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ARE MUST



HCL: LEADING THE CSR WAY

OUR ENTIRE CSR APPROACH IS DRIVEN BY NEED OF THE
COMMUNITY, RATHER THAN THE EXPECTATION COMING FROM
THE BUSINESS LEVEL: NIDHI PUNDHIR

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Accountability In CSR Must



Rajesh Tiwari
Publisher
rt@iccsr.org

A total of 1,522 BSE-listed companies spent Rs 8,897 crore, or 92 per cent of the budgeted Rs 9,680 crore on corporate social responsibility activities in 2016-17, an increase of about 9 per cent from the previous year.

Union Minister for Finance and Corporate Affairs launched the National CSR Data Portal & Corporate Data Portal, a few months.

Jaitley said that the initiative is a significant step towards driving accountability and transparency for corporate India. By making the portals accessible to general public, it will ensure high level of compliance and also in institutionalising and consolidating the CSR activities.

Chandrajit Banerjee, Managing Trustee, National Foundation for Corporate Governance (NFCG) and DG, CII, spoke about the importance of the legislation on CSR and how Indian industry has responded spontaneously to it.

Today, CSR is a reality but what we need is accountability and transparency.

The National CSR Data Portal will capture information on CSR activities carried out by eligible companies, filed on the MCA21 registry in their financial statements. The filed information provides a snap shot of CSR activities carried out by companies. The CSR portal contains all filed information, which can generate pre-defined reports with respect to expenditure across states, districts, development sectors, etc. The Portal also provides for feedback on projects to be given by registered users. The open access to data is expected to help researchers, improve quality of data filed by companies, as well as involve intended beneficiaries in giving valuable feedback to companies.

While the Corporate Data Portal aims at making all the financial and non-financial

information of the companies available in a user friendly format to the general public. It also has facility to generate pre-defined reports and also customised reports.

A total of 1,522 BSE-listed companies spent Rs 8,897 crore, or 92 per cent of the budgeted Rs 9,680 crore on corporate social responsibility activities in 2016-17, an increase of about 9 per cent from the previous year, according to the Annual CSR Tracker compiled by CII. The report revealed that the number of BSE-listed companies required to fulfil the mandate has also increased to 1,522 in FY17 from 1,270 in FY16 and 1,181 in FY15. Under the Companies Act, 2013, certain class of profitable entities are required to shell out at least 2 per cent of their three-year annual average net profit towards CSR activities.

There was a noteworthy increase in the CSR spend with respect to armed forces veterans in FY17 amounting to Rs 33 crore in comparison to FY16, where less than Rs 1 crore was spent, according to the report. However, 2016-17 registered a huge drop in the contribution made to the PM's Relief Fund as compared to the previous fiscal where 79 companies contributed Rs 80.55 crore while 120 companies contributed to Rs 107.43 crore in 2015. This year, only 45 companies reported to have invested about Rs 23 crore. This is a positive indication towards the effort made by companies to introspect their nature of spends and comply with the CSR legislation, the report said regarding the decline in contribution made to the PM's Relief Fund.

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Srinivasan Services Trust (SST) Builds Healthier Communities In Over 5000 Villages



For over 100 years now, TVS Motor Company has been working for the well-being of its people and communities. Srinivasan Services Trust (SST), the social arm of TVS Motor Company, works in over 5000 villages in India, across 5 states, for inclusive development. Among the various trust areas, healthcare is occupying an important place in its agenda.

In rural areas, healthcare needs to be improved considerably. The government spends enormous resources for improvement of health and well-being of the people. SST helps the government's efforts in building healthier communities.

It is a well-known fact that preventive healthcare gives far better results than curative healthcare. With experience of almost 21 years, the SST has created awareness among communities on health awareness programs. SST works with 7.2 lakh families and 3.1 million people and engages with them through health camps organised in schools, villages and social communities.

In its efforts to strengthen healthcare infrastructure available in villages, SST in association with government has started

vaccination program and also enables the field staff of the government to reach out to more people by organizing camps with the help of self-help groups and other socially motivated groups in the villages. Those who are in need of further treatment are referred to the Doctors from Government hospitals. This enables communities to get clear understanding of the government schemes and establish relationship with the government medical and paramedical staff.

Another major issue SST is fighting for is Anemia, especially seen among women in the rural areas. SST has been working closely with local communities and government health departments and the staff of the rural health to eliminate this problem through a multi-pronged approach. Average Anemia

level among women has come down to 25% from 59%. This has been made possible with the combined efforts of the government staff and SST's own field staff. More than 5 lakh women have been cured of Anemia. Similarly, guidance on proper nutrition and sanitation has helped reduced malnutrition amongst 1.07 lakh children. Problems faced by adolescent girls have also been addressed through various government schemes.

SST has also successfully spread the message of government's Swachh Bharat program across its centres. As a result of its Swachh Bharat initiatives, 146 panchayats have won Nirmal Gram Puraskar award. Solid waste and liquid waste programs have been implemented in 4930 villages and the result is morbidity levels of families in the villages have come down from 13% to 6%. Various government schemes for ensuring clean and potable drinking water have been accessed by SST. Currently, 4287 villages have access to potable drinking water facility. Over 5.42 lakh individual toilets have been constructed. The health care support rendered by SST in bridging the gap in health care has drastically reduced Infant Mortality Rate and Maternal Mortality Rate.

- ▶ 100% ante-natal and post-natal care
- ▶ 100% immunization of women and children
- ▶ Infant mortality rate reduced from 1.8 to 0.70 per 1000 live birth
- ▶ Maternal mortality rate reduced from 19 to 10.05 per lakh live birth

SBI Foundation Opens Youth For India Applications For 2018-19

SBI Foundation announces the commencement of application process for its flagship programme, SBI Youth for India – batch of 2018-2019. Every year the foundation aims to take the fellowship one step further and bring in more youth to work towards the betterment of the community.

This year too, SBI Foundation is looking for the youth who wants to work with the communities and look beyond classrooms and cubicles. Youth interested in this programme can log on to www.sbiyouthforindia.org to apply for the 2018-19 batch.

Elaborating about the programme's role in connecting empowered youth to develop the backward villages, Mahendra Kumar Rekhi, MD, SBI Foundation said, "SBI Foundation aims at making SBI Youth for India fellowship a platform for the educated youngsters to use their skills for the benefit of rural communities. With this, we try to create on the ground impact by directly empowering the communities. We want more and more youth to participate in the program and contribute towards the development of the society".

SBI Youth for India, a flagship programme of SBI Foundation is now recognized as one of the premier rural development fellowships. It is a 13-month long fellowship programme that enables India's brightest young minds to work on rural development projects with experienced NGOs. The fellowship offers the best platform in the country to find solutions for rural India's most pressing challenges.

Presently, the fifth batch of 74 fellows are continuing their fellowship journey at 35 rural locations across 12 states of India in partnership with 6 NGOs namely BAIF development research foundation, Dhan foundation, Gram Vikas, Seva Mandir, AKRSP-I and, Barefoot College. We have a



strong network of more than 180 alumni, approximately 60 per cent continue to be actively involved in the development sector.

About SBI Youth for India fellowship programme

The SBI Youth for India fellowship was launched in 2011, in partnership with three reputed NGOs and 27 fellows of the pilot batch completed it successfully. After a review of its impact, the fellowship

was scaled up and in September 2014, the second batch started. In the past four batches, the fellows have worked on diverse issues covering 12 major thematic program areas including health, education, technology, social enterprise, etc. Their projects have been taken forward by the NGO, the village community or a fellow from the new batch. The 2016-17 batch of 54 fellows benefitted 2500 families across 30 rural locations, alone.

How To Unlock Renewables? Cheaper, Cleaner, Better Batteries

The cost of renewable energy is falling. But, as is the case in Australia, the cost of batteries needs to fall too for renewables to really take off.



Advances in energy storage technology have propelled an explosion in portable electronics and disrupted the way people live, work and communicate. It has also prompted a quiet revolution in the clean energy space. What started as the dream of lone visionaries is slowly turning into

a movement of sorts, and Brisbane-based energy storage firm Redflow wants to make sure it's well placed when energy markets switch en masse to renewables.

"Energy storage systems provide the missing link in the renewable energy revolution by storing energy from when it is produced – when the wind blows or the sun

shines – to when it is needed on a still day or at night," says Simon Hackett, Redflow's largest investor and non-executive director.

In a best case scenario, energy storage systems, or batteries, harness uninterrupted power supply from renewable resources on a long-term basis. More significantly, they can help to make clean energy-based power plants a viable alternative to thermal power stations. While not quite there yet, technological advances and falling costs have made batteries more attractive to consumers.

"The cost of renewable energy is now seen as the lowest cost of new energy generation at scale in the world – far cheaper than building new fossil fuel energy plants," Hackett says.

"The only barrier to the cost of renewable energy being consistently lower than fossil fuel energy sources is the cost of the necessary energy storage, which needs to be sufficiently low," he adds, noting that battery costs have already started dropping due to economies of scale and advancing technology.

So, the race is on to invent cheaper, cleaner, more efficient and reliable batteries. Investors and tech mavericks all over the



HCL
HCL FOUNDATION

HCL GRANT
2018

HCL: LEADING THE CSR WAY

*Our entire CSR approach is driven by need of the community, rather than the expectation coming from the business level: **Nidhi Pundhir***

Q How important are stakeholders from the point of view of CSR?

A For corporate social responsibility at HCL, we take a very clear development approach. Our entire CSR approach is driven by the need of the community, rather than expectations coming from the business level.

Q Have you met the stakeholders' needs and expectations?

A Yes, definitely. Now the global agenda is pretty much converging to sustainable development goals. So, all your stakeholders in the corporate world – they maybe your clients or customers – all want us to be working towards achieving the goals, be it ending hunger, be it equality for all, be it gender transformative approach-

es, education for all or health for all. We are pretty much aligned, I would say, and that's the beauty of the HCL ecosystem that even our clients and customers are aligned when it comes to CSR. So, it's not that we are thinking any differently from what they are thinking.

Q Who are your key stakeholders?

A In the internal ecosystem, we have employees who are our largest stakeholder. Through our flagship project – Power of one, HCL Grant have created a platform for HCL employees to come forward, volunteer for social causes and contribute towards the process of nation building. The programme is strongly footed on the belief that every small contribution by

each employee can go a long way in making a significant impact in the society. Under Power of One, it is the contribution by each individual at HCL that powers "Power of 1". At HCL our philosophy is employees first. I directly report to the board and that is where you have HR, marketing, different departments. Then, of course, we have our clients and customers.

HCL Grant also aims to achieve sustainable rural development by supporting NGOs that are doing path-breaking work, anywhere in India. HCL Grant has following specific objectives with a vision behind is to mine out best practices and most successful models of rural development that are relevant in various contexts. It also provides a platform where these models receive unprecedented visibility and repli-



Volkswagen Pune Plant Continues Taking Sustainable Steps Towards Environment-Friendly Manufacturing

Volkswagen India recorded remarkable results in its efforts to reduce the impact on environment due to manufacturing processes at its Pune Plant. Volkswagen Pune Plant has been working towards eco-friendly manufacturing since 2012 and has achieved a combined result of reducing the impact on environment by 31.1% per car produced.

The Seabin Won't Swallow Asia's Plastic Pollution Problem – But It's A Start

The floating rubbish bin has arrived in Singapore, its first stop in Asia. But how effective is the Seabin at taking trash out of Southeast Asia's plastic-clogged seas?



The Seabin collecting ocean plastic at Republic of Singapore Yacht Club. The most commonly collected items by the Seabin are cigarette butts, followed by plastic food wrappers.

After a video introducing the Seabin to the world hit the 800 million view mark, Pete Ceglinski, the co-inventor of Seabin, stopped counting.

The floating garbage can, which sucks water in through an open top, drawing in rubbish floating on the surface, is a seduc-

tively simple gadget that, in the viral video, promised to “clean up the ocean”.

But the hype proved to be a “double-edged sword,” says the surfer and former boat builder who quit his job to turn Seabin into a business, setting up Seabin Project, the Mallorca, Spain-based company behind the device.

“People called us hypocrites for using plastic to catch plastic,” says the 39 year-old Australian of the invention, which features a catch bag made from high-density polyethylene, a strong petroleum-based plastic used to make drink bottles.

Hollywood actor Adrian Grenier, who fronts ocean life charity Lonely Whale Foundation, called autonomous plastic-sucking filters “gimmicky” in an interview with Eco-Business last year. They are not a viable solution to a problem that starts on land, not in the sea, he said.

Ceglinski shrugs off such criticism. “We’re not telling you that the Seabin is going to save the ocean, when it’s not. It’s just going to clean up some of the mess we put in it.”

How effective is the Seabin?

The Seabin is considerably smaller than the average municipal garbage bin, and can hold 20kg of debris at a time.

It is not designed for the open ocean, and is best suited to the calm waters of ports and marinas, such as the Republic of

Missing Public Art Project Launches India's First Vernacular 'MISSING' Game To Create Awareness Against Trafficking

Unveils 'Missing Sex Watch Survey' giving insights into how Indians see and consume porn, a major driver for trafficking for sex



R-L: Saharsh David, CSR Head- Sandvik; Ulrika Sundberg, Consul General of Sweden in Mumbai; Leena Kejriwal, Founder, The Missing Public Art Project at the Launch of "MISSING" Game.

The Missing Public Art Project, with support from Sandvik India Pvt. Ltd, announced the launch of the MISSING game in eight languages. The game is world's first that combines the gaming experience with the issue of trafficking and enables it

to reach the pan India audience through its versions in eight regional languages, in addition to English, Hindi and Bengali.

Players assume the role of the trafficked missing person, making choices and assessing risks for themselves to find their way to the illusive freedom. The game is now also

available in Marathi, Malayalam, Kannada, Punjabi, Telugu, Gujrati, Mathili and Tamil.

Speaking at the event, Consul General of Sweden in Mumbai, Ulrika Sundberg said "Among the root causes for human trafficking is poverty, lack of economic opportunities and absence of social safety nets and redistribution of wealth. Exploitation is further fueled by corruption, gender discrimination, harmful traditional and cultural practices, natural disasters, civil unrest and lack of political will to end it. Trafficking is a modern form of slavery and children and women are exploited in ways more than one like forced labor, sexual exploitation, domestic servitude, camel jockeys, criminal activity such as pickpocketing, begging, transporting drugs amongst others. Since 2000, human trafficking is an international crime and criminalized at the national level.

Sweden is the first country in the world to criminalize the purchase, and not the selling, of sexual services in 1999. The goal is to address the demand side of the equation and trafficking for commercial or sexual purposes. Rather than putting the emotionally and physically imperiled exploited person behind bars, the trafficked person is considered a victim. The ban on the pur-

Four Reasons Fewer Employees Are Engaged In Sustainability, And What To Do About It

If a company is to do engagement well, it must see that program as a critical initiative worth communicating about regularly in an array of channels, according to Susan Hunt Stevens, Founder & CEO, WeSpire



Recently, WeSpire released its sixth State of Employee Engagement report, our annual analysis of employee engagement programs. One of the more sobering statistics showed a decline in the number of companies that are engaging employees in sustainability strategy overall. Which, given the increasing quantity of data showing the positive business value of engaging

corporate workforces on mission-critical initiatives, makes absolutely no rational business sense.

Employers are in a battle for top talent. Employees care immensely about positive impact programs. Companies increasingly need to explain and often convince customers, whether businesses or consumers, about the sustainability of their products and services. Employees can be, and often

must be, that voice. Employee innovation and activation can drive down resource usage and create financial savings.

So what's going on? Firms normally would invest in something that improves the business, not walk away. Given that the WeSpire team spends every day designing, running and measuring employee engagement programs, we have some hypotheses about the reason for the decline and some potential solutions for reversing that trend.

1 COMPANIES HAVE PROGRAMS, BUT EMPLOYEES DON'T KNOW IT

Our survey is somewhat unique in that it asks for employees' perceptions about what programs exist. It doesn't ask human resources (HR) managers or other executives to name the programs they have. What this approach measures, therefore, is a combination of existence and awareness.

For example, we recently ran a survey in a company with nearly 20,000 employees. This business was running a personal

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day, it offer one of the largest database of active jobseekers in India today.

Its focus is to ensure your skills are showcased and matched suitably with the HR requirements of employers from diverse industries including the field of Corporate Social Responsibility. In a very short span TimesJob's concentrated approach has made it the blue-eyed boy of recruiters and aspirants alike.

You can apply for the below listed jobs on www.timesjobs.com by typing the Job ID in the search window, alternatively you could also search categorywise to find many more opportunities in CSR.

Company: Vimarsh

Job ID: 61743490

Designation: Corporate Social Responsibility Executive

- **Experience:** 2 to 5 yrs
- **Salary:** As per Industry Standards
- **Industry:** Consulting Services
- **Location:** Gurgaon (Haryana)
- **Key Skills:** Rural Management, Managing CSR Projects, Track record of fund raising for CSR projects, Securing of CSR assignments.
- **Job Function:** Corporate Planning / Consulting / Strategy.
- **Specialization:** Business Analysis.
- **Qualification:** Any Graduate.

Job Description:

To provide leadership as member of the senior management group, to the CSR projects designed and managed by the Company. The tasks include:

- Identification of clients and their needs

in terms of CSR; design of appropriate project options; decision support assistance to clients and securing of CSR project assignments.

- Coordination of requests for bids and tenders– this includes writing technical and financial project proposals.
- Operations management of CSR projects of Vimarsh within and outside the country.
- Coordinate with the help of project teams, implementation of CSR projects including progress/financial reporting, data analysis, report writing and dissemination.
- Lead the compliance of systems, standards and protocols for day-to-day operations of the CSR vertical.

Desired Profile of the Candidate:

- Experience of working in Rural Management, Livelihoods, Skills Development, Rural Marketing, Social Work, Public Health, Education, Regional Planning &

Development, Forestry Management or other relevant fields

- Proven track record of fund raising for CSR projects
- Experience of successful management of CSR projects and client relations management
- Strong will to succeed, confident and self driven with little need for supervision
- Strong management capabilities, including multi-tasking and working to tight deadlines under pressure
- Excellent command of English language with good writing skills.
- Very good knowledge and experience in MS Word, MS PPT, MS-Excel, MS Project, Internet packages

Desired Work Experience:

Minimum 5 years of experience in fund raising and managing CSR projects in various states of the country with at least 2 years in mid-level management position.



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