

DRIVING
ACTION
FOR
**SOCIAL
CHANGE**

CORPORATE
SOUVENIR
2016

Volume 10



*Rank # 1
in UP & Rank # 3
in India

100 A+



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HEALTHCARE for the underprivileged in particular CHILDREN

Spreading awareness for an eco-friendly, healthy ENVIRONMENT and providing artificial limbs for the needy free of cost

VILLAGE ADOPTION



Max India Foundation illustrates through action the core values of the Max Group of "Caring for Life" and "Sewa Bhav"



CORPORATE SOUVENIR 2016

Volume 10

Disclaimer:

This publication is meant for education purposes only

Produced & Printed by:

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FOREWORD



Dr. Kiran Bedi
Founder Member

Navjyoti India Foundation began its journey 28 years back with a handful of volunteers with great deal of determination and zeal. As the family grew and we moved forward, we were fortunate to get the support of like-minded individuals, organizations, corporate partners and institutions. Their loving support in the form of resources, time, expertise, encouragement and prayers has played an indispensable part to motivate us to keep on moving forward. Navjyoti joins hands with them to help them advance their welfare initiatives to the vulnerable and bring transformation in the lives of the under-served.

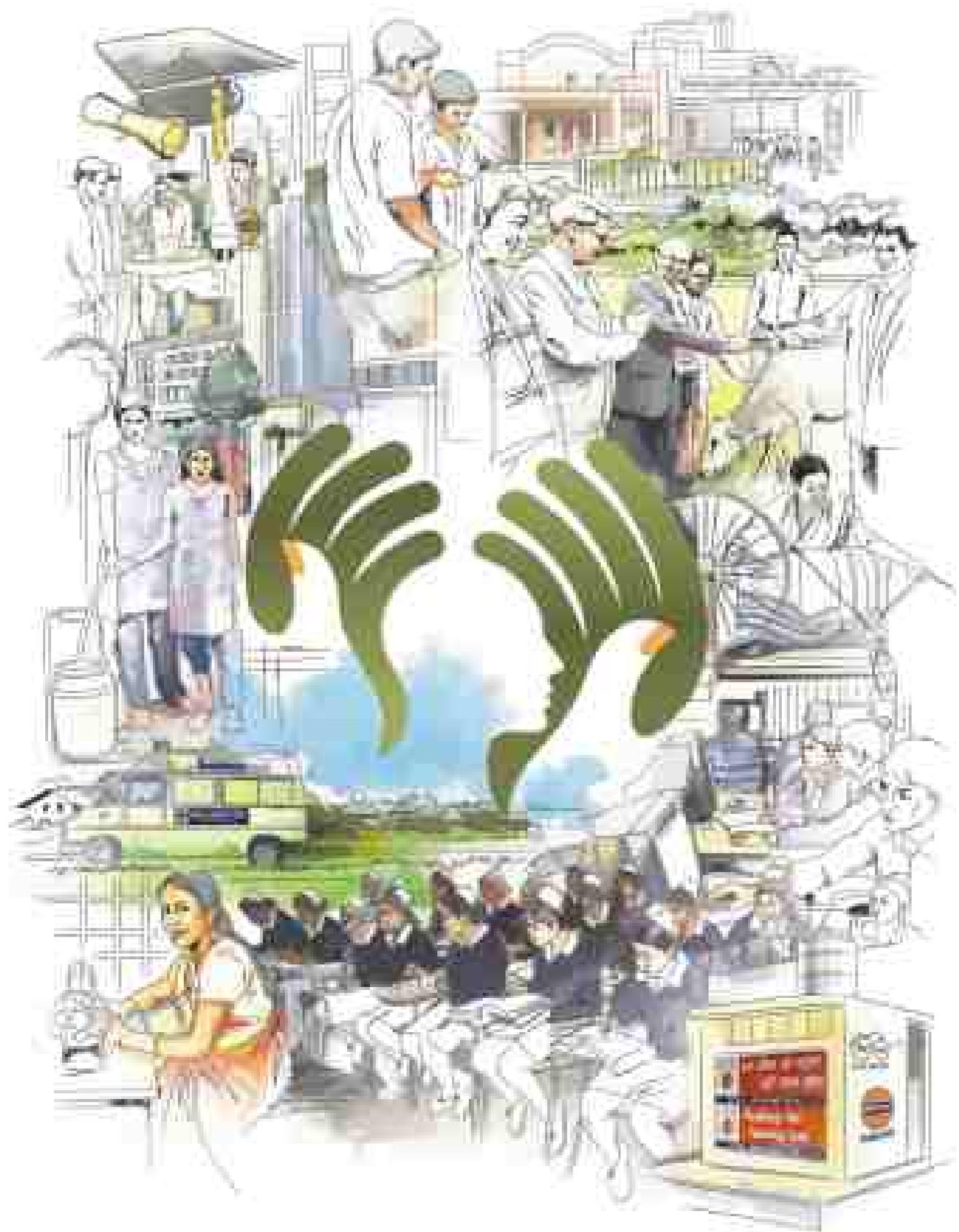
With the introduction of the Corporate Social Responsibility (CSR) Act in 2013, many corporates have been proactively taking up this good hearted investment towards driving a social change to all their business endeavors.

We, at Navjyoti, truly believe that every human thumbprint is unique. We would like to thank all our donors who have left a unique impression on the lives of many and helped us to work towards our goal of self-reliance with all the more enthusiasm and dedication.

FROM THE DESK



Neetu Sharma Joshi
Executive Director



Committed to Creating a Better Tomorrow



IndianOil touches a million lives across the nation everyday. Being the largest enterprise in the country's energy sector, IndianOil will undertake its responsibility to the society. With several initiatives under Corporate Social Responsibility, ranging from healthcare to housing and insurance, education to nutrition, infrastructure development to community welfare, women-empowerment and more, IndianOil remains steadfastly committed to realising its commitment to the nation.





ABOUT US

We are a not-for-profit society, founded in the year 1988 by then 16 serving officers of the Delhi Police. The organization was conceived under the leadership of Dr. Kiran Bedi (first woman IPS) with the main objective of crime prevention through welfare policing, education of street children, vocational skills for women drug peddlers and detox programs.

Over the last 28 years, our interventions have focused in areas of child education, skills development, family counseling, drug abuse treatment program, women empowerment, environment (water, solar, sanitation) management, legal rights awareness, community development, health care, rural and youth leadership programs.

vision

To challenge the socio-economic inequalities and enable the vulnerable sections of the society towards the goal of self-reliance.

mission

To mobilize and harness the power of children, youth, women and people at large to approach illiteracy, ignorance, gender discrimination and the evil of drug addiction with an ultimate aim of crime prevention and inclusive socio-economic development.

objectives

- + To mobilize and harness the power of children, youth, women and people at large with an aim of crime prevention and inclusive socio-economic development.
- + To organize services for individuals, groups and communities so as to inculcate the self help spirit and to enable them to contribute in social developments.
- + To organize literacy campaign viz. formal education, non-formal education, adult education, tutorial classes and vocational training of various types for empowerment of women, children, youth and community as a whole
- + To undertake projects for rural upliftment and development of education, vocational training and self-help group.

To establish, sustain and support facilities for skill upgradation thereby promoting self reliance.

To build leadership capacities and empower communities in complementing the efforts of nation building by strengthening their resource capability through personal training and awareness on socio-economic issues such as health, gender discrimination, ignorance, environment etc.

approach

Our approach through Crime Prevention Model skillfully explains what we witnessed in the communities, what we analyzed out of those wretched circumstances and how we intervene to address those issues.



values

- + Inclusion and Diversity: Finding best people without any discrimination of age, gender, caste etc.
- + Integrity: Commitment to continued validation and support of the highest ethical standard of equality, fairness and confidentiality
- + Accountability: Commitment to provide quality services; creating a conducive work environment for our employees.

quality policy

- + We are committed to transform a large section of our vulnerable society towards Self Reliance and Empowerment by:
 - + Enhancing beneficiaries' satisfaction
 - + Complying with the requirements of international standards
 - + Achieving continual improvements in effectiveness of our management system through systematic analysis and review of results
 - + Training, participation and involvement of all our employees

"As an organization, we are fully committed to ensure the implementation of international standards."

operational areas

State: Delhi
District: North West
Sub District: Narela, Saraswati Vihar, Model Town, 30 resettlement and unauthorized colonies of Bawana, Saraswati Vihar and Jahangirpuri
Villages: 15 villages in north west Delhi



State: Haryana
District: Gurgaon
Sub District: Sohna block
Villages: 70+ villages in Nayagaon



learning for life

A Bayer CropScience Initiative



Let's stop children from working
Let's protect their right to education

No children in the hybrid cotton seed fields - that's the principle of the Bayer. For the past eight years, Bayer has worked effectively to implement a comprehensive multilevel Child Care Programme (CCP) an initiative that has transformed the way seed supply chain is organised - making it sustainable and compliant with its policy of saying no to child labour.

CCP has been rolled out in five states - Telangana, Karnataka, Maharashtra, Gujarat and Tamilnadu where the company has contract cotton seed production.

It aims at getting children off the fields of contract farmers and in to the school.

Bayer BioScience Pvt Ltd

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The Aditya Birla Group: Transcending business

A US\$ 41 billion (₹ 2,50,000 crores) corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 120,000 employees, belonging to 42 nationalities, operates in 36 countries. Over 50 per cent of its revenues flow from its overseas operations. The Group has topped the Nielsen's Corporate Image Monitor 2014-15 and emerged as the Number 1 corporate, the 'Best in Class', or the third consecutive year.

Beyond Business -

The Aditya Birla Group is:

- Working in 5,000 villages globally. Reaching out to 7.5 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.
- Focusing on: Health Care, Education, the Girl Child, Sustainable Livelihood, Women Empowerment Projects, Infrastructure and espousing social causes.

Highlights:

Health-Care

- Over a million patients treated at 5,000 Medical Camps and our 18 hospitals.
- The Aditya Birla Hospital at Veraval in Gujarat, also caters to the marginalised.
- More than 1,200 children have learnt to smile again as they underwent cleft lip surgery.
- We have helped immunise 22 million children against polio over the last 5 years. We are now working with Rotary International and the Government's Health Department to ensure the non-resurgence of polio.
- In our endeavours towards open defecation-free villages, we have helped set up over 8,000 toilets, partly leveraging Government schemes for the social sector.

Education:

- At our 42 Schools across India we provide quality education to 45,000 children. Of these, 18,000 students belong to the underprivileged segment and are first generation learners. On the anvil are 4 more schools. Merit Scholarships are given to 24,000 children from the interiors. Over 2,800 children in the hinterland of India are being taught conversational English to build their confidence.
- Over 3.5 lakh school children (Grade V to XII) in 31 remote blocks of Madhya Pradesh, Rajasthan, Maharashtra and Odisha are being provided with solar lamps.
- We have set up the midday meal kitchen in the Keonjhar district of Odisha, facilitating the provision of midday meals to 268 schools, along with the transport facilities. Across 625 schools, with 50,000 children, spanning Lucknow, Jaipur, Mysore, Bengaluru, Surat, Vadodara, Puri, Cuttack and Ahmedabad, we sponsor midday meals.

Sustainable Livelihood

- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training in sustainable livelihood projects to 80,000 people.
- Our 4,500 Self-Help Groups have led to the empowerment of 45,000 women.
- Working closely with Habitat for Humanity, we have so far built more than 500 houses as part of our community outreach programme, besides supporting the building of an additional 3,800 houses across India.

Model Villages

- We are also engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year timeframe the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far more than 90 villages in India's hinterland have already reached the level of model villages.

At the macro level

- To embed CSR as a way of life in organizations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
- Ongoing education, healthcare and sustainable livelihood projects in Philippines, Thailand, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.

We transcend the conventional boundaries of business because we care.



ADITYA BIRLA GROUP

Making A Difference

www.adityabirla.com

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OUR INTERVENTIONS

Child Education Programs

Remedial Education

Right education with right opportunities at the right time is the focus of this project. Remedial education prevents vulnerable children to drop out from the mainstream education. We help them identify their potential and link them with opportunities through partnerships, which Navjyoti India Foundation has forged.

Our education model provides holistic development through music, library, art and craft, life skill sessions, exposure trips, health and hygiene. This is done through a service delivery system of 3S Model: Shiksha (Education), Sanskaar (Values) and Skills.

Bal (Child) Gurukul

From class competitions to community collaboration; from personal report cards to collective result; Navjyoti Bal (Child) and Yuva (Youth) Gurukuls are a value-based movement, running in urban as well as 10 villages in rural. These are to encourage inclusive community and social leadership based on the spirit of joyful and versatile learning and sharing. The initiative is a result of the burning desire within the organization to hasten the process of reaching out to education to those children who are untouched by the benefits of 3S Model.

Skill Upgradation Program

To narrow the widening skills gap and unemployment, Navjyoti Community College provides training in diverse fields like Personality Development, IT and Computers, Hardware, Automobile, Stitching, Beauty, Nursery Teachers' Training, Electrician and various other trades through collaborative partnerships with universities, NGOs, institutes, corporates etc. for the youth.

The program, thereby, provides professional knowledge, personal skills and apprenticeships to youth to become holistically productive.

In-built in the Skill Upgradation program is the enhancement of emotional and social quotient through the 4C's: Competent, Compassionate, Conscientious, leading them to be Change makers (dividend).



Community Development Program

With the aim to sensitize, train and empower the community to lead the change, Navjyoti's Community development programs promote community ownership by passing on the enabler's role and ensure their meaningful participation. The organization continues to inspire the community to identify and raise its own resources by offering our own expertise to meet their growing needs.

With the help of these community programs, we have been able to assist beneficiaries of the rural community through women empowerment projects, family counseling projects and environmental projects.

Out of 81 villages of the Sohna block in Gurgaon, we closely work with more than 70 villages to make the community self-reliant.





ENGINEERING THE FUNDAMENTALS OF GROWTH

As India's growth picks up momentum, Escorts is gearing up to accelerate the pace. We are reinventing agriculture with complete farm mechanization systems that enhance productivity and yield.

We are reinventing infrastructure by manufacturing world class construction and earth moving equipment.

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AGRI MACHINERY

Escorts Agri Machinery is transforming the way agriculture is done and will become complete farm mechanization solutions provider by 2020.



CONSTRUCTION EQUIPMENT

Escorts Construction Equipment is working towards modernizing Indian infrastructure by producing world class construction and earth moving equipment.

RAILWAY PRODUCTS

Escorts Railway Products aims to provide complete solutions to Indian Railways and Metros by 2020.



AUTO PRODUCTS

Escorts Auto Products aims to serve as a catalyst to the growth of the Indian auto component industry.

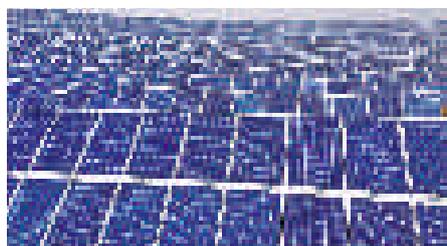


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Today, NTPC is actively using super critical technology to reduce green house gases emission under its CenPEEP initiative. With the support of NTPC Energy Technology Research Alliance (NETRA) and other scientific advisory councils, it is providing support to its stations for proper waste management, pollution control and dry ash utilization to ensure clean & green power for sustainable growth.

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VLCC's mission since inception has been to transform lives, by making beauty and wellness accessible to women and men everywhere, which we believe empowers our consumers to look good, feel good and get the most out of life. In doing so, VLCC has become the category leading Beauty & Wellness master brand, serving consumers across 11 countries, 134 cities and 301 locations across South Asia, South East Asia, GCC Region and Africa, with a comprehensive portfolio of beauty and wellness services, personal care and nutritional products as well as vocational education in beauty and nutrition.



www.vlccwellness.com

*VLCC Health Care Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares and has filed a Draft Red Herring Prospectus dated September 23, 2015 ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the websites of SEBI, ICICI Securities Limited, Citigroup Global Markets India Private Limited and Axis Capital Limited at www.sebi.gov.in, at www.icicisecurities.com, at <http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm>, and at www.axiscapital.co.in respectively. Investors should note that investment in equity shares involves a high degree of risk and for details refer to the DRHP, including the section titled "Risk Factors."

*(Including repeat customers) in the last ten years

To lead, you first need to CARE.



Leadership is about caring. Making a difference to the lives of millions. And that's where Bajaj has for years chosen to make its presence felt. By helping the economically weaker sections of the society gain economic independence. By bringing joy and happiness in the lives of the less privileged. For, we believe that only when the nation stays ahead, shall we.

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At Godrej, we have articulated our commitment towards building a more inclusive and greener India - Godrej Good & Green. By 2020, we aspire to create a more employable Indian workforce, build a greener India and innovate for 'good' and 'green' products.



Train 1 million youth in skills that will enhance their earning potential



Achieve zero waste to landfill, carbon neutrality and a positive water balance, while reducing specific energy consumption and increasing renewable energy portfolio



Generate a third of our portfolio revenues from 'good' and/or 'green' products

Ensuring Employability

We work in collaboration with NGOs and social enterprises to design and run a number of employability training programmes. Some of these include beauty and hair care, sales and rural entrepreneurship.

Our Programmes:

- Saloni** - Beautician training for low-income women
- Vijay** - Training youth in channel sales
- Perna** - Sales in general trade
- Samarth** - Training to increase farmer productivity
- Swadheen** - Agriculture-related training for students in rural, senior secondary schools
- Nipun** - Construction training
- Kushal** - Training youth in manufacturing and engineering related skills



8 out of 10 new entrants to the workforce have never had any opportunity for skills training



140,303

youth trained in employable skills

Greener India

In line with our commitment to building a Greener India, we are making environmental sustainability a key part of the manufacturing process and value chain across our businesses. Our strategy to achieve our sustainability goals includes a range of efforts from energy efficiency and water conservation at our manufacturing sites, to promoting IGBC/LEED-certified green buildings.



37%
●●●●●

reduction in specific energy consumption

48%
●●●●●

reduction in waste to landfill

43%
●●●●●

increase in renewable energy sources

33%
●●●●●

reduction in specific water

45%
●●●●●

reduction in specific greenhouse gas emissions

Product Innovation

Innovation in our product pipeline involves developing 'good' and/or 'green' products. A 'good' product caters to customers at the bottom of the pyramid. A 'green' product is environmentally

sustainable. It consumes fewer resources, emits fewer greenhouse gases and includes recyclable, renewable, and/or natural materials.



Good knight Fast Card

Our new revolutionary product is effective, economical, easy and safe to use



Green Buildings

100% of our inventory launched in FY 2013-14 was pre-certified under the Indian Green Building Council (IGBC) rating system



Ezee Liquid Detergent

Our phosphate-free, pH neutral liquid detergent, Ezee, is environment friendly, safe and effective

Volunteering

We encourage Godrejites to volunteer their time through different programmes and initiatives. Through Brighter Giving, our structured volunteering platform, we provide volunteering opportunities to our team members who are keen to engage in skill-based, longer-term volunteering projects.



To know more about our initiatives, visit: www.godrejgoodandgreen.com



DRIVING ACTION FOR SOCIAL CHANGE

Civil societies could act as hubs to facilitate a process of development and can bring transformation in the society. The formal mechanism of civil society is the Non-Governmental Organizations (NGOs). NGOs are not now a concept of western culture but they are playing a significant part in the social restructuring of developing countries. NGO plays an important role in implementing the types of commodity based development programme that offers the long term solution to poverty.

Now India no longer lives mainly in villages. Around thirty percent of population in the country stays in urban area. Hence, there has been a perceptible change in the approach to urban poverty issues in India since after the fifth plan from a welfare and service oriented strategy that has been a shift towards poverty.

In recent times, many NGOs have been concentrating social mobilization on contemporary issues of importance such as women empowerment, human rights, and implementation of various central and state government development programmes. The NGOs in India have contributed handsomely towards social mobilization and social activism through their intensive campaigns, people's mobilization programmes and effective networks.

The NGO as a social force facilitates collective action and people mobilization for the purpose of achieving the desired objectives. The NGOs are deploying various people-oriented as well as people-centered strategies, and these organizations build rapport with the people and mobilize them. The NGOs play in making the people environmentally aware and sensitive to take part in the development process.

On other hand, every business, in every sector, of every size has a social purpose.

CSR has gone through many phases in India. At Navjyoti, we believe the ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the support of like-minded corporates. Our partnerships corporates have helped us further develop our working model with the combination of their skills such as expertise, strategic thinking, manpower and funds to initiate extensive social change and put the socio-economic development of our communities on a fast track.

VIEWPOINT

M S Pillai
Founder Director, SCMLD Pune

Corporate Social Responsibility

The law of the universe is that the earth belongs to all beings and there is enough for the needs of all. But man (includes women) has appropriated everything to the exclusion of all other beings claiming himself as superior and everything on earth and beyond is meant for him only. Every problem- toxicity, pollution, strife, conflicts, disharmony, newer diseases, climate change, war- all are the consequences of this self-proclaimed superiority, insatiable consumption and ego driven and intellectually blind behaviours. Hence, man has to take the responsibility too of what is happening on and within the mother earth. Even wild animals do not kill its preys unless they are hungry. Whereas men do everything to satiate his unbridled greed for possession, position, glamour, power, pleasure and so on. Minus men, the earth would be cleaner, greener, purer, and natural, regenerating itself as required. With men the earth has degenerated to what we see today. Arresting this degeneration and allowing the earth to regenerate itself is everyone's responsibility.

Coming to modern men, yes, everyone wants money. Nothing wrong. Everyone is aspirational. Should be. For this, one has to work. Work as employee or employer. That is, one has to be an entrepreneur or worker. Here I am taking farmers also as Entrepreneurs or workers.

Entrepreneurs are called as businessmen. There is micro, small, medium and large businesses and businessmen. The legal formats are proprietorship, partnership or Pvt. Ltd., Public Ltd. or Government Companies. We call them as Corporates. As per Companies Act 2013, the Corporates with Rs. 100 crore sales turnover are supposed to earmark 2% of the average of the profits of the last three years, for discharging Corporate Social Responsibility. This is a legal requirement. Enforceable or not, how it could be enforced etc. are matters still evolving. However, 460 companies spent Rs. 6337 crore on CSR activities during 2015. It is a good thing against nothing. However, consider the NPAs of Banks in lakhs of crores of rupees and also the Rs. 4.18 lakh crore as tax arrears of the Corporates. Is it not Corporate Social Irresponsibility? That is, prudent management of the resources, value creation, prompt payment of taxes, good quality products and services at affordable prices etc. are more important social responsibilities as compared to the meagre amount earmarked in the name of CSR. What about corruption and the parallel economy?

According to me the current CSR approach is a very narrow one. First of all why these words, 'Social Responsibility and Corporate Social Responsibility'?

In my view every individual and organization must be socially responsible at all times in their thoughts, behaviours and actions because without society no one can live life. If you look at the Constitution of India, there are three pertinent parts very significant in this context. Viz.

The preamble which reads as follows:

We, The People Of India, Having Solemnly Resolved To Constitute India Into A [sovereign Socialist Secular Democratic Republic] And To Secure To All Its Citizens: Justice, Social, Economic And Political; Liberty Of Thought, Expression, Belief, Faith And Worship; Equality Of Status And Of Opportunity; And To Promote Among Them All Fraternity Assuring The Dignity Of The Individual And The [unity And Integrity Of The Nation]; In Our Constituent Assembly This Twenty-sixth Day Of November, 1949, Do Hereby Adopt, Enact And Give To Ourselves This Constitution.

Then Part III the Fundamental Rights. The most important part is the Part IV- the Directive Principles of State Policy which enshrines the obligations of the state, and the Duties of Citizens. That indicates that everyone whether individuals, organizations or government - all are to be socially responsible all the time. Read this with the opening para. of this article that on earth every being, (not only human being) has a right to draw whatever it needs (not wants). No one has exclusive right to any of the Natural Resources and sources.

However, in reality, man has appropriated everything to himself. Within men the rich and the powerful appropriated most of the productive resources and wealth. That being so they have to be Trustees for all the resources and beings like a Kartha in a Jt. Family.

That being so they have to be Trustees for all the resources and beings like a Kartha in a Jt. Family. In that sense whether there is a law or not, every organization including the big businesses/ corporates are to follow the Trusteeship concept and look after everyone and preserve, conserve, and re-generate everything natural made available to as free of cost by the nature. That is, they should produce and sell only such things which will improve the quality of life of all beings including human beings. In the process no damage should be caused to any of the natural resources/ sources or the environment. If any resource is likely to be depleted it is the responsibility of the business to see that it is not extinguished and all efforts are made such that it is re-generated. Similarly no toxic material is let loose resulting into pollution of the environment adversely affecting the beings. Also, businesses should not entice or exploit the society by over pricing and/ or by fraudulent products, services or advertisements. Therefore, it is the responsibility of everyone and every organization that the planet earth and all beings on earth, including its atmosphere, are not tampered with affecting life and living of any being. Everyone has to be responsible for these.

Spitting is socially irresponsible, smoking in public place, throwing litters, disregard to the aged, women and children, wasting food, egotism, over use of water, cutting trees, - all are socially irresponsible behaviours. Politicians and bureaucrats taking oath to uphold, protect and preserve the constitution, but being corrupt and doing/ not doing things keeping only the vote banks/ buying votes as their prime concern in decision making, obstructing parliament and also not reaching out for a collective better tomorrow for all are nothing but being socially irresponsible.

Corporates not facilitating skill development by not making available their plant, machinery & technology for training the engineers/ vocational trainees, to the extent possible, is also being socially irresponsible. All this is to say that just doling out a small amount of money against the gigantic and collaborative efforts required for the well being of the society, and calling it as Corporate Social Responsibility and rejoicing that as if something great has been done is not really great in reality. However, its a good beginning and a great gesture.

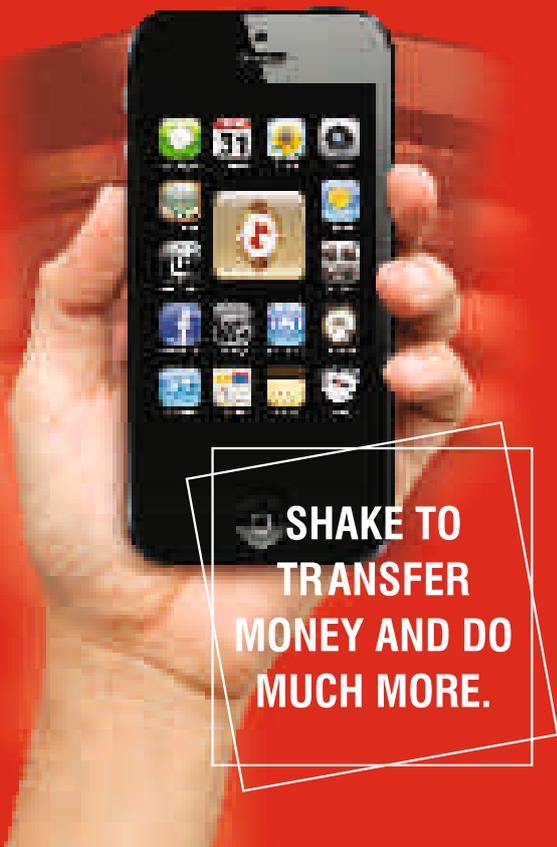
Simply put we want to see our country as a clean, green, healthy, happy, wealthy, active, agile, progressive, harmonious and strong nation. Social responsibility means nothing adversely affecting the above should be done.

Also all businesses must be to enhance all of the above. Then there will be no statutory enforcement of 2% share of average profit of 3 years.

In my opinion there is nothing to be separately called as Corporate Social Responsibility. That phrase itself indicates that Corporates are/were not socially responsible now/ earlier. CSR indicates that Corporate can do anything as they wish provided they earmark 2% amount of the profit. Everyone- individual or organization in business, profession, trade, calling, occupation cannot have a separate word as CSR. In every activity and everything what one does, it should be done with a sense of how it affects the society. Serving the society is social responsibility. Nothing should be done or said without being socially responsible.



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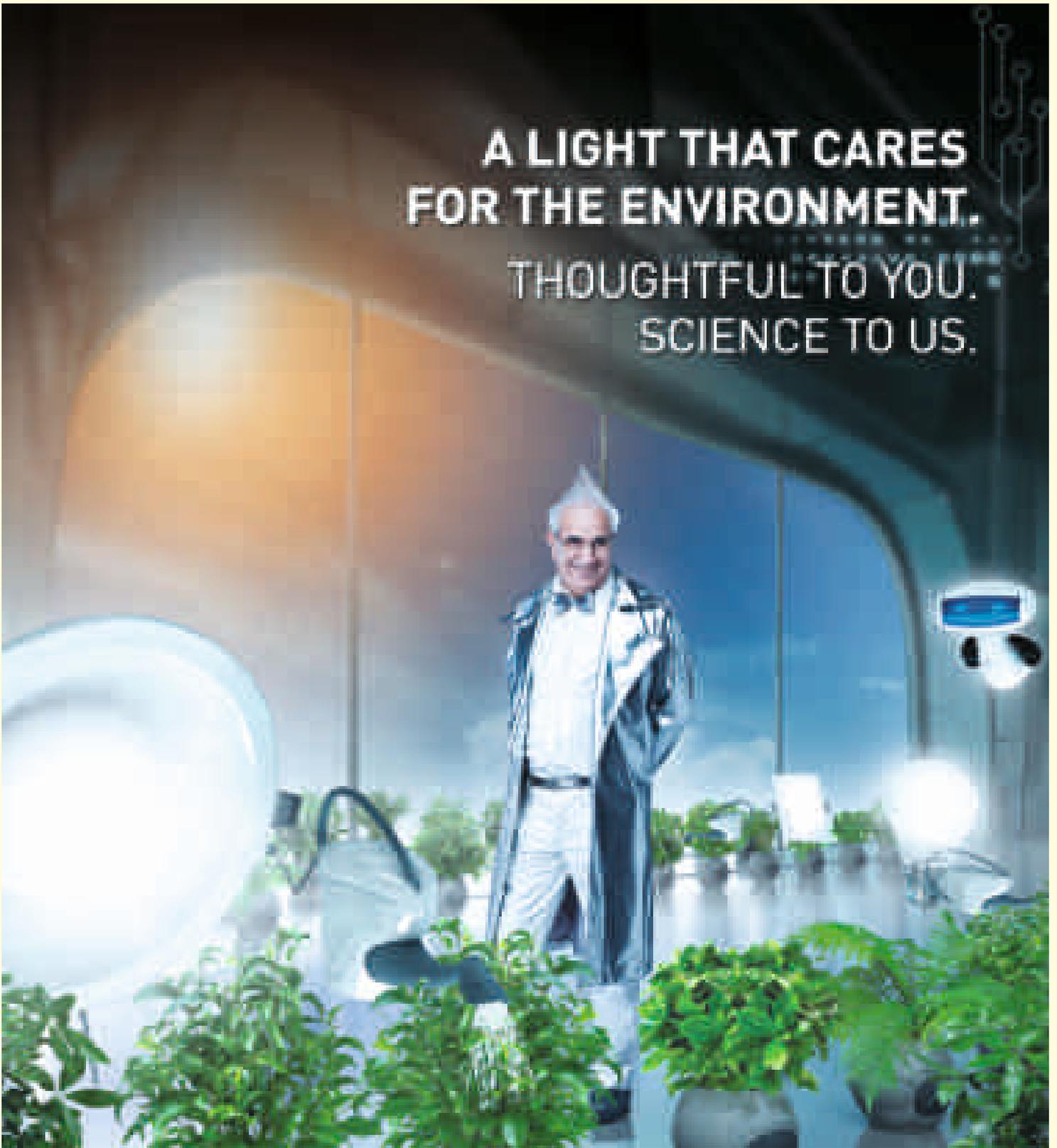
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VIEWPOINT

Prof Amit Goyal
Founding Director, TKWs Institute of Banking & Finance

CSR as a Business Strategy

Most organisations and businessmen perceive CSR as a philanthropic initiative and often use both words interchangeably. This has led to wasteful or cosmetic expenditures by businesses who see it as a mere compliance. True advantages of CSR can be realised only when top management begins to use it as a tool in their strategic tool kit. There are uncountable ways in which CSR can become a long term business opportunity. I have explored three such dimensions in this article.

CSR for future talent pool: Human resource is the key differentiator for many businesses. Future wars for market-share will not be fought over talent. Advertisement and marketing will become redundant and companies with skilled professionals will win the Customer. Smart organisations will make investments in creating content and infrastructure by partnering with NGOs or Skill Development institutions. This ecosystem will give a competitive advantage to such companies in harnessing skilled talent year after year.

CSR for sustainable supply chain – The biggest victim of business growth is the very source that feeds raw material for growth. Companies which sell mineral

water face dropping of water level and companies which make paper face unavailability of wood. Investing in ecologic infrastructure to replenish more than what we are withdrawing is the only way a capitalist can sustain today's growth. CSR gives us a great reason to make such investments in people and infrastructure to ensure that we have sustainable supply of raw material.

CSR for future markets development: FMCG companies in India today swear by "Value at the bottom of Pyramid" and have managed the growth of last decade only by launching Chhota Pack of virtually every product. Mutual funds can hope to grow by more than 100 times just by spreading financial literacy and educating people about virtues of saving and investing. Car companies can hope to grow by lending a hand in making better roads and stationary companies by supporting rural schools. There can be numerous other ways in which a business can direct his CSR investments to develop new markets for the future. Socialism or Capitalism is only a matter of perspective. In the larger picture everyone is working to build a better society to live. It is time we review our thoughts on CSR and start spending this budget more prudentially.





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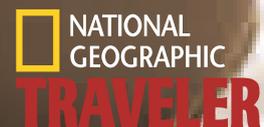
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MAKING CSR WORK

Now that corporate social responsibility (CSR) has acquired a statutory mandate, an activity that was voluntary has become a formal imperative for some companies. Over the past two decades we have seen CSR as a concept gaining traction and becoming a more structured activity.

We have compiled a walk through of some of the companies on how CSR is evolving as a transformation towards their inclusive growth.



Ratan Tata's imprint on the direction the Tata Trusts has taken over the past two years is discernible. Since stepping down as Chairman of the Tata group, Mr Tata has been able to devote more of his time to redefining the operations, objectives and purpose of what is one of India's largest and most impactful philanthropic organisations.

There was this exercise in 2014 to reconsider what the Tata Trusts was doing and how it was going about implementing its philanthropic agenda. What was the need for the evaluation?

We appointed the Bridgespan Group [a nonprofit consultancy] to validate some of the issues we were trying to verify ourselves. We wanted to change the form of our philanthropy from one that was predominantly executed by non-government organisations (NGOs) to one where we would manage some of the projects ourselves. We would continue to collaborate – the trusts to NGOs to communities system – but now we would also be involved directly.

Bridgespan has worked with many international philanthropic organisations and we were advised that they may be able to give us valuable views on how those organisations operated, and on what we could do. They looked at what we were attempting to accomplish and, by and large, they endorsed the work we were undertaking. Rather than suggest a radically different approach, their report brought some order to our efforts. It helped us define how we work up a particular philanthropic portfolio into different pockets.

One important finding to emerge from their assignment – and this may have remained under the scanner without an outsider saying it – related to delegating authority to speed up the process of allocating resources for grant-making. Earlier, trustees sat and personally scrutinised every single grant application. That took up most of their time and, as a result, they couldn't add much value.

Bridgespan suggested that we delegate up to a certain level. The trustees would

be informed of all grants but wouldn't sit and sign their name on every single grant application. The trustees would perhaps not have accepted such a recommendation coming from the staff but this was by an independent organisation.

Do you subscribe to the view that philanthropy is inherently personal, even when it comes to professional funding institutions?

No, I would not describe philanthropy in that manner. Philanthropy starts with the donor, which may lead you to say it's personal. Somebody's wife dies of leukaemia and he decides to establish a hospital to treat the disease; somebody loses a child in a car accident and decides to set up an institute for road safety. Traditionally, philanthropy may get started due to some personal hardship or personal vision, but philanthropy in its true sense is not personal; it is humanity-based. It's about the sensitivity you have to all the hardships that people face.

How do you see the Tata Trusts evolving over the next five years?

The same way as it is now. We are doing reviews of where and what we should be doing in the same general fields. We will, I hope, forever be looking at enhancing the quality of life of the people we seek to help. Today we are talking about diseases and cures; tomorrow it could be climate change. I think the Trusts will have to keep renewing itself every three-to-five years to see whether it is missing something because governments are not going to necessarily be helping humankind per se.

They are going to be confined to their own people and there are going to be political issues; someone else has to at least define what can be pursued.

What advice do you have for young philanthropists?

I don't want to address that; I don't think I can. What holds true is that we want to be enhancing the quality of life of the less privileged, not just by giving grants but by eventually serving their needs.

What are the three priority issues that you think India should address?

I have always felt that India suffers from having an environment that is inherently unequal. If I could sum up in one phrase, I'd say my greatest desire as an Indian is to be proud of my country because it is an equal-opportunity nation. We have had a woman prime minister but that was an exception to the rule. If you have the ability to study, work and rise on the basis of merit and not on the basis of who you are or how well-connected you are, that would make me very happy for our country.

What we are going through now in terms of religious differences and inequalities, that's included in what I'm saying. We have for political reasons carved out the country according to caste, religion and communal groups. This may help some people at election time, but they don't help in creating a unified country. We are now Maharashtrians, Punjabis and Tamilians rather than Indians. The day we all become Indians again, that's when the country will be strong.

This interview was part of the cover story on Tata Trusts that featured in the January 2016 issue of Tata Review.





Godrej Good & Green

Our shared value vision of creating a more inclusive and greener India

(By Sumit Mitra, Group Head – Human Resources and Corporate Services, Godrej Industries Limited)

The Godrej group enjoys a reputation and legacy of philanthropy for being committed to society and our people, the communities within which we operate and our planet. We have always been passionate about creating a more sustainable future and worked hard to embed social & environmental sustainability into our value chains. Twenty-five percent of the shares of our Group's holding company are held in trusts that support education, healthcare and environmental sustainability.

In 2011, we took a closer look at our operations and our impacts, and engaged multiple stakeholders to understand opportunities, prioritise and focus. This led to the formulation of our sustainability strategy 'Good & Green' as one of our four key imperatives for Vision 2020.

By 2020, we aspire to create a more employable Indian workforce, build a greener India, and innovate for 'good' and 'green' products. 'Good' products are designed to address a critical social issue (e.g. healthcare and sanitation) for consumers at the base of the income pyramid. 'Green' products are those that are environmentally sustainable. These goals are fuelled by Brighter Giving, our structured, skill-based volunteering platform through which our team members can offer their time and skills to help address a non-profit organisation's needs.

Shared Value

We developed an approach to meet our Good and Green goals. It is driven by the desire to help create a more inclusive and greener India. It is based on a shared value principle that aligns business competitiveness and growth with social and environmental impact. At its root lies the idea that companies can help solve critical social issues while strengthening their competitive advantage.

Why Ensuring Employability?

The International Monetary Fund suggests that about a quarter of the projected increase in global population aged 15-64 years between 2010 and 2040, will occur in India, making it the largest contributor to the global workforce over the next three decades. This bulge in 'working age' population, bolstered in part by shifting demographic trends such as declining infant mortality and fertility rates, reflects a 'Demographic Dividend,' which can prove a major growth driver for the Indian economy. To capitalise on this opportunity, we must ensure that we have an adequately skilled and employable workforce.

In the next decade, economic growth in India is likely to create 500 million jobs, 75% of which will be skill-based. Sadly today, workers with vocational education

make up only 2-4% of India's trained workforce. In fact, 8 out of 10 new entrants to the workforce have never had any opportunity for skills training. Youth unemployment is therefore a bigger concern in this country than unemployment, and addressing the skill gap not only ensures a pipeline of talent for Indian industry, but also better enables the nation to truly leverage its demographic dividend.

It is with this view of supporting inclusive growth that we have committed to train 1 million unemployed and under-employed youth in skills that will enhance their income earning potential. To achieve this scale of impact for benefit the society and our business, we have partnered with government, non-profit organisations and social enterprises and developed a number of employability training programmes in vocational skills that are relevant to our businesses. These partnerships not only help us meet our goals but also ensure long-term success and value creation.

Maximising Impact

As of December 2014, we had delivered vocational training programmes at 320+ locations across India in the areas of beauty and hair care, sales, rural entrepreneurship, construction, agriculture and animal husbandry with 20+ NGO partners to over 140,000 youth. These programmes focus on improving income earning potential of our graduates by facilitating self-employment or job placements.

Women form a significant proportion of India's workforce, they are largely concentrated in the informal sector. They are also, for the most part, engaged in vocations characterised by low earning and productivity, poor

working conditions and no social protection. Our flagship training programme, Godrej Saloni, was launched in January 2012 with a view to help address these issues by training rural and urban Indian women in beauty, skin and hair care. Saloni is a 240-hour, 3-month beautician training programme for women, to help them become financially independent.

Training at Saloni includes modules on entrepreneurship development and employability readiness, which equip graduates to work in salons as well as set up their own businesses. We partner with NGOs across India that work in the areas of skill development and vocational training. We leveraged our extensive in-house expertise in hair and personal care to develop the Saloni curriculum. In addition, we support the set up of new Saloni training centers and conduct monthly Train-the-Trainer programmes. To ensure consistent and superior quality instruction, we invite renowned hair experts like Jawed Habib to conduct seminars and workshops.

As a part of the Saloni programme, we have trained 53,965 rural and urban women across India till December 2015.

Another employability programme making a difference is Samarth, our training programme to increase farmer productivity. The programme aims at training to small and marginal farmers in animal husbandry and agriculture. Launched in October 2013, Samarth aims to improve the productivity of farmers thereby leading to more disposable incomes by introducing best practices in farm, dairy, poultry and fishery management. Men and women from rural households are trained in their respective villages.

We conduct Samarth in collaboration with an NGO partner. The NGO connects villages to markets in India by creating supply chain networks that offer distribution to urban product and service companies. It also provides rural micro-enterprises with training, access to capital and channels through which they can sell their products. The Samarth curriculum is created by animal nutritionists and veterinarian doctors in at Godrej Agrovet Limited (GAVL). They guide local trainers who then coach men and women in villages.

As a part of the Samarth programme, we have trained 7,589 rural and urban women across India till December 2015.

Stories of Impact

With the strong output of our programmes we are now focusing on the outcome. Our impact stories recognise this with the transformative accounts of individuals who benefitted from our training programmes and found a lifelong career. These inspiring stories motivate our initiatives and our businesses:

Samrin Sheikh, was a tenth standard pass out and her family expected to get her married but she joined the Saloni training course and learned about skin and hare care.

She went on her first interview with confidence and landed the job. Today, she earns INR 10,000 per month and supports her family. Her family also has higher expectations from her, which wasn't the case in the past. She now works at the Godrej Hair Colour Lab in Vikhroli, Mumbai.

Krishna Singh learned simple and effective methods of taking care of her cattle with the Samarth farmer training programme. She increased her milk yield and earned close to INR 44,100 in three months. She now successfully runs her dairy farming business in Bamuri, Mathura.

To build on the scale and monitor the impact, we have also invested in technology. Our NGO partners regularly update training and impact data on our employability portal for us to track their outreach and also the programme expenses. In our Good and Green journey, we are also building on the capabilities of our NGO partners so that it mutually benefits our programmes and the NGO.

We are confident of building a profitable relationship with all our stakeholders and achieving our Good and Green goals by 2020.





SpiceJet is a front runner in contributing to the cause of society at large. SpiceJet Cares is an initiative of the airline to contribute to society at large. Working in close harmony and partnering with various organisations who have done phenomenal work in this field, the airline reaches out to provide help and relief to the lesser privileged and to those in need. Be it promoting a cleaner India campaign or bringing smiles to the faces of underprivileged children, the airline does everything to bring a smile.

The idea is to spread smiles through flying either by conducting special flights or by reaching out to people in despair during calamities 'SPICEJET CARES'.

Since 2013, SpiceJet has operated special flights, packed with fun activities, for differently-abled and underprivileged children. The memories of their first flight are etched in the minds and echoed in the smiles of the children. The greatest joy we had were flying 20 special children from Chennai to Madurai in Feb 2014 and 24 underprivileged kids from the Navjyoti India and India Visions foundations of Delhi on Holi 2015 to Goa for a day at the beach.

In March 2015, on Holi, SpiceJet flew 25 children from the Navjyoti India and India Visions Foundations to Goa from Delhi for a day of fun on the beach.

This year too on the occasion of International Women's Day, SpiceJet in association with 'India Vision Foundation', 'Navjyoti India Foundation' and Art of Living flew twenty selectively chosen women on a day-trip aboard SpiceJet's All Women Crew flight to Art of Living's Bangalore centre. These hand-picked 'Women of Substance' from villages and slums have been in the

past associated with extreme societal situations such as violence, social setbacks, imprisonment among others. They all are the first time air travelers on a Delhi-Bangalore-Delhi flight.

In addition to arranging special flights on various occasions, Spicejet has ensured that it reaches out to people in need during calamities by helping them come out of the situation.

In September 2014, the state of Jammu & Kashmir was ravaged by deadly floods. Volunteer employees of the airline were flown in to assist rescue operations, food and water were flown in and distributed to the thronging masses at Srinagar airport, irrespective of the airline that they were flying in. Commuters in need were extended all possible help at Srinagar airport and the airline assisted several NGOs in airlifting medicines and supplies for free.

Post the April 2015 devastation vide the earthquake in Nepal, additional flights were operated between Kathmandu and Delhi, apart from those already scheduled. This helped in evacuation of huge number of people of various nationalities those were stranded without even basic amenities.

Similarly, SpiceJet has ensured that during the Assam floods it reaches out to the people in need.

During the unprecedented floods and rain calamity that hit Chennai and the neighborhood, first week of December, SpiceJet reached out to many of those marooned due to Chennai airport being flooded. SpiceJet was the first airline to operate relief flights to the Arrakonam Naval Base near Chennai to evacuate stranded passengers of not only

SpiceJet but also of other airlines, free of cost. The airline also provided free ground transportation from Chennai airport to both Arakkonam Naval Base and Tirupati and airlifted them to Bangalore and other airports. In addition, all cancellation/rescheduling charges were waived off and full refund given to everyone impacted, across the country.

SpiceJet has also been supporting the Chennai flood victims by helping various non-profit organizations to transport tonnes of relief material including medicines, food supplies and clothing to various southern airports.

SpiceJet is always trying to ensure that it helps in making a difference.



CONCOR Management has nominated a committee comprising of senior officers to identify and deliver the activities pertaining to corporate social responsibility. Employees voluntarily involve themselves to render community service activities such as tree planting programs.

As a socially responsible organization CONCOR has done substantial work in the area of Corporate Social Responsibility. An essential component of our Corporate Social Responsibility is to take care of the community. We endeavor to make a positive contribution to the unprivileged community by supporting a wide range of socio-economic, educational and health initiatives.

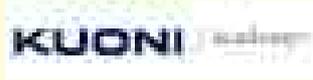
Contribution was made by CONCOR to Prime Minister Relief Fund towards help to Jammu & Kashmir earthquake victims and also to Railway Minister's Fund.

CONCOR is spearheading a movement for rural transformation of the adjoining areas of the Inland Container Depot located at Dadri, Greater Noida, U.P. in the vicinity of Delhi (approx. 45 Kms.) as a part of its Corporate Social Responsibility. This comprises and covers the field of education, health, rural road linkages and community development centers.

CONCOR has carried out the following development programmes in Tilapata and Palli villages adjoining ICD-Dadri:

- Extension of Primary school at Palli Village
- Construction of road about 3 Kms. at Palli Village
- Community center at Tilapata village
- Two minor bridges both at Palli and Tilapata
- Cremation ground at Tilapata village
- Pond development at Palli village
- Development near temple area at Palli





Evolution from Philanthropy to social responsibility, the recent years have seen the role of CSR developing significantly for having a positive impact on socially diverse areas of community. Today's business scenario has changed visibly from traditional way of focussing on profitability to various stakeholders and communities at large who is impacted by their actions. Corporate social responsibility is a powerful medium to help our society towards development keeping the business purpose in mind. The corporates today have understood that it's not only important to fulfil the aspirations towards organisational development but also to develop our society towards sustainability and similarly share the sense of responsibility towards the community and environment in which one operates. In India many organisations have been actively involved in serving the community. They have taken up the cause of sanitation, education through vocational training, improving medical facilities there by empowering the weaker section of our society. A lot of organizations are making continuous efforts in making CSR a success. Notable are the efforts of M&M group which have constructed 4340 toilets in 1711 locations across 11 states.

They also support education of over 11 lakh under privileged girls in 10 states which has helped in increasing enrolment of girl child in schools. TATA and eminent group has also contributed towards skill development and livelihood generation. GAIL has helped over 500 students from economically backward communities to join India's premier engineering institutes. The corporate social responsibility in India context with Indian organizations has seen a massive shift from sidelines to being an integral part of company's strategy. This is also possible with focus from our government which has made a mandate for organizations with Rs.500 crore turnover and with profits more than 5 crore to spend 2% of income towards taking such initiatives.

CSR has never been more prominent on the corporate agenda as it is today. There is an ample potential for the corporate sector to address the issues in India. The considerable resource and pool of experience that a corporate brings can certainly go a long way in building India towards a developed society. Indian businesses can create several pioneering models in CSR, driving innovation and productivity growth in economy.



VIEWPOINT

Prof Ramola Kumar
Dean, The Delhi School of Communication

Values that children need to imbibe today

With the advent of dual-income and nuclear families children are growing up rather alone, that too, in a high-tech fast-moving world. They are facing greater challenges with respect to relationships, within the family, with teachers and friends.

At one end, children are encouraged to go beyond the school curriculum and engage in sports, dance, singing, drama and, at the other extreme, there is more stringency in academic evaluation, especially in the 10th Classes. Either way, children are feeling the pressure to learn multiple activities and yet, perform academically with lesser time spent with parents and seniors for guidance. Keeping the above scenario in mind, children should be encouraged to strengthen their core values - to face the challenges as they grow. The anchor of all core values is laid at the very beginning, at one's home.

The most critical value is of 'family-togetherness'. Everyone needs a sense of security and the facility to freely share their thoughts and day-to-day issues not only for guidance, but also to relieve emotional tension. Children find this very difficult when they are alone. Friendships sustain all relationships as said by Lord Krishna. Therefore, parents also, need to encourage this understanding - much more today than ever before by sitting with their wards daily and encouraging them to discuss each day's activities. This will help

children feel safe and secure and allow them to confide in their parents. This is the single most critical relationship in one's life. This will regularly help them to imbibe values such as - honesty, building confidence in themselves and, having their family members as confidantes will help them deal with multiple emotions. This will also help them respect their family members - elder and /or younger and follow with respect for teachers and friends.

Trust begets trust and, when its bearing is strong at home, then one can face challenges with greater grit and determination.

Within this system one also learns to be patient and to listen more carefully to issues of importance. Compassion begins at home and can be carried forward throughout one's life, if one learns to be sensitive to the needs of others eg. - serving one's grandparents or caring for one's dog or watering a plant daily!

Apart from these core values, the child must remain curious and seek answers not only to mathematical equations but also be close to nature. Children play less in the local park nowadays, but this activity brings them closer to nature, more than any other activity.

They must also do their duty as a child, a student, a friend - diligently and simply, with due respect to one and all. Respect begets respect. This will also help build pride in one's work - by doing one's duty obediently.

In essence, strong core values are the anchor with which one can lead a noble

and successful life. With these values, one stands tall, notwithstanding the winds and storms that propose challenges in one's life. The journey becomes peaceful and satisfying. Hence it is imperative that parents take the initiative to inculcate a strong, simple value system at home and help to nurture this through life.

An advertisement for Lakshmi Vilas Bank. The background is a light blue sky with a woman in a white shirt and blue jeans standing with her arms crossed. The text "SAVE TODAY AND GAIN MORE WITH US" is prominently displayed in the center. Below it, "OUR INTEREST RATES ON SAVINGS JUST GOT BETTER" is written in smaller letters. Large, 3D red numbers "5%" and "6%" are shown, with the woman standing between them. Two yellow boxes on either side contain text about interest rates. At the bottom, a red banner features the Lakshmi Vilas Bank logo and name. Below the banner, contact information is provided.

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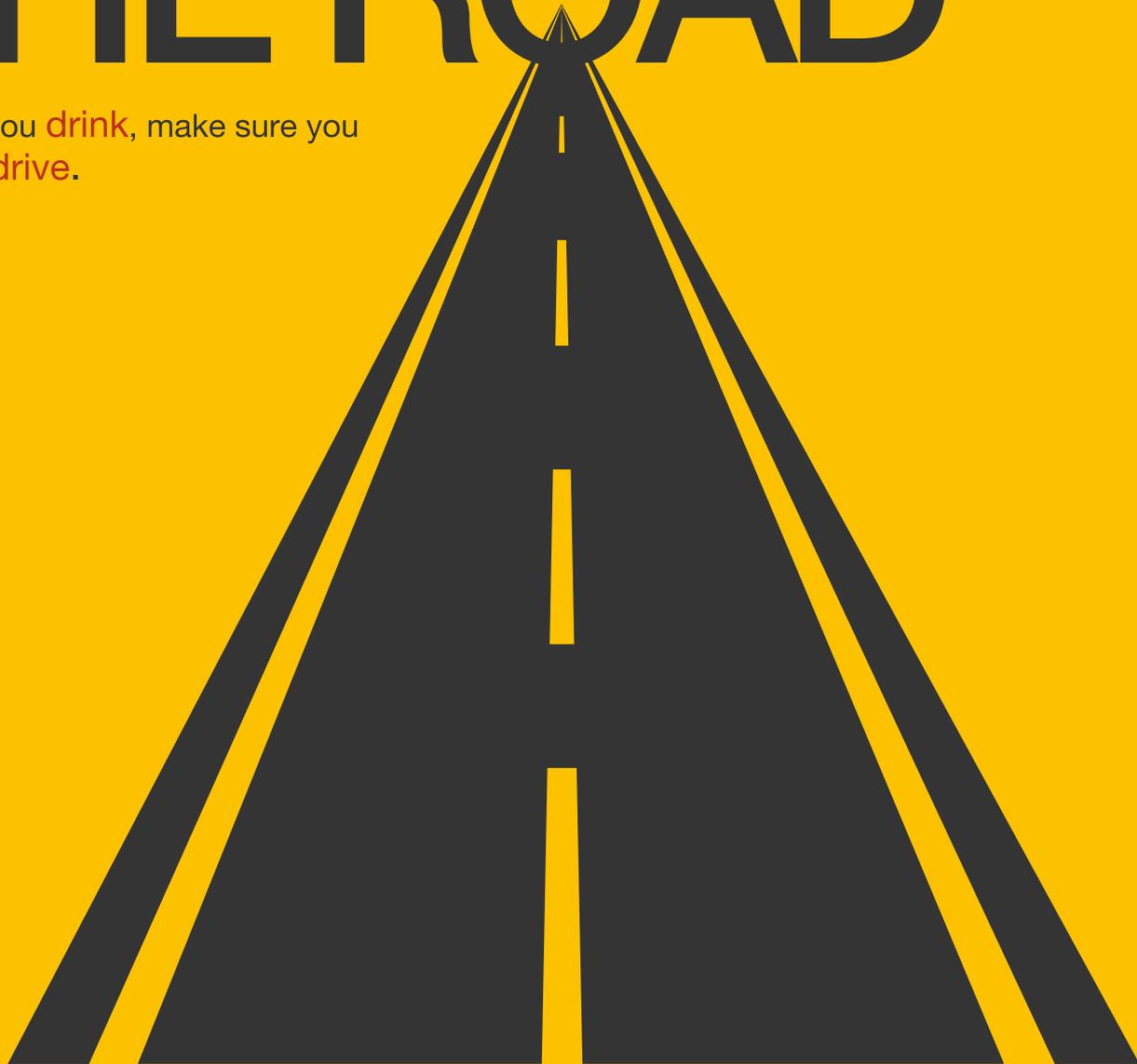
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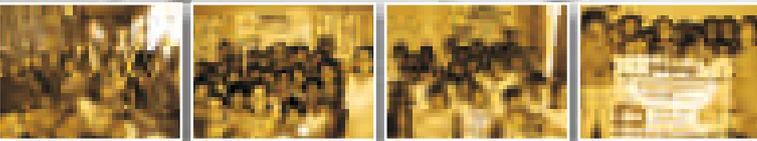
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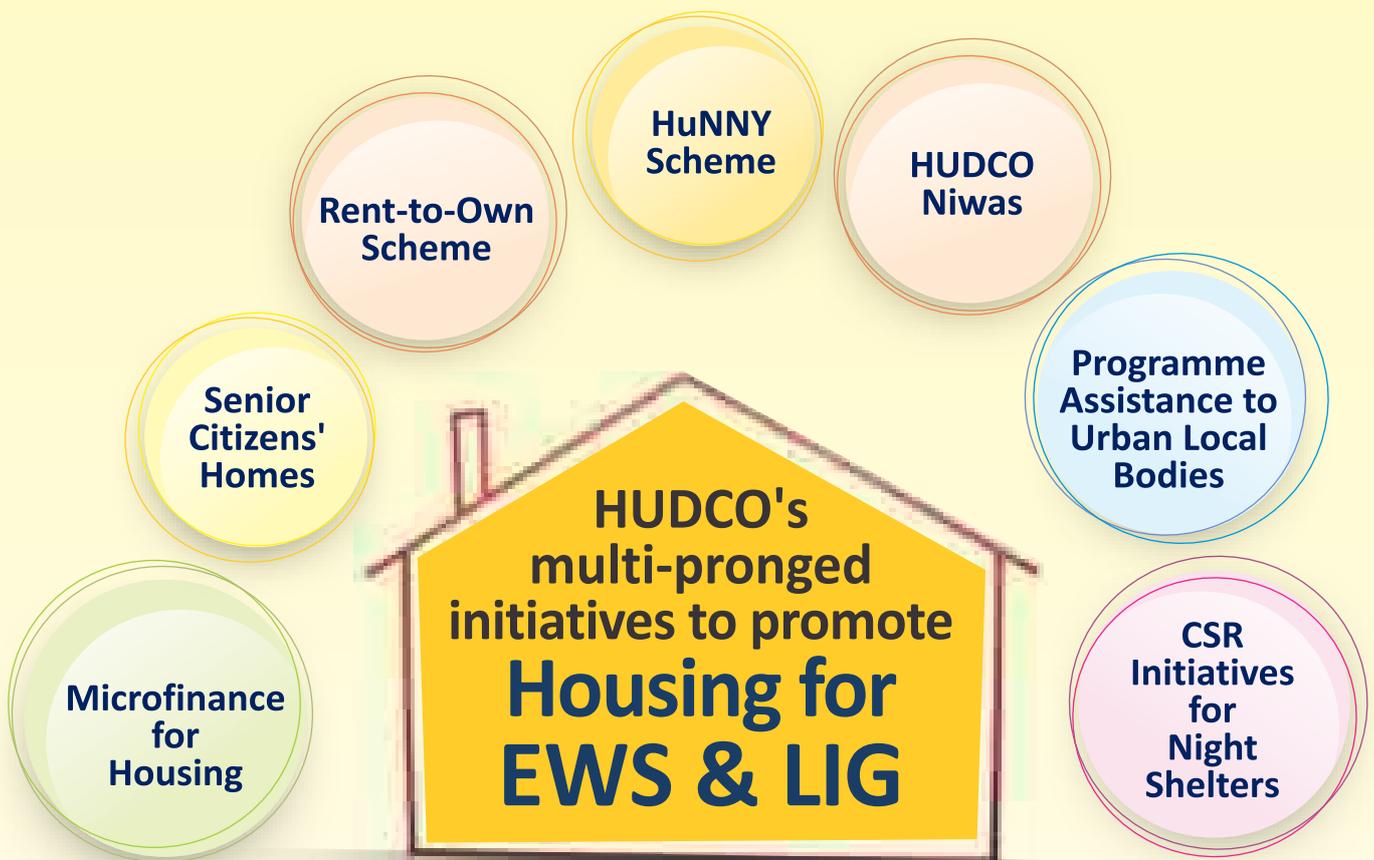
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