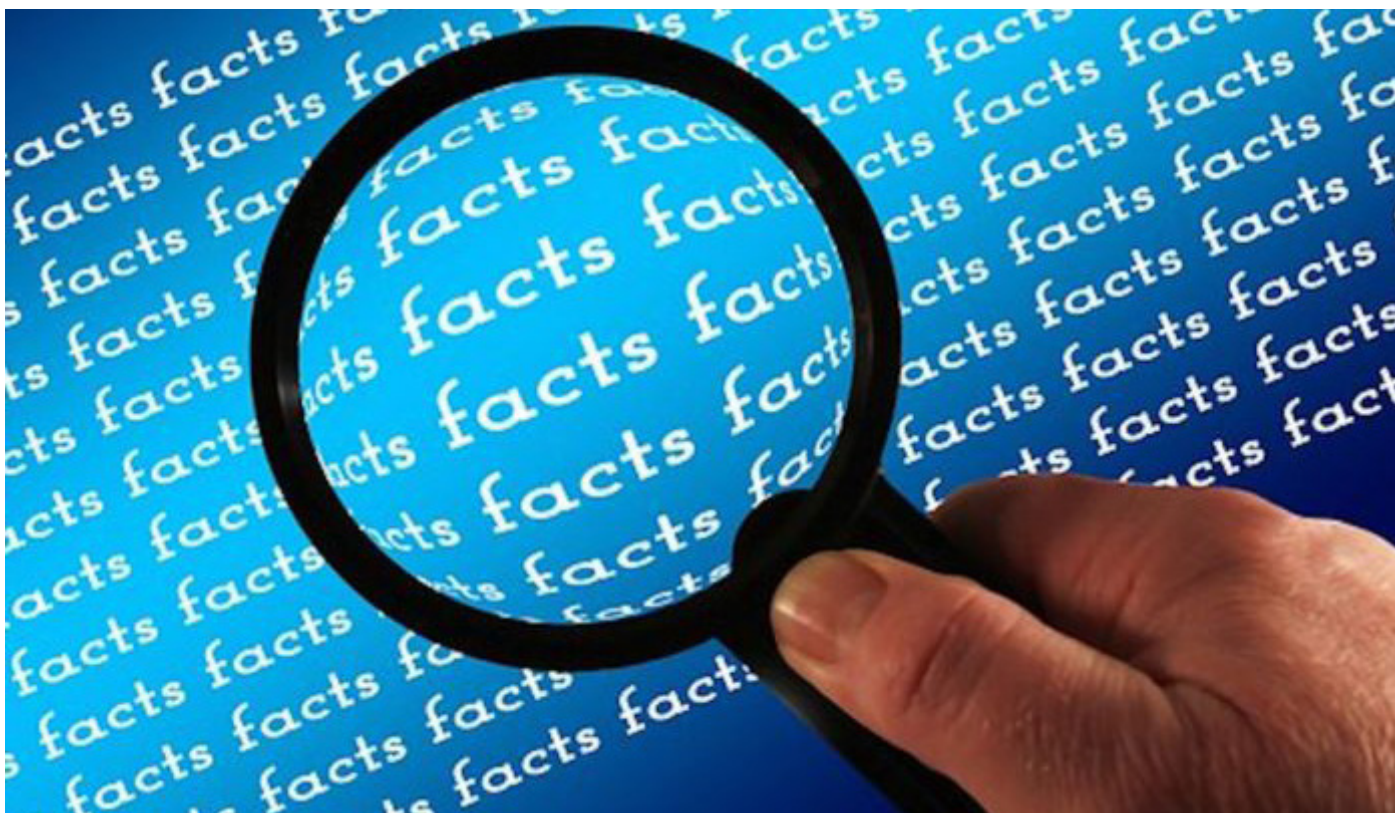
- Rs 10.15 Lakh were spent towards supporting education, nutritional and overall development of destitute and needy children by contributing to in Parivar Education Society.

- Rs 7.70 Lakh were spent for a mid-day meal of students studying in Government School at Delhi and Jaipur through Akshaya Patra Foundation.

CSR Committee

During the financial year 2019-20, the Corporate Social Responsibility Committee of the Board which comprised four directors, met thrice. The Committee is headed by Chairman S. Sridhar and other members include Thankom T. Mathew, Suman Billa Non, Rudhra Gangadharan, Naresh T Jain, BM Gupta and RK Sood. 

CSR Budget Analysis

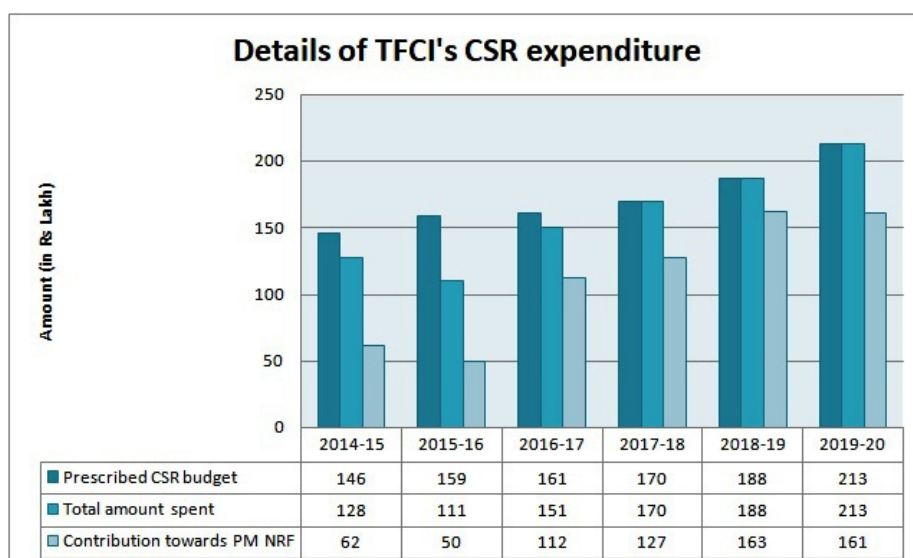


TFCI takes easy route to meet CSR obligation, donates majority of funds to National Relief Fund

Going against the spirit of Corporate Social Responsibility (CSR) regulations, Tourism Finance Corporation of India Ltd (TFCI), a financial institution created to give a push to tourism in India, seems to have taken an easy route to meet its annual CSR target.

Instead of taking up development projects and showcasing its managerial skill on ground, the company chose to donate the majority of its CSR fund to the Prime Minister's National Relief Fund (PM NRF) year after year. For example, in 2019-20, the company donated Rs 1.60 Crore to Prime Minister National Relief Fund out of its prescribed CSR budget of Rs2.18 crore. Out of the total Rs 961 lakh spent by the Company under CSR over the past six years, Rs 675 lakh (more than 70%) was donated to PM NRF.

The Company Act clearly tells that the company shall give preference to the local area and areas around it where it operates, for spending the amount earmarked for CSR activities. In a circular released by



Ministry of Corporate Affairs on January 12, 2016 categorically explains the purpose of the law saying it is aimed to “Use of corporate innovations and managerial skills in the delivery of “public goods” is at the core of CSR implementation by the companies.”

TFCI was set up in 1988 upon the recommendations of the National Committee of Tourism under the aegis of erstwhile Planning Commission. The company in all its annual reports has kept highlighting its CSR objective to promote tourism in the country, enhancing human skills and

CSR Budget Analysis

protecting national heritage.

These are its three major objectives of CSR activities according to its annual filing

- To support activities aimed at development of human skills particularly needed for the tourism sector.
- To support activities/projects which would promote tourism in the country including protection of national heritage of art and culture, restoration of building and sites of heritage importance, work of art promotion and development of traditional art, handicraft etc.
- To support activities which help cleaner, greener and healthier environment and thereby enhancing TFCI's perception as a social responsible entity.

However, on ground, the company has been donating the majority of its CSR

funds to PM NRF year on year, ever since the Companies Act 2013 was enacted. According to the Act, companies are required to do CSR spend amounting to 2% of their average annual profit over the past three years.

In the initial two years after the act came into existence (2014 to 16), the company donated less than 50% of its CSR budget to PM NRF. However it had failed to spend its prescribed CSR budget for social causes. Next year, it increased its donation to PM NRF; still it failed to spend 2% of the prescribed CSR budget. In the last three years, the company has been meeting the criteria of The Company Act which guides the CSR activities in the country. The company however has not managed to do so by taking up new projects but by

increasing donations to the PM NRF.

In 2019-20, many Indian companies have donated to PM NRF or PM CARES and the reason is obvious. Covid-19 pandemic has paralysed the entire system and the country was in dire need of funds. Even the Prime Minister went on asking companies and individuals to donate money to PM CARES to deal with the crises. The Indian government went on amending rules to make PM CARES eligible for CSR donations.

But, if the companies keep relying on such donations for meeting CSR obligation year after year; it will defeat the purpose of engaging expertise of the private sector in uplifting the status of people's life. This is the whole purpose of CSR regulation of the country.①



Grasim Industries spends 120% of prescribed CSR budget; focus on education & health

- Prescribed budget: Rs 48.43 Cr
- Actual Spend: Rs 59 Cr
- Key CSR areas: Education, Health, Environment and Livelihood,

Grasim Industries, part of Aditya Birla Group, has exceeded the prescribed CSR budget by 20 % in the year 2019-20. The textile major with diversified business interests spent around Rs 59 Crore on various CSR activities.

Grasim Industries had a prescribed CSR budget of Rs 48.43 Cr for the year 2019-20. However, the company led by Kumar Mangalam Birla went much beyond the obligatory budget by spending close to Rs 10 Cr more on its CSR programmes.

"During the year, the company has spent an amount of Rs 58.98 Crore on CSR activities, mainly on education, health care, environment and livelihood, rural development projects, social empowerment, etc., and to bring about social change by advocating and supporting various social

campaigns and programmes," the company officials said.

The prescribed CSR budget of a company is calculated as 2% of the average annual profit of a company over the last three financial years. For Grasim Industries, the average net profit for the last three financial years stood at Rs 2,421.32 Crore. "The Company has spent a sum of Rs 58.98 Crore, which is more than 2% of the average net profits of the last three years for the purposes of CSR," the company said, adding, the CSR spent for the year 2019-20 was 2.43% of the net profit for the last 3 years.

Last year also, the company had spent a total of Rs 47.1 Crore on various CSR activities.

Some of the key focus areas for the company's CSR projects include Education, Health, Environment and Livelihood, Rural Development and Social Empowerment.

The company's CSR Committee is chaired by Rajashree Birla who also heads Aditya Birla Centre for Community Initiatives and Rural Development (ABCCIR).

The Company undertakes its social projects under the aegis of ABCCIR. It also forms collaborative partnerships with governments, district authorities, village panchayats, NGOs and like-minded stakeholders. The company carries most of its CSR initiatives under a private partnership model.

CSR Budget Analysis

Grasim Industries – Key CSR projects in 2019-20

| CSR Projects | CSR Sector | Project Location | Amount spent (in Rs Crore) |
|---|---|--|----------------------------|
| School Education Project | Education | Bharuch, Surat & Gir Somnath, Panchmahal (Gujarat), Ujjain (MP), Rehla (Jharkhand), Ganjam (Odisha), Hooghly (WB), Amethi (UP) | 29.85 |
| Vocational and Technical | Education | Bharuch, Surat (Gujarat), Ujjain (MP), Hooghly (WB), Ganjam Odisha), Amethi (UP) | 1.03 |
| Curative Health Care Programme | Health | Bharuch, Surat & Gir Somnath, Panchmahal (Gujarat), Ujjain (MP), Rehla (Jharkhand), Ganjam (Odisha), Hooghly (WB), Amethi (UP), Haveri (Karnataka) | 12.81 |
| Health Infrastructure | Health | Bharuch, Surat & Gir Somnath, Panchmahal (Gujarat), Ujjain (MP), Rehla (Jharkhand), Ganjam (Odisha), Hooghly (WB), Amethi (UP), Renukoot (UP) | 1.58 |
| Natural Resource Conservation Programmes & Non Conventional Energy | Environment & Livelihood | Bharuch & Gir Somnath, (Gujarat), Ujjain (MP), Rehla (Jharkhand), Ganjam (Odisha), Haveri (Karnataka), Renukoot (UP) | 1.14 |
| Rural Infrastructure Development other than for the purpose of Health/ Education/ Livelihood & Others | Rural Development | Bharuch & Gir Somnath (Gujarat), Ujjain (MP), Rehla (Jharkhand), Amethi (UP), Haveri (Karnataka) | 1.63 |
| Disaster Relief Programmes, Support to development organisations & Others | Social Empowerment | Ujjain, Bhind (MP), Rehla (Jharkhand), Renukoot (UP), Gir Somnath (Gujarat), Ganjam (Odisha), Hooghly (WB), Amethi (U.P.) | 1.01 |
| Traditional Handicrafts Promotion/Development (Handloom Textiles – Ikat, Jamdani & Banarasi Artisans) | Protection of heritage, art and culture | Bhind (MP) | 3.96 |



Grasim Industries

Grasim Industries, part of Aditya Birla Group, has exceeded the prescribed CSR budget by 20 % in the year 2019-20. The textile major with diversified business interests spent around Rs 59 Crore on various CSR activities. The company has spent an amount of Rs 58.98 Crore on CSR activities, mainly on education, health care, environment and livelihood, rural development projects, social empowerment, etc., and to bring about social change by advocating and supporting various social campaigns and programmes.

Going Extra Mile: Tata Consumer Products spends Rs10.85 Crore on CSR activities; Rs2 Cr more than prescribed limit

- Prescribed budget: Rs 8.96 Cr
- Actual Spend: 10.85 Cr
- Key CSR areas: Livelihood, Skill Development, Health Care

With a major focus on changing the livelihood of people, Tata Consumer Products Limited (TCPL) has spent a significant amount of Rs10.85 Crore in the financial year 2019-20 under Corporate Social Responsibility (CSR). The company which had a mandate of spending around Rs8.96 Crore has spent 20% more than the prescribed budget on various social initiatives this year.

As per the annual report, the average net profit of the company for the past three financial years stood at Rs 447.92 Crore. Accordingly, the prescribed CSR expenditure was calculated as Rs 8.96 Crore. The prescribed CSR expenditure of a company is calculated as 2% of last three year's net profit average. However, the company has spent 2.42% of this year on its CSR activities. Last year, the company had spent Rs 8.09 Crore towards its CSR initiatives. The company's CSR Committee is headed by Siraj Chaudhry and other members include S Santhanakrishnan and Ajoy Misra.

Livelihood and Skill Development

The company provides livelihood and skill

development to differently-abled youths through TGBL foundation, a separate Trust. TGBL foundation collaborates with Srishti Trust which enables learning and economic opportunities for these youth, through its training and rehabilitation initiatives in Munnar, Kerala. Srishti Trust comprises of 6 units – DARE, Nisarga (strawberry unit), Athulya (manufactures handmade paper and paper products), The Deli (confectionery unit), The Garden Project (fruits, vegetables and flowers cultivation) and Aranya Naturals (natural dye and special effects).



TATA CONSUMER PRODUCTS LIMITED

CSR Budget Analysis

| Projects | Project location | Amount spent (in Rs Crore) |
|---|------------------|----------------------------|
| Promoting special education and vocational skills for differently-abled | Kerala | 3.12 |
| Rural development | Gujarat | 3.00 |
| Affordable Healthcare for all | Assam | 2.50 |
| Project Jalodari – Water and Sanitation | Assam | 1.00 |
| Promoting gender equality and empowering women and girls | Assam | 0.35 |
| Welfare activities | Karnataka | 0.25 |

Healthcare

Providing affordable healthcare has always been a key community intervention for TCPL. The Referral Hospital and Research Centre (RHRC) Chubwa in Assam provides free or subsidized medical facilities to general population and the tea communities. The eHub, located at RHRC for the e-Healthcare Project in collaboration with Hewlett Packard, provides video consultation to estate hospitals.

The Company supports the St Jude's India Child Care Centres in Kolkata to extend help to the cancer affected children.

Women Empowerment

The UNICEF – ETP Improving Lives programme aims to tackle the systemic issues affecting women and children in 206 tea

estates of Assam, which is over on fourth of formal tea estates in the region. Following a successful first phase that strengthened child protection this phase has expanded to education, health and nutrition, and water & sanitation challenges.

Project Jalodari

Project Jalodari is the water management programme by Tata Consumer Products that has the aim to create sustainable water sources, raise awareness and build capacities on water and sanitation in the communities in which we operate. It is a multi-sectoral intervention that integrates livelihood with water and food security, sustainable agriculture, sustainable forestry and renewable energy into the developmental paradigm of the community. ①



Allcargo Logistics exceeds prescribed CSR budget by 40% in 2019-20; Spends Rs 4.38 Crore

- **Prescribed budget:** Rs 3.04 Cr
- **Actual Spend:** Rs 4.38 Cr
- **Key CSR areas:** Education, Health, Environment Sustainability

Allcargo Logistics Limited, a global leader in the integrated logistics solutions, has spent Rs 4.38 Crore under various CSR activities in the Financial Year 2019-20.

The average net profit of the company for the past three years stood at Rs 152 Crore. Calculated as 2% of the average net profit of the past three years, its prescribed CSR budget stood at Rs 3.04 Crore. However, the company spent Rs 4.38 Crore towards the CSR activities in the financial year 2019-20, exceeding the prescribed budget

by Rs 1.34 Crore. Last year, the company had spent Rs 5.40 Crore on various CSR initiatives.

“In line with the Company's philosophy on CSR and its commitment towards the society and philanthropic value, Allcargo Logistics has spent voluntarily more than the statutory limit and is in compliance with the Section 135 of the Act read with the Companies (Corporate Social Responsibility Policy) Rules, 2014,” said the company.

The company majorly focuses on healthcare, education, women empowerment and environment. Its CSR committee is headed by Arathi Shetty and other members of the committee include Shashi Kiran Shetty and Mohinder Pal Bansal.

Key focus areas of CSR expenditure

- The company spent Rs 1.29 Crore for

supporting patients suffering from cancer, blindness, vision impaired, leprosy, improving general health, providing medical and nutritional care to masses and supporting care of the children with disabilities and elderly people. These projects were carried out in Mumbai (Maharashtra), Mangalore (Karnataka), Chennai (Tamil Nadu), Kolkata (West Bengal) through an implementing agency.

- Another big amount of Rs 1.89 Crore was spent in supporting scholarship, providing educational assistance, career guidance, skill development, training for employment, mentoring initiative and special children education support. These projects were carried out in Mumbai (Maharashtra), Mangalore (Karnataka), Chennai (Tamil Nadu) through implementing agencies.

- For environment and sustainability, the company this year spent Rs 67.63 Lakh in tree plantation along with livelihood support to farmers, and construction of sanitation facilities for the beneficiaries. These projects were carried out in Mumbai through an implementing agency.

- For women empowerment, the company has spent another major amount of Rs 30.43 Lakh in supporting women for life skill education. These projects were carried out in Mumbai (Maharashtra) and Mangalore (Karnataka) through implementing agencies. ①

CSR Budget Analysis



Maharatna HPCL spends Rs 182 Crore on CSR activities; Major focus on education, sanitation

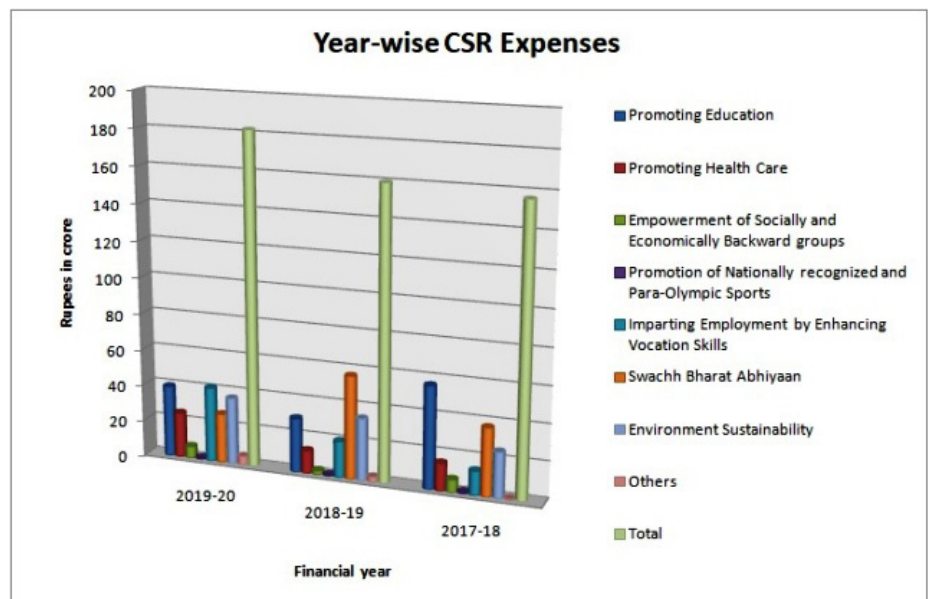
- Prescribed budget: Rs 182.24Cr
- Actual Spend: 182.24 Cr
- Key CSR areas: Education, Healthcare, Skill Development,

Public sector oil and gas company Hindustan Petroleum Corporation Limited (HPCL) managed to spend its prescribed Corporate Social Responsibility (CSR) budget of Rs 182.24 crores on several CSR activities. The Maharatna Company has increased its prescribed CSR budget by Rs 25.37 Crore in the past three years.

The company's average net profit for the past three financial years stood at Rs 9,106.72 Crore. Accordingly, Rs 182.24 crore was earmarked by the company towards CSR activities which it successfully managed to spend on areas like education, healthcare and skill development. Prescribed CSR budget of a company calculated as 2% of the company's average net profit of the last three years.

The company's annual report says, "During the financial year 2019-20, HPCL spent Rs 182.24 crore in the implementation of various CSR initiatives in the focus areas of childcare, education, healthcare, skill development, sports, environment and community development, creating social capital, especially in the host com-

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munities of the business."

Its focus area has been the same for the past three years, however, the company keeps changing its priority in these focus areas as well. Like, in 2017-18, HPCL's biggest priority was education while it spent the biggest chunk on Swachh Bharat Abhiyan, Prime Minister's ambitious programme to push cleanliness in the country. In the year ending on March 31, 2020, the company though again increased its spending on education but spent maximum money on imparting vocational skills. (See the chart to know HPCL's an-

nual focus areas in the last three years).

In the year ending on March 31, 2020, HPCL provided nutritious meals to 20,000 students in rural government schools through Project Akshaya Patra, it claims. As per it, HPCL under 'Project ADAPT' supported 300 Children living with Special Needs to pursue their education, skill development and therapies. Under Project Nanhi Kali, 13,000 girl children were provided with holistic support in their academic pursuits, the Maharatna company claims.

HPCL supported 28,000 school students

CSR Budget Analysis

under project Agastya for development of scientific temper and conceptual learning through mobile science labs, it highlights in its report adding that free computer education was provided to 12,000 students under Project Unnati. Scholarships were offered to more than 16,000 students from socially and economically underprivileged families.

Giving detail of its focused group, HPCL says that it has identified disadvantaged, vulnerable and marginalised stakehold-

ers. "The CSR policy of the Corporation has provision that the CSR projects/ activities shall be undertaken for the welfare of SC, ST, people with disabilities and other weaker sections. In addition, initiatives have been undertaken for the welfare of communities in Aspirational districts identified by NITI Aayog," the company claims.

The company has constituted a Corporate Social Responsibility & Sustainability Development Committee (CSR & SD) in line

with Section 135 of the Companies Act, 2013 and DPE Guidelines which is headed by Aman Sinha.

The CSR programs/ activities/ initiatives are implemented either directly by HPCL or through external agencies including Governmental and Non-Governmental organizations, it says adding that major CSR projects undertaken by HPCL undergo third party impact assessment in line with its CSR policy. ¹



Hindalco exceeds prescribed CSR budget in FY 2019-20, spends Rs 38.53 Crore

- **Prescribed budget:** Rs 37.53 Cr
- **Actual Spend:** Rs 38.53 Cr
- **Key CSR areas:** Education, Health, Environment & Sustainable Livelihood

Hindalco, an Indian aluminium and copper manufacturing company and a part of Aditya Birla Group, has spent Rs 38.53 Crore on Corporate Social Responsibility (CSR) activities for the financial year 2019-20. The company's focus areas for CSR were education, healthcare, wom-

en empowerment, sustainable livelihood and infrastructure development.

The company's average net profit over the past three financial years stood at Rs1,876.54 Crore. Accordingly, the prescribed CSR budget (2% of the average annual profit) for the company was Rs 37.53 Crores. However, the company went a step forward and spent Rs 38.53 Crore in the financial year 2019-20. The actual spend was 2.05 % of average net profits of the company for the last three financial years.

The company had spent Rs 34 Crore to-

wards its CSR activities in the 2018-19.

The CSR Committee of the company is headed by Chairman Rajashree Birla who is also the Chairperson of the Aditya Birla Centre for Community Initiatives and Rural Development (ABCCIR). Other members of the CSR committee include Satish Pai, Askaran Agarwala, D Bhattacharya, YP Dandiwalla and Dr Pragnya Ram who is also the Group Executive President, CSR, Legacy Documentation & Archives.

Details of the CSR expenditure in FY 2019-20

| Sector in which project is covered | Amount outlay (in Rs Crore) | Amount spent (in Rs Crore) |
|---|-----------------------------|----------------------------|
| Education | 16.13 | 14.93 |
| Health | 8.01 | 7.06 |
| Environment and Sustainable Livelihood | 5.56 | 5.22 |
| Rural Development Projects | 5.61 | 6.33 |
| Social Empowerment | 0.78 | 2.61 |
| Promotion of Heritage/Art and Culture/ Sports | 1.07 | 0.47 |
| Overheads | 0.99 | 1.91 |
| Total | 38.15 | 38.53 |

The company's key projects in the mentioned areas are:

Education

- **Preschool education:** Balwadies/play schools/crèches, strengthening Anganwadis

- **School Education Program:** Enrolment awareness programmes/ events, formal schools, education material (study materials, uniform, books etc.), scholarship

CSR Budget Analysis

(merit and need based assistance) school competitions/ best teacher award, cultural events quality of education (support teachers, improve education methods), specialised coaching, exposure visits/ awareness formal schools inside campus (company schools) support to midday meal project

- **Education support programs:** Knowledge centre/library, adult/non formal education, celebration of national days, computer education, reducing drop out and continuing education, Kasturba Gandhi Balika Vidyalaya, career counselling

- **Vocational and Technical Education:** Strengthening ITI's, skill based individual training Programmes

- **School Infrastructure:** New school building construction, renovation and maintenance of school buildings, school sanitation & drinking water, school furniture & fixtures

Healthcare

- **Preventive Health Care:** Immunisation, pulse polio programme, health check-up camps, mobile dispensary, malaria/diarrhoea control programme, school health check-ups, yoga and fitness classes

- **Curative Health Care program:** Hospitals/ dispensaries/ clinics, general health check-up camps, specialised health camps, eye camps, surgical camps, tuberculosis

- **Quality / Support Program:** Referral services, treatment of BPL, old age and needy patients, HIV-AIDS awareness, RTI/STD awareness, support to differently abled, ambulance services, blood donations/grouping

- **Reproductive and Child Health:** Mother and child care, adolescent health care, infant and child health, support to family planning programmes, nutritional programmes for mother and child

- **Health Infrastructure:** Renovation of health centres, village / community sanitation, individual toilets, repair and installation of new drinking water sources, water purifications

- **Environment and Sustainable Livelihood**

Agriculture and Farm Based: Agriculture and horticulture trainings, transfer of technology, support to demonstration plots, agricultural implements and inputs, exposure visits, integrated agriculture / horticulture programmes, soil health and organic farming

- **Animal Husbandry:** Animal vaccination and treatment, breed improvement, milk productivity improvement programmes and trainings

- **Non-farm & Skills Based Income Generation Program:** Capacity building programmes, rural enterprise development and income generation programme(igp)

support, support to shgs for igp

- **Natural Resource conservation programs & Non-conventional Energy:** Biogas support programme, solar energy support, other energy efficient supports, plantations, soil conservation, land development, water conservation and harvesting structures, development of common pasture land

- **Livelihood Infrastructure:** Construction of check dams, lift irrigation

Rural Development Projects

- **Rural Infrastructure development:** Construction and repair of community infrastructures

Social Empowerment

- **Institutional building & strengthening:** Strengthening and formation of community-based organisations/ SHGs Support to development organizations: Support to old age homes, orphanages, etc.

- **Social Security:** Support to old age, widow, physically challenged persons/ poor

- **Awareness Programmes:** Community Awareness programmes/ Campaign against social abuse, early marriages, HIV prevention, etc.

- **Social Events to minimise causes of poverty:** Support to mass marriages, widow remarriages, National days celebrations, Support with basic amenities. ①

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CSR Budget Analysis



Aditya Birla Fashion and Retail spends 196% of prescribed CSR budget; Focuses on education, health and sustainable livelihood

- **Prescribed budget:** Rs 1.73 Cr
- **Actual Spend:** Rs 3.39 Cr
- **Key CSR areas:** Education, Health, Rural Development

Aditya Birla Fashion and Retail Limited (ABFRL) has spent almost double of its prescribed Corporate Social responsibility (CSR) budget for the financial year 2019-20. The company's major CSR focus was towards education, health sanitation, water, digitisation, sustainable livelihood, institutional building and social causes. ABFRL is a manufacturer and retailer of branded apparel with a chain of apparel and accessories retail stores across India. The company's average net profit for the last three financial years stood at Rs 87.17 Crore. Accordingly, the prescribed CSR expenditure (2% of the amount) was calculated as Rs 1.73 Crore. However the company went way ahead of its target and spent a total of Rs 3.39 Crore towards its CSR initiatives. The actual spend of the company on CSR activities was 96% more than the prescribed CSR budget. As per the provisions of Section 135 of the Companies Act, 2013, a company is required to spend, in every financial

year, at least 2% of the average net profit of the company made during the three immediately preceding financial years or where the company has not completed the period of three financial years since its incorporation, during such immediately preceding financial years in pursuance of

| Sector in which project is covered | Amount outlay (in Rs Crore) | Amount spent (in Rs Crore) |
|------------------------------------|-----------------------------|----------------------------|
| Education | 1.39 | 1.32 |
| Health and Sanitation | 0.21 | 0.27 |
| Water | 0.64 | 0.64 |
| Digitisation | 0.32 | 0.29 |
| Sustainable livelihood | 0.57 | 0.57 |
| Others | 0.36 | 0.29 |
| Total | 3.50 | 3.39 |

its CSR Policy.

The company had planned an outlay of Rs 3.50 Crore towards CSR activities for the financial year 2019-20, out of which it managed to spend Rs 3.39 Crore.

The company's CSR committee is chaired by Himanshu Kapania and other members include Sanjeeb Chaudhuri and Sushil Agarwal. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development and Dr. Pragnya Ram, Group Executive Pres-

ident, Corporate Communication & CSR, Aditya Birla Group, are the permanent invitees to the meetings of CSR committee. According to ABFRL, it also strongly encourages voluntary employee participation in the CSR activities, and has a policy in place to facilitate this. The company undertakes CSR interventions in Karnataka, Tamil Nadu, Maharashtra and Odisha through its independent entity called Aditya Birla Fashion and Retail Jan Kalyan Trust (ABFR Jan Kalyan Trust) and collaborates and partners with other relevant organisations for implementing certain specific initiatives.

Key CSR activities and beneficiaries:

Education: 29,190 beneficiaries through various initiatives that includes School Transformation Project (Panvel), Academic Support Centers (Focus/Model Villages), spoken English and educational trip for students, notebooks, computers and other education aids support, special coaching classes for rural girls, and support to continuing education for rural dropout girls.

Health and Sanitation: 1,24,295 beneficiaries through – pulse polio immunization, eye camps, school health camps, specialised health camps such as cancer awareness and screening camps, WASH programs, awareness on disease prevention like Malaria, Dengue, Typhoid etc.

Sustainable Livelihood: 1,186 youth were coached at a skills training centre as part of the Kaushalya and Edunet (1m1b) initiative.

Water & Watershed: 36,414 beneficiaries through – Watershed Projects, water purifier plant, rainwater harvesting at government schools, construction/renovation of community ponds, bore well recharge pits and water campaign.

Digitization: 17,152 beneficiaries through – Village Information Centres, computer literacy training centres & smart classrooms at government schools.

Other: 24,054 beneficiaries through various village development initiatives that includes plantation (green walkways), volunteering etc.

As part of Aditya Birla Group (ABG) as well as Aditya Birla Fashion and Retail Limited (ABFRL) community initiatives, the Company also designs its CSR initiatives for disadvantaged and vulnerable stakeholders. ¹

CSR Budget Analysis



Super CSR: Power Grid Corporation of India spends 165% of prescribed CSR budget, donates Rs130 Crore to PM CARES Fund

- **Prescribed budget:** Rs 210 Cr
- **Actual Spend:** Rs 346.21 Cr
- **Key CSR areas:** Education, Health, Environment

Power Grid Corporation of India Limited (PGCIL) has spent Rs 136.29 Crore over and above its prescribed Corporate Social Responsibility budget in the financial year 2019-20. Out of its total expenditure of Rs 346.21 Crore towards social causes, the company donated Rs 130 Crore to PM CARES fund in the year ending March 31, 2020.

The company's average net profit for the last three financial years stood at Rs10,496 Crore. Accordingly, its prescribed CSR budget (2% of the average net profit of the past three years) for 2019-20 was calculated as Rs 210 Crore. However, the company has spent Rs 346.21 Crore on its CSR initiatives, which is 3.30% of the company's average net profit of the last three financial years.

In 2018-19, the company had spent Rs 195.52 Crore on its CSR activities. The company has prioritised health, education, environmental sustainability, sanitation, rural development and skill development programmes under its CSR activities. "An amount of Rs 346.21 Crore has been incurred and a total of 178 projects worth about Rs 373.92 Crore have been sanctioned under CSR activities during the 2019-20", says the company. Other than the focus areas, the company

says, it has taken few community development works for the overall improvement of surrounding villages and communities. It says, "Based on social assessment outcome, we implement need based development works like supply and installation of solar street lights, water supply hand pumps, water filtration plants, water ATMs, construction of roads, community centers in villages, class rooms, toilets, schools furniture, water supply arrangements in different schools, supply of dustbins & Cleaning equipment etc. in association with local authorities."

The company has constituted a CSR Committee in line with the requirements of the Companies Act, 2013 and Department of Public Enterprises' Guidelines on Corporate Social Responsibility and Sustainability for Central Public Sector Enterprises'. The CSR Committee of PGCIL is chaired by K Sreekant.

The company had committed Rs 200 Crore towards the PM CARES fund out of which it donated Rs 130 crore in 2019-20 financial year. While rest of the Rs 70 Crore, were donated in April to the fund constituted to fight challenges like Covid-19. Its employees also extended support in fighting against Covid by contributing Rs 2.48 crore to PM CARES Fund.

During the lockdown period, it distributed around 1.2 lakh packets of cooked meals and 1,839 MT of rations to nearly 2 Lakh beneficiaries at about 275 locations. It also claims to have distributed a large number of PPE kits, masks, gloves, sanitizers to workers and needy persons in addition to providing financial assistance to different government authorities, Hospitals, Medical Colleges for procurement of PPE kits, medical equipment, ventilators, etc.

Its flagship initiative to construct "POWERGRID Vishram Sadans" in Government Hospitals in major cities has received appreciation from several corners. The POWERGRID Vishram Sadan at AIIMS (New Delhi), IGIMS(Patna) and KGMU, Phase-I (Lucknow) are already functional, it claims.

Other POWERGRID Vishram Sadans are under construction at KGMU, Phase-II (Lucknow), GMC (Guwahati), RIMS (Ranchi), DMCH (Darbhanga), NIMHANS (Bengaluru), SSGH (Vadodara) and MKCG (Behrampur). These patient-support infrastructure projects are likely to be completed within next two years and are expected to provide relief to the patients undertaking treatment in these hospitals and their attendants, said the company. ¹

| | | (₹ in Crore) | |
|---------|---|-------------------------------|-------------------------------|
| Sl. No. | PARTICULARS | For the year ended 31.03.2020 | For the year ended 31.03.2019 |
| A | Amount required to be spent during the year | 209.92 | 186.72 |
| B | Amount spent on CSR – | | |
| | (i) Construction or acquisition of any asset | 111.12 | 44.26 |
| | (ii) on Purpose other than (i) above | 235.09 | 151.26 |
| C | Total Shortfall/(Excess) amount | (136.29) | (8.79) |
| D | Break-up of the amount spent on CSR | | |
| | 1 Education and Skill Development expenses | 46.89 | 14.50 |
| | 2 Ecology and Environment Expenses | 37.30 | 16.71 |
| | 3 Health and Sanitation expenses | 219.30 | 102.79 |
| | 4 Sports, Art and Culture expenses | 0.09 | 2.55 |
| | 5 Protection of national heritage, art and culture including restoration of building and sites of historical importance | 2.32 | 8.50 |
| | 6 Other CSR activities | 36.97 | 43.30 |
| | 7 Salaries, wages and other benefits of Company's own CSR personnel limited to 5% of total amount required to be spent on CSR | 3.34 | 7.17 |
| | Total Amount spent on CSR | 346.21 | 195.52 |
| | Amount spent in Cash out of above | 337.65 | 188.28 |
| | Amount yet to be spent in Cash | 8.56 | 7.24 |

CSR Budget Analysis



ICICI Lombard spends Rs 24.23 Crore on CSR activities in 2019-20; Contributes additional Rs 5 Crore to PM CARES Fund

- Prescribed budget: Rs 24 Cr
- Actual Spend: Rs 24.23 Cr
- Key CSR areas: Education, Livelihood, Healthcare

With a focus on healthcare, road safety, education, skill development and sustainable livelihoods, ICICI Lombard has spent a significant amount of Rs 24.23 Crore under various CSR activities in the financial year 2019-20.

The average net profit of ICICI Lombard, a general insurance company, for the last three financial years stood at Rs 1,199.96 Crore. The prescribed CSR expenditure for this year was thus calculated as Rs 24 Crore for the company. However, the company has spent 24.23 Crore towards its CSR activities. Moreover, it has also contributed Rs 5 Crore towards PM Cares Fund for COVID-19.

“Going beyond business, we continue to fulfil our obligations as a responsible corporate citizen. As part of our CSR commitment, we contributed Rs 5 crore to PM CARES Fund. Harnessing our healthcare experience and partnership networks, we introduced free COVID-19 testing for the underprivileged segment and distributed Personal Protection Equipment (PPE) to the medical personnel treating COVID-19 positive cases in highly impacted cities like Mumbai,” the company said in its annual report.

| Projects | Sectors | Locations | Amount spent (in crores) |
|---|---|---|--------------------------|
| Projects of ICICI Foundation for Inclusive Growth | Promoting education, employment enhancing vocational skills and livelihood enhancement projects | Across India | 12.30 |
| Ride to safety | Promoting road safety education | Mumbai, Delhi, Pune, Ahmedabad, Chennai, Nagpur and Bangalore | 5.96 |
| Industry awareness campaign | Awareness | Across India | 3.58 |
| Eye check-up camps for under-privileged school kids | Promoting healthcare | Conducted at 318 schools across 110 locations | 2.39 |

All the decisions related to CSR activities were taken by the CSR Committee which comprises four members. The company's CSR Committee is headed by Chairman Uday Chitale. The CSR Committee met twice during the year under review in April and July 2019.

Various CSR initiatives

With employee-volunteering programme 'Caring Hands', the company reached out to over 43,000 underprivileged children by organising eye-screening camps. The flagship programme 'Ride to Safety' continued to spread the message of road safety, reaching out to over 40,000 parents and children.

Caring Hands: Through the 'Caring Hands' initiative, the company organised 318 camps at 110 locations and screened 43,687 children for defects in vision. The

company also identified 7,929 children with poor vision and provided them free spectacles.

Ride to Safety: Launched to generate awareness on road safety in India, 'Ride to Safety' is a nationwide initiative of the company. In 'Ride to Safety' initiative, the company conducted more than 200 direct contact programmes across 7 cities to raise awareness on road safety. Over 33,000 ISI-mark helmets were distributed to the parents and children attending the workshops to facilitate behavioural change on the need to wear helmets and respect and adopt road safety measures.

Niranjali: Through the wellness initiative 'Niranjali', the company educates children on the importance of clean and safe drinking water. During the year, the company installed water purifiers in 70 schools. ^①



Exceeding expectations: Bajaj Auto spends 129% of prescribed CSR budget, environment tops its agenda

- **Prescribed budget:** Rs 118.80 Cr
- **Actual Spend:** Rs 154 Cr
- **Key CSR areas:** Environment, Education, Rural Development

Indian multinational automaker Bajaj Auto has spent an enormous amount of Rs 154 crore on Corporate Social Responsibility (CSR) and donations in 2020, exceeding its prescribed budget. The company has tried to give a significant push to the environment related projects under its CSR efforts.

The average net profit of the Company for the last three financial years stood at Rs 5,940.18 crore and its prescribed CSR expenditure (2% of this amount) was Rs 118.80 crore. However, the company went a step forward and spent Rs 119.44 crores

on its CSR activities.

Out of this CSR kitty, the company spent Rs 36.57 crores on environment through several implementing agencies including Paani Foundation, Action for Agriculture Renewal, Action for Food Production (AFPRO), Development Support Centre

The company has tried to give a significant push to the environment related projects under its CSR efforts.

(DSC), Foundation for Ecological Security and few others.

In addition to this Rs 119.44 crores, Bajaj Group also implemented many CSR initiatives of substantial value through its Group Charitable Trusts operating at

various locations in the country, it said. This additional donation added to its CSR made its overall CSR spend Rs 154 Crore in 2020. The company had spent Rs 112 Crore towards its CSR activities in the year 2018-2019.

In the beginning of the financial year, the CSR committee members of the company included Rahul Bajaj, Chairman, Rajiv Bajaj, Nanoo Pamnani and Pradeep Shrivastava. However, consequent upon the sad demise of Nanoo Pamnani on 22 February 2020, the CSR Committee was reconstituted with induction of Naushad Forbes as a member with effect from 17 March 2020.

During the year under review, the Committee met five times in the financial year ending on March 31, 2020.

Rural Development

- The company spent Rs 16 crores through

implementing agency named JBGVS (Integrated Rural and Urban Development Project) 5 Districts of Maharashtra, Rajasthan and Uttarakhand

Environment Sustainability

- The company spent Rs 7.74 crores through Action for Agriculture Renewal in Aurangabad district of Maharashtra
- It spent Rs 6.47 crores through Action for Food Production (AFPRO) same district of Maharashtra

It spent Rs 6.44 crores through Development Support Centre (DSC) in same district

- It spent Rs 5.40 crores through Foundation for Ecological Security in nine districts of Rajasthan, Maharashtra, Karnata-

ka, and Andhra Pradesh

- It spent Rs 3.65 crores through Shram-jivi Janata Sahayak Mandal (SISM) in Man (Dahiwadi) tehsil.
- It spent Rs 3.57 crores through Marathwada Gramin Vikas Sanstha in Vajapur, Maharashtra
- It spent Rs 3.30 crores through Paani Foundation in 40 Talukas of 21 Districts of Maharashtra

Disaster Relief

- The company donated Rs 5 crores to Disaster Relief Fund for Odisha
- It also donated Rs 2.50 crores to Chief Minister's Relief Fund in Maharashtra

Education

- The company donated Rs 4 crores to

Indian Institute of Science Education and Research (IISER)

- It spent Rs 3 crores through United Way of Delhi in Uddham Singh Nagar district of Uttarakhand

- The company spent Rs 2 crores on construction of a new lecture theatre complex at Govt. Medical college and hospital, Aurangabad

Healthcare

- The company spent Rs 3.10 crore through Aditya Jyot Foundation for Twinkling Little Eyes in Mumbai

Technology Incubators

- The company spent Rs 2.50 crores on Rahul Bajaj Technology Innovation Centre (RBTIC) in IIT Bombay

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By Shweta Singh

Corporates should be empathetic towards their partners and provide them support and sufficient time to find alternative solutions to help them sustain in the long run.

“Corporates should back NGO partners to help them sail through tough COVID times”

Paneesh Rao

Chief People Officer, Mindtree

Digital transformation and technology services company Mindtree contributed a sum of Rs 20 Cr to PM CARES and also took multiple CSR initiatives amid the ongoing COVID crisis. The Larsen & Toubro Group company spent a total of Rs 34.3 crore in CSR activities during for financial year 2019-20, which was a whopping 178% more than its prescribed CSR budget for the financial year.

Though the company had to pause many of its on-ground CSR projects due to strict COVID protocols, it identified new social needs where it can undertake CSR activities to support the fight against COVID crisis.

Mindtree's Chief People Officer Paneesh Rao speaks to TheCSRUniverse on various initiatives that his organisation took to support the fight against the spread of COVID. Rao advocates that the corporates need to collaborate during this crucial juncture to be more effective in their CSR approach. He also opines that NGOs who execute CSR projects on ground, should be supported by corporates so that they survive this crisis time.

Read this interview to know more about different aspects of CSR activities at Mindtree and the way forward for its ongoing CSR projects.

Interview highlights

- We had paused our vocational skills programmes during the lockdown period. But now we are resume our training programme from September while adhering

to all the safety protocols

- As the COVID halted our CSR programmes, we offered maintenance funds to our NGO partners so that they can care of their operations and staff salaries.
- The pandemic has affected the entire economy and given us even more opportunities to drive our efforts in many other directions based on the changing needs of the society. Collaboration is key to overcome this situation.
- Many NGO's have shut down as they are no longer being backed by large corporates. Corporates should be empathetic towards their partners and provide them support and sufficient time to find alternative solutions to help them sustain in the long run.

Interview: Paneesh Rao, Chief People Officer, Mindtree

Q: At Mindtree, you have been undertaking multiple vocational skill projects as your CSR programmes. How has your CSR implementation been impacted/affected due to COVID pandemic?

A: We have been successfully undertaking vocational skills projects to empower urban youth and adult women to help provide employment and self-dependency. The programmes include skills training in the field of digital learning, bakery and confectionery, packing and sealing, machine operation and maintenance, beauty

and wellness and entrepreneurship development, that will help giving them a life changing exposure.

However, in order to ensure safety of the beneficiaries as well as our NGO partners, we have paused our vocational skills programmes during the lockdown period. We are resuming our training programme now, ensuring that all safety protocols are implemented as per government guidelines.

Q: How are you continuing your CSR activities while adhering to the COVID protocols?

A: As we plan to begin our vocational skills training programme soon, safety of staff and beneficiaries is going to be of primary importance. We will be implementing all safety measures as per COVID guidelines and necessary measures will be strictly adhered to like social distancing, regular temperature checks and sanitisation. We have also reduced the working capacity to 60-70% in order to mitigate any risk and ensure that the outcome is effective.

During the lockdown period, we created awareness programs, organized free COVID testing for our beneficiaries and also supplied food and groceries based on needs. Maintenance funds were also provided to the NGO's to take care of their operations and staff salaries.

Q: What are the key emerging CSR opportunities and needs in the COVID scenario?

A: In the recent months, we have amplified and scaled up our CSR efforts across geographies. During this time, we identified the current needs and issues, participated in the government relief work and organized programs to manage the pandemic situation. Mindtree donated Rs20 Crore to the PM Cares Fund, as part of corporate India's response to Covid-19.

The selfless contribution made by Mindtree Minds, who donated two-days of their salary helped in the procurement and distribution of relief kits.

Although these programmes were not part of our charter for 2020, we realised the need to contribute and collaborate with the government for these programmes. Hence, we sponsored 'Shuchi Kits' in Karnataka, 10 sanitisation vehicles in Chennai, distributed food and groceries in Pune and Odisha, funded the procurement of COVID testing kits and offered

In the recent months, we have amplified our CSR efforts across geographies. We identified the current needs and issues, participated in the government relief work and organized programs to manage pandemic situation.

free tests to several communities, including prison inmates.

Q: How your company's focus area for CSR has evolved over the last 4-5 years?

A: When we started with our CSR programmes, our charter focused on disability, education, and livelihood. Over the years, we have evolved into focusing on need-based programs and also in implementing taluk-based programmes to have a wider outreach and impact in all the five states where our offices are located – Karnataka, Maharashtra, Tamil Nadu, Bhubaneswar and Hyderabad.

Q: What can be the changes in

the current CSR law/provisions that can help corporates in being more productive and effective in implementation of their CSR activities?

A: We do believe that the scope for improvement in CSR is huge; however, looking at the current situation it becomes difficult to suggest any changes. We can relook on this aspect once we evolve through these unpredictable times.

Q: What are your expectations from your CSR implementation agencies/partners in today's changing scenario?

A: We have always encouraged our partners to look into long-term strategies and use their corpus funds to implement them in times of uncertainty. Many corporates have stopped their CSR funds and NGO's are left in the lurch. Hence, it is always beneficial for NGOs to set aside a certain amount regularly and use it during any contingency, like the present situation.

Q: What are your suggestions and message to your corporate colleagues on building a strong CSR environment in the country?

A: CSR efforts are focused towards improving the lives of the disadvantaged, vulnerable and marginalised stakeholders. The pandemic has affected the entire economy and given us even more opportunities to drive our efforts in many other directions based on the changing needs of the society. This is the most crucial time for corporates to hold each other's hand and overcome the situation.

Many NGO's have shut down as they are no longer being backed by large corporates. Our message to them is to be empathetic towards their partners and provide them support and sufficient time to find alternative solutions to help them sustain in the long run. 🌱

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By Shweta Singh

Implementing agencies can be solution providers in the CSR space with their immense ground experience. They can also be providers of breakthrough ideas.

“Corporates should create hybrid solutions Based on common grounds to amplify CSR impact”

Ashima Bhat

Group Head – CSR, Business Finance, Infrastructure, Administration, HDFC Bank

Ashima Bhat is Group Head – CSR, Business Finance, Infrastructure, Administration at HDFC Bank. Under her leadership, the HDFC Bank spent a total of Rs535 Cr on various CSR activities in the year 2019-20, an increase of 20% over the amount spent last year. This included a contribution of Rs70 Cr to the PM CARES Fund.

In this interview with TheCSRUniverse, Bhat talks about how her CSR team changed the working mode and strategy in response to the COVID crisis. She also shares insight on HDFC Bank's CSR vision and speaks on how corporates can together create more impact through their CSR activities.

Interview Highlights

- Pandemic has seen greater use of technology and it is here to stay. Our teams innovated and infused technology in our processes to ensure continuity of work.
- Implementing agencies can be solution providers in the CSR space with their immense ground experience. They can also be providers of breakthrough ideas.
- Our peers need to find common grounds to further amplify our efforts in transforming lives. Hybrid solutions by combining our talents can go a long way in helping communities.
- We quickly reacted to replace some of our activities which helped us generate employment opportunities for the migrant returnees with minimal impact on the larger project implementation.

• With CSR provisions in place, the industry has a platform for direction; to help facilitate effective implementation and seek desired change through coordinated efforts

Interview with Ashima Bhat, Group Head – CSR, Business Finance, Infrastructure, Administration at HDFC Bank

Q: HDFC Bank has been among the companies leading CSR activities in India. What do you mean by your umbrella initiative 'Parivartan'?

A: HDFC Bank's social initiative – Parivartan, works toward bringing a holistic change in our society. For us, Progress isn't simply about moving with the times. It is about ushering in 'Parivartan' – a continuous transformation that improves lives and empowers communities. This creates sustainable ecosystems.

Q: What are the key focus areas for your CSR initiatives?

A: To achieve our CSR goals, we work together with the marginalised communities to try and understand their unique needs. We have crafted our strategic focus areas to ensure effective and sustainable transformation of these communities. These focus areas are Rural Development, Promotion of Education, Skill Development & Livelihood Enhancement and Financial Literacy & Inclusion. In addition, as a responsible corporate, we come forward to support the states and the country

during crisis or natural disasters.

Q: How has your CSR programme implementation been impacted/affected due to COVID pandemic?

A: The Impact of COVID has been unprecedented and has meant that we needed to get back to the drawing board with our partners to discuss and modify plans to meet the challenges of the situation. Our partners too were quick to respond and seek alternate strategies to ensure continuity. The approach has been to create awareness, counsel and even assist them tide over issues of access to basic essentials. No doubt the pandemic and the lockdown have caused delays, we have quickly adapted and evolved, keeping in mind the needs of the beneficiaries.

Q: What are the new measures you are taking to continue your CSR activities while adhering to the COVID protocols?

A: Despite the pandemic, our CSR team along with our implementation partners ensured the developmental work continues. We continue to adhere to all the requisite norms that ensure safety of our team and the communities.

It is significant to note that our teams innovated and infused technology in our processes to ensure continuity of work. The modified approach involved remote monitoring through digital platforms, replacing physical submissions of project completion with geo-tagged photographs and opening of set up of new process aligned with the current needs.

Our original plans underwent certain changes keeping in mind the fast-changing scenario on ground. In states including Bihar, Chhattisgarh, Madhya Pradesh, Odisha and Maharashtra, we advanced our Natural Resource Management activities and held back certain physical exposure visits and training programmes to avoid gatherings. This swap could also help us generate employment opportunities for the migrant returnees with minimal impact on the larger project implementation. Similarly, in the space of education, our implementing partners switched to digital platforms to continue teaching.

Q: What are the key emerging CSR opportunities and needs in the COVID scenario?

A: While it has been immensely chal-

lenging to adapt to the new norms, our approach under Parivartan has been dynamic in supporting the local communities across India.

At HDFC Bank, we have always promoted the use of technology to ease the lives of people at the grassroots. Our Milk to Money is one such example. The Pandemic has seen greater use of technology and digital and it is here to stay in the time to come. For example, education is one area where there is tremendous scope of building a digital infrastructure to ensure access to quality education for children.

Another such opportunity that we must all make note of is Livelihood generation. There is an opportunity to generate local, sustainable and entrepreneurial prospects for the migrant returnees in their own regions. Besides our successful convergences with employment programmes under several Government schemes, we have

The modified approach involved remote monitoring through digital platforms, replacing physical submissions of project completion with geo-tagged photographs and new processes aligned with the current needs.

initiated several Land Development and Natural Resource Management activities to offer livelihoods to hundreds of families like the Ridge-to-valley project in Madhya Pradesh or small ponds in Rajasthan. This is helping them survive the pandemic and for them to stay back, we must further generate skill-based employment opportunities locally.

Q: What is the budget outlay for your CSR activities in the financial year 2020-21?

A: The companies act prescribes a 2 percentage of previous 3 years average net profits to be used for social initiatives. We have consistently been meeting this target. The Bank has a plan towards achieving this through various projects that are being undertaken and are confident will be spending 100 % of its CSR outlay.

Q: The CSR has fundamentally changed after the CSR was made mandatory by Companies Act 2013. What are your thoughts on CSR laws in India?

A: As a leading Bank and also an organisation with one of the largest CSR spends in India, we do have an important role to play in making a difference in the lives of the people. Both our employees and management have been working for the upliftment of the marginalized in various ways, even before CSR became a mandate.

The introduction of the CSR rules gave momentum to the collective efforts of all corporate citizens to bring change. The Corporate Social Responsibility based on the concept of trusteeship has since become even more stronger and a guiding light to all of us. The industry now has a platform for direction; to help facilitate effective implementation and seek desired change through coordinated efforts. The subsequent modifications to the rule have brought in more flexibility and expanded the spectrum, thus giving more opportunities for socially responsible corporates to innovate and bring about a change.

Q: What can be the changes in the current CSR provisions that can help corporates in being more productive and effective in implementation of their CSR activities?

A: I believe several stakeholders bring in their own expertise in conceptualizing as well as implementing several interventions. There is a scope to acknowledge and recognise the grassroots stakeholders for better penetration of the interventions.

It will also be strategic to align our projects with the National Goals and thus the Global goals. While we do have causes that the rule approves of, we can further align these causes with measurable parameters to reach a common destination.

Q: What are your expectations from your CSR implementation agencies/partners in today's changing scenario?

A: The needs of the communities are changing with each passing decade. The challenges that a village community faced ten years ago is every different to the challenges it faces today. This teaches us to be dynamic and innovative. For a sec-



Arm-twisted by Corporate Affairs Ministry, Vodafone Idea spends Rs 32.5 Cr on CSR in 2019-20

Telecom giant Vodafone Idea which did not meet the prescribed CSR target in the financial year 2015-16 and 2016-17, has spent about Rs 32.5 Cr from its unspent CSR budget which amounted to the tune of Rs 72.72 Crore.

The company, however, did undertake CSR activities only after the Corporate Affairs Ministry interfered and directed the company which was just carrying forward its unspent pool of CSR money year by year.

In very clear words, the Ministry of Corporate Affairs had asked the company to spend its unspent CSR obligation for Financial Year 2015-16 and 2016-17 in eight equal quarters beginning from April 1, 2019.

In a letter dated April 9, 2019, the Ministry of Corporate Affairs – CSR Cell had directed the Company to spend the unspent CSR amount for Financial Year 2015-16 and Financial Year 2016-17, aggregating to Rs 72.72 Crore in 8 equal quarterly installments, commencing from the quarter beginning April – June 2019.

Accordingly, the Company has been spending the amount of Rs 9.09 Cr every quarter towards the CSR activities since

April – June, 2019 quarter. Thus, through the year 2019-20, the company spent a total of Rs 32.5 Cr which was close to half of its unspent CSR budget.

The CSR Committee which monitors the CSR activities of the company is chaired by Neena Gupta. Other members of the CSR Committee include Arun Adhikari, Krishnan Ramachandran and Ravinder Takkar.

For the record, the company did not have any CSR obligation for the year 2019-20, owing to its net average loss over the last three years. “In view of the losses incurred by the Company during the last two financial years, the Company has no obligation for CSR spend during the Financial Year 2019-20,” the company said.

CSR focus areas:

Details of CSR expenditure

| CSR project focus area | CSR fund spent (in Rs Crore) |
|------------------------|------------------------------|
| Education | 17.4 |
| Agriculture | 10.7 |
| Healthcare | 2.0 |
| Others | 6.3 |

The company's CSR activities spread across multiple social issues including Agriculture, Education, Health, Livelihood and Women Empowerment. As per the company, its CSR initiatives positively impacted the lives of around 28 lakh people across 18 states through multiple initiatives undertaken in the domains of Vidya – Education; Swasthya – Health; and Aamdani – Sustainable livelihood.

The company, which recently launched its new brand identity – “Vi”, spent the highest amount of its CSR budget on Education followed by Agriculture. Below is the distribution of CSR spent on different CSR areas

All the CSR initiatives were implemented by Vodafone Idea's in-house CSR team and also through its various implementation partners. The CSR implementation partners for the company included Centre for Knowledge Development, IPE Global, Buddy 4 Study Foundation, Learning Links Foundation, NIIT Foundation, Public Health Technologies Trust, NASSCOM Foundation, Mahila SEWA Trust and Village Social Transformation Foundation. ¹

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CSR: Know how 'Monument Mitras' are taking care of India's heritage sites

Maharashtra has received donations of around Rs 68.30 Crore from companies for the conservation and development of National Heritage sites, under Corporate Social Responsibility (CSR) till March 2020.

Corporate Social Responsibility and the initiatives taken by corporate and PSUs under CSR have been a much discussed issue during the Parliament's monsoon session. Responding to a query related to investment of CSR funds for the conservation of National Heritage, Prahlad Singh Patel, Minister of State for Culture & Tourism said that the CSR amount spent by companies under item (v) of Schedule VII of the Act in the state of Maharashtra was Rs68,30,44,000 till 31 March, 2020. Schedule VII of the Companies Act, 2013 ('Act') enlists the activities which may be included by companies in their CSR policy. 'National Heritage' falls under item (v) of Schedule VII of the Act which reads as "Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts.

However it is interesting to understand how corporate got engaged into the National Heritage conservation and develop-

ment plans.

In March, while speaking in Lok Sabha, Patel had informed that as many as 27 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for 25 sites and two technological interventions across India so far. He had also informed that the implementation of amenities agreed to under the MoUs have already commenced at several sites and the operation and maintenance activities are also underway for these sites.

Who are 'Monument Mitras'?

These are the corporate players who have come forward to provide facilities and maintain thereof at historical monuments. This is part of the scheme named 'Adopt-a Heritage' launched by the Ministry of Tourism, Government of India where the corporate sector is involved as 'Monument Mitra.'

Basically, the Ministry of Culture, Government of India had set up the National Culture Fund (NCF) in 1996 to provide a platform for corporate organisations to contribute in the upkeep of historical monuments, providing facilities, etc.

Adopt-a-Heritage scheme is an attempt to involve others in conservation and preservation of our national heritage. The project aims to encourage companies from public sector, private sector, trusts, NGOs,

individuals and other stakeholders to become 'Monument Mitras' and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.

It should be known that the Archaeological Survey of India (ASI) under the Ministry of Culture undertakes conservation, preservation and maintenance of all centrally protected monuments/Sites. In addition, the Ministry of Tourism, Government of India has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, ASI and State/ UT Governments for developing tourism amenities at heritage/natural/tourist sites spread across the country for making them tourist friendly, in a planned and phased manner.

The Ministry of Tourism is encouraging State Governments/UT Administrations to adopt similar models and States including Madhya Pradesh, Delhi, Goa, Haryana, Uttarakhand have come forward for participation in the project. ^①

Special Feature

List of MoUs awarded under Adopt a Heritage Project

| Serial number | Name of Site | State/ UT | Name of Agency |
|---------------|---|---|---|
| 1 | Gangotri Temple Area & Trail to Gaumukh | Uttarakhand | Adventure Tour Operators Association of India (ATOAI) |
| 2 | Trail from Village Stok to base camp of Mt. Stok Kangri | Ladakh | Adventure Tour Operators Association of India (ATOAI) |
| 3 | Red Fort | Delhi | Dalmia Bharat Ltd. |
| 4 | Gandikota Fort | Andhra Pradesh | Dalmia Bharat Ltd. |
| 5 | Surajkund | Haryana | Bliss Inn (India) Pvt. Ltd. (VResorts) |
| 6 | Jantar Mantar | Delhi | Apeejay Surrendra Park Hotels (P) Ltd. |
| 7 | Ajanta Caves | Mahars | Yatra Online Pvt. Ltd. |
| 8 | Qutub Minar | Delhi | Yatra Online Pvt. Ltd. |
| 9 | Hampi & Hazara Rama Temple | Karnataka | Yatra Online Pvt. Ltd. |
| 10 | Leh Palace | Jammu & Kashmir | Yatra Online Pvt. Ltd. |
| 11 | Development of Multi-Lingual Audio Guide for 3 Iconic Sites | (i) Amer Fort, Rajasthan (ii) Mahabodhi Temple, Bihar (iii) Chandni Chowk, Delhi | Resbird Technologies Pvt. Ltd. |
| 12 | Development of Multi-Lingual Audio Guide for 9 Iconic Sites | (i) Dholavira, Gujarat (ii) Somnath, Gujarat (iii) Humayun's Tomb, Delhi (iv) Red Fort, Delhi (v) Purana Quila, Delhi (vi) Fatehpur Sikri, Agra (vii) Taj Mahal, Agra (viii) Mahabalipuram, TN (ix) Khajuraho, MP | Resbird Technologies Pvt. Ltd. |
| 13 | Abdur Rahim Khan -i-Khana | Delhi | Interglobe Foundation |
| 14 | Bekal Fort Drishti | Kerala | Lifesaving Pvt. Ltd. |
| 15 | Champaner Pavagadh Archaeological Park | Gujarat | Akshar Travels Pvt. Ltd. |
| 16 | Rani ki Vav, Patan | Gujarat | Akshar Travels Pvt. Ltd. |
| 17 | Sun Temple, Modhera | Gujarat | Akshar Travels Pvt. Ltd. |
| 18 | Buddhist Caves, Uparkot, Junagadh | Gujarat | Akshar Travels Pvt. Ltd. |
| 19 | Gol Gumbad | Delhi | Resbird Technologies Pvt. Ltd. |
| 20 | Aguada Fort | Goa | Drishti Lifesaving Pvt.Ltd. |
| 21 | Krishna Temple, Hampi | Karnataka | Heritage Hotel, Hampi (A unit of Indo Asia Leisure Services Ltd.) |
| 22 | Elephanta Stables, Hampi | Karnataka | Orange County Resorts & Hotels Ltd. |
| 23 | Pattabhirama Temple, Hampi | Karnataka | Orange County Resorts & Hotels Ltd. |
| 24 | Zenana Enslosure (Lotus Mahal), Hampi | Karnataka | Orange County Resorts & Hotels Ltd. |
| 25 | Ugra Narsimha Temple, Hampi | Karnataka | Hotel Malligi Pvt. Ltd |
| 26 | Badavilinga Temple, Hampi | Karnataka | Hotel Malligi Pvt. Ltd. |
| 27 | Bara Lao ka Gumbad | Delhi | Bird Heritage Foundation |

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Foreign funding to NGOs becomes 'transparent' and 'tough' as Parliament passes FCRA Bill

The Non-Government Organisations (NGOs) in India will now have to go through a higher level of transparency, stricter norms and deeper government scrutiny on foreign funding they receive and spend on their social activities.

The Foreign Contribution Regulation (Amendment) Bill 2020, passed by the Parliament on September 23, 2020 now makes it mandatory for NGOs to furnish Aadhaar details of its officials including all the office bearers, directors and other key functionaries.

The bill also makes it necessary for NGOs to spend not more than 20 % of the funds on their administrative expenses. Earlier, the limit was at 50 %. Also, all the funding from foreign agencies will have to only come through a bank account in State Bank of India (SBI).

As per the FCRA Bill, the 'public servants' will now be prohibited from receiving any foreign funding.

Once the bill get nod from President Ramnath Kovind, the central government will also have greater flexibility to withdraw FCRA certification of any NGOs.

Who said What on FCRA Bill Debate in Parliament?

● Adhir Ranjan Chowdhury (Congress): Why government is allowing foreign do-

nations for the PM-CARES fund, but prohibiting NGOs from receiving any funds for educational and charitable purposes through this amendment. There is a political agenda behind it. PM Modi said in 2016 that NGOs are conspiring against us to remove us from power. Your intention is to exempt PM-CARES from FCRA

● Saugata Roy (Trinamool Congress): FCRA Bill is another example of the Union home ministry acting as 'Big Brother' and watching over the whole country to see who is getting funds. This Bill is meant to tighten screws on those organisations that receive funds from abroad

● Satyapal Singh (BJP): For "proper monitoring of funds", Aadhaar cards of all of-

ficer bearers, directors, etc, will be taken and they will be allowed to receive money only in a State Bank of India account in Delhi.

● Supriya Sule (NCP): The government's decision on all accounts being in SBI is emblematic of an undeclared "emergency".

● Mahua Moitra (TMC): The bill is hypocritical in nature. Why go after small fry? The Government allowed political parties to receive foreign funds from Indian-registered foreign companies through electoral bonds by retrospectively repealing a 1976 law

However, replying to the debate on the Bill in the lower house of Parliament, Minister of State for Home Affairs Nityanand Rai said that the Bill was neither against NGOs or an attack against a religion or community, nor it will reduce the scope not stop foreign contribution to them. The Minister said that the Bill was meant to "bring in transparency" and "stop misuse of foreign contributions by people".

He said the FCRA amendment is in the interest of national security, and aims to ensure that foreign funds are spent in the right direction. "FCRA is a national & internal security law to ensure that foreign funds don't affect national interests. Here, transparency is the main aim," he said, adding, "It is an effort to bring in transparency in the functioning of organisations receiving foreign funds as donation for specific purposes."

The Minister said that the Bill provides for reduction in administrative expenses of any NGO receiving foreign funding from 50 per cent to 20 per cent of annual funds to ensure spending on their main objectives. 📌

FCRA Bill 2020: Key highlights

| Serial No | Key changes | Government's Reasoning |
|-----------|---|--|
| 1 | Aadhaar details mandatory for NGO officials | It will help identify people who are getting funds from the foreign country |
| 2 | 20 % cap on NGO administrative cost | It will help ensure that the foreign funds received by the NGOs are being spent for the right causes |
| 3 | FCRA withdrawal rights for Central Government | This will help bar foreign funding to those NGOs which become threat to national interest and security |
| 4 | Money can be received only in SBI account | It will make easier for government agencies to gauge foreign funding to NGOs |



By Shweta Singh

The Bill is utterly disappointing and detrimental to the working culture of NGOs who already face multiple challenges while executing the ground level work

“Provision to withdraw FCRA certification is aimed at quelling dissent”

Mathew Cherian

Ex-Chief Executive of HelpAge India

The Foreign Contribution Regulation (Amendment) Bill 2020, passed by the Parliament on September 23, 2020 has invited widespread criticism. Experts in this domain are saying that the Bill is merely a tool for the central government to wrest more control over Non-Governmental Organisations (NGOs) in the country.

In this interview with TheCSRUniverse, Ex-Chief Executive of HelpAge India Mathew Cherian says that the Bill is utterly disappointing and detrimental to the working culture of NGOs who already face multiple challenges while executing the ground level work.

Cherian, who managed India's largest non-profit in the field of elderly and on the National council of senior citizens for more than 17 years, and now is associated with WEF forum on Ageing and Longevity, also rubbishes government argument that the Bill will bring transparency into the functioning of NGOs. He says that the mandatory Aadhaar for identification of NGO functionaries is against the spirit of the SC judgement according to which the Aadhaar identification is non-mandatory.

Scroll down to read interview with Mathew Cherian on FCRA Bill 2020.

Q: What would be the key challenges that NGOs would face once FCRA Bill is enacted?

A: One of the key challenges is that NGOs will not be able to transfer funds to other

NGOs in other locations. For example, if an NGO in Delhi wished to work in Orissa cyclone, they could not fund a small NGO in the affected area. Instead, they would have to do it themselves which will mean recruiting staff and other assets and this would increase the administrative costs above 20 %. Hence this will restrict the NGOs greatly and will be a debacle for the small NGOs in rural areas.

Q: Regarding the 20% cap on administrative expenses, the government says that it will help utilisation of funds in better ways. What are your thoughts on this?

A: This is an ill thought out measure. While all NGOs try to reduce their administrative costs, this arbitrary fixing of admin costs with no clear definition of the costs and a common benchmark for all NGOs will not work. Some training NGOs and research NGOs will have almost all costs as admin costs, as they do not do any programme work. It would have been prudent to define this term.

Q: Aadhaar of key NGO officials have been made mandatory for FCRA certification. Why is there an uproar over that?

A: This has been a controversial move as the Supreme Court has ruled that the use of AADHAR as a mandatory rule cannot be imposed. In many NGOs, many board members are unwilling to give their AADHAR card due to privacy concerns espe-

cially many retired senior people.

This is a backdoor intrusion on these board members, and many board members will quit their position on non-profit boards due to these privacy concerns.

Q: The transparency clause in the Bill refers to the foreign fund utilisation to threaten national security? How valid is the concern?

A: The threat of national security has been a bogus concern. From 1975 when this Act was first passed, it was passed due to internal security, terrorism and other concerns. To use an NGO account by a terrorist organisation would be so foolish. This reason has been quoted just to besmirch the good name of NGO's and debase the good work they have been doing over the years. There are 2.7 million workers with

NGO's and the government is threatened by the large amount of grass root work which is being done while their cadres do nothing in the villages.

Q: The bill makes it easier for the Central Govt to withdraw FCRA certification. What could be the implications?

A: Yes, it gives them adequate ammunition to cancel the FCRA certification. The funding source will just dry up. It also gives the government the latitude to file criminal cases against NGO personnel and drag them through courts. It is also a way to quell dissent.

Q: The Bill seeks to make it mandatory for receipt of foreign funds in an SBI account only? What could be challenges for NGOs on that front?

A: This is the biggest foolish clause in the whole bill. All foreign funds to the country always flowed through State Bank of India (SBI) overseas branch in Mumbai which tracks foreign funds. The move to make SBI New Delhi as the central bank in the age of digital banking and technology support one of the foolish moves and takes the country backwards. Imagine, an NGO in Kanyakumari having an account in New Delhi when SBI itself has 165000 branches. They could have said the nearest SBI to the NGO. This is completely ridiculous and a sloppy legislation.

Q: Any positive highlight of the Bill that makes it better for NGOs to operate and perform in India?

A: There is no positive highlight in the Bill at all and is passed with malicious intention. ①

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