

CII National CSR Summit Future of CSR: The Enablers

23 January 2023, Hotel Lalit: New Delhi

SESSION SUMMARIES

Opening Session

Session Time: 10.20-10.30 hrs

Welcome Address

Ashank Desai, Co-Chair, CII National Committee on CSR 2022 -23 and Founder & Former Chairman, Mastek Ltd.

Setting the Context

Rumjhum Chatterjee, Co-Chair, CII National Committee on CSR 2022 -23 and Co-Founder & Managing Trustee, Infravison Foundation

Mr Desai welcomed the participants and said we are all gathered here to deliberate about the enablers for strengthening CSR. He talked about the changes he has observed vis-à-vis CSR based on 3 pillars:

- CSR Spends: there has been a significant increase in spending and an increase in social consciousness, especially among the youth of India.
- Growth of NGOs and Foundations: we need to see how they can be made more effective; how can they grow more?
- Government: We need to re-look to see how their involvement with non-profits can evolve.
- He urged the participants to look at CSR enablement by looking at these three pillars.

Ms Rumjhum Chatterjee said:

- When I look back – the context, content, agenda and structure of CSR have evolved majorly, but there is still a long way to go.

- The need now is to look ahead and see how social development can keep pace with the way the country is evolving and developing.
- Indian industry is required to play a major role in India's development with the Government and other partners.

Session Name: A CONVERSATION THAT MATTERS: DIALOGUE WITH INDUSTRY LEADERS

Session Time: 10.35 to 11.20 a.m.

Session Moderator Kaveree Bamzai, Author & Columnist

Speakers:

Ashank Desai, Co-Chair, CII National Committee on CSR 2022 -23 and Founder & Former Chairman, Mastek Ltd.

Venkataraman SV, Managing Director, ANZ Bangalore Service Centre
Co-Chair, CII-India Business & Disability Network

Ms Kaveree Bamzai started the session and set the context for the discussion building on the previous session where a CII Foundation Woman Exemplar, Mana Mandlekar, shared her journey of trials and triumph and the social transformation she had created.

Ms Bamzai said:

- CSR has evolved over the years, and there are many changes one can see
- When one talks of CSR, one shouldn't only look at scale (*of NGO/operation*) since when one bets on CSR, one is actually betting on a person since even one person can make an enormous impact.
- She asked the participants to share how they gauge a CSR proposal

Mr Desai strengthened her contention and said:

- We need to build leaders in decentralised spaces because of the pan-India nature of issues and challenges.
- While acknowledging that CSR initiatives are and often need to be aligned with national/government priorities, there is a need to inspire and strengthen people at the grassroots level for effective CSR interventions which are suitable for the local problems.
- We need to look at mentorship in terms of giving time also; not just look at giving funds.
- He shared an example of a successful CSR intervention in Jharkhand which was localised and executed with deep local involvement, resulting in a significant impact.

- In response to Kaveree's request to share how he gauges a CSR proposal, he said he looks for passion and commitment to make a change over the long-term.
- You have to have patience and commitment to make a change happen.

Speaking about the three big things he sees for CSR in the next 2-3 years and how we can strengthen CSR, Mr Venkataraman SV said they were:

- An increasing interest by Board Members in CSR initiatives – they often identify the 2-3 core areas they want their organisations to be involved in
- An environmental sustainability framework with a little bit of flexibility
- How to choose which cause to support – so the sustainability of effort is important
- Mentoring and guidance are very important too to strengthen CSR initiatives
- We need to encourage more employee volunteering, he stressed, sharing the experience of his own company.
- Cause is crucially important – my learning is to back projects that are sustainable where the proposer has adequate plans and the work is scalable and can become an example for others.

Session Name: KEYNOTE SESSION WITH CHIEF GUEST

Session Time: 1130 – 1155 HRS:

Keynote address by Dr VK Paul, Hon'ble Member, NITI Aayog, Government of India

The session began with Rumjhum Chatterjee, Co-Chair, CII National Committee on CSR 2022-23 and Co- Founder & Managing Trustee, of Infravision Foundation setting the context and talking about how apart from existing issues, new challenges such as the impact of climate change, increased frequency of disasters, emerging disease outbreaks, fast technology transitions are changing the landscape and are making CSR engagement more important. Industry has a big role in development agenda, she stressed.

Appreciating the Summit and the role industry can play in social development, Dr VK Paul shared his thought-provoking views and suggestions with the participants:

- Your deliberations here today will spur initiatives by Indian industry.
- We should look at enablers of development – health is one. If we have to be a developed nation by 2047, good health will drive that development. The pandemic has taught us many lessons – the mantra of Atmavishwas and Atmanirbhar saw us through the pandemic.
- We should look at ways to channelise business earnings in a way that India develops – we should pick big ideas, aggregate resources and strengths and drive change.
- Look at the health sector – look at infrastructure and national priorities and identify gaps and needs and how can we align our efforts. For instance, look at Anganwadis –

we have several in rural areas but not optimum number in urban areas – link this to creches and to the need of working women.

- You are a part of Team India with the Government, he said to Industry and spoke about the need for collaborative efforts to strengthen India's social development.
- Look at the opportunities in elderly-care – the elderly need security, healthcare, homecare. There is telemedicine available now. Can we work in this direction of promoting assistive technology to help the elderly – can we ensure that every elderly person who needs glasses has glasses?
- Can we look at creating a National Institute of Child Health which would offer medical facilities at par with the best in the world?

The session ended with Dr Paul releasing a compendium – Creating Value Through Partnerships – which presents successful case studies of government-industry collaboration of 16 companies in areas such as education and environment sustainability.

Session Name: EVOLVING ROLE OF CSR @ PRESENT- PAST -FUTURE

Session Time: 1155 – 1245 HRS

Session Moderator George C Varughese, Strategic Advisor

Speakers:

Dhruvi Shah, CEO, Axis Bank Foundation

Niraj Kumar Lal, Head – CSR, Arvind Ltd.

Pankaj Ballabh, Director, Centre for Social Impact & Philanthropy,
Ashoka University

Rinika Grover, Head - Sustainability and Corporate Social Responsibility, Apollo Tyres Ltd

Key Points:

- NGOs operate in an intersection which is not touched by anybody. High-risk area.
- High-risk areas will have failures and less impact
- CSR can't scale, CSR will give solutions that scale
- Acts have ensured that best change continue to come.
- Next level will be from structure to strategic CSR. Strategic CSR will help the company and the community
- Neo private-private partnerships

Session Name: Embracing the Power of Collaboration

Session Timing: 12.45-13.30 Hrs

Session Moderator: Rumjhum Chatterjee

Speakers:

Kiran DM, CEO, ONGC Foundation

Sumit Tayal, COO, Give

Veena Reddy, Mission Director, USAID (India)

Speaking at the occasion on embracing the power of collaboration, Mr Kiran DM said:

- Collaboration helps understand situations and requirements much better rather than working in isolation.
- What does one look for in a partner to collaborate? What are our respective areas of expertise, engagement; check out alignments.
- It is important to have alignments of passionate commitment – fund-level alignments work, but only to one level.
- Collaborations/partnerships should be looked at from various angles and various stakeholders – how can you have your beneficiary communities as partners; how can you have office employees as partners?

Mr Sumit Tayal said:

- Collaborations work if there is a fundamentally genuine need for it.
- GIVE helps over 100 corporates deploy CSR funds – we help identify the right implementation partners.
- Often more than 1 partner is required to have a significant impact – our role is that of an intermediary who helps put it all together.
- There is a need for reliable and in-depth data to make interventions more impactful.

Ms Veena Reddy said:

- Collaborations are good because it is faster to work with systems in place. Collaborations help make 1+1=11
- We should look beyond the traditional sectors such as education and healthcare and see where the needs are – look at the vast geographical spread, look at aspirational districts.
- How do we engage to get people-level significant shifts?

Session Name: Opportunities to Partner National Priorities: Focus- Mainstreaming communities.

Session Timing: 1425 – 1515 hrs

Session Chair: Ashank Desai

Speakers:

Major General Amit Loomba – Additional Director General, Ceremonials and Welfare, Army Headquarters; and CSR Committee Member, India Army

Rajesh Aggarwal – Secretary, Department of Empowerment of persons with disabilities

Lok Ranjan – Secretary, Ministry of Development of North- eastern Region

The Session was started by Mr Ashank Desai stressing that the government and corporates should partner to focus on most vulnerable areas like women, children and tribal communities etc.

- Major General Amit Loomba set the context of his presentation and appreciated the energy and commitment of India Inc talking about ‘energy’ and ‘compassion’ which were driving CSR engagement. He shared a presentation highlighting the CSR work undertaken by the Armed forces and the possibilities of partnering with the Indian Army.
- He started by highlighting three principles that drive CSR -
 - Logos which means the logic or need for what is undertaken
 - Pathos which means passion for doing it
 - Ethos which means execution and ethics of CSR
- He mentioned that Army is running many welfare projects mainly in education, medical aid, disability, women empowerment and employment. He mentioned that welfare projects need financial stability, and this is where corporates and army can tie up to bring financial stability to these welfare projects.
- He ended his speech by mentioning that Army runs their Welfare schemes with total transparency and their main moto is to empower the Army officers their children and families with these welfare schemes.

Mr. Rajesh Aggarwal, Secretary Department of Empowerment of Persons with Disabilities in his address said:

- When we all look persons with disabilities (PwD), we look at them with a sense of pity. That needs to change. We need to look past their disabilities at their abilities – a PwD can be an extremely productive employee.
- He also mentioned some of his personal life examples where he has seen companies looking at the abilities of PwDs and provided reasonable accommodation to them with much success – he mentioned the example of the Alimco plant in Kanpur.
- He requested CII’s support in strengthening CSR and India’s social development with the following suggestions:
 - If CII can give 1000 mentors then he can give 5000 Entrepreneurs.
 - Corporates should start looking at the abilities of PwDs and start hiring them.
 - Float CSR money in early intervention projects since if a disability is detected at an early age and stage, the disability can either be permanently cured or minimized.

Mr Lok Ranjan, Secretary, Ministry of Development of North- Eastern Region (DONER) stated that Northeast consists of 8 States covering 5% of area and 5% of total population of India. The Ministry looks after the development of the states of North-East.

The Ministry acts as a coordinator b/w the States and Central Ministries.

He said:

- The NE can achieve its potential if all of us put our minds, hearts and hands together.
- A larger collaborative effort is required, and we cannot take an ad-hoc approach but a deep, meaningful commitment that is sustainable and of long duration.
- Very well-intentioned efforts have been made but for them to be meaningful, pilot projects should lead to scale-ups and try and resolve the larger issues of the region.
- CSR initiatives should be centred around 3 principles- Collaborative, Sustainable, and Regardful.
 - Collaborative is when we plan for CSR, we must look at a larger scale with different stakeholders.
 - For a meaningful CSR project in the region, the CSR projects should be sustainable.
 - We should be regardful. There has to be respect for the people of the States and their understanding and needs and we should have regard for their work.
- He mentioned that on doing research with the community on the areas of development many useful areas came up where CSR partnership can be done like water, sanitation, employment etc.
- Some potential areas of Partnership in NE are:
 - Forest wealth with livelihood.
 - Infrastructure, Connectivity.
 - Development of social sector.
 - Livelihoods.
- He concluded his speech by mentioning that CSR should be looked at in terms of how we implement and what we implement.

Session Name: CSR and Climate Resilience

Session Timing: 1525–1635 hrs

Session Chair: Vinod Pande, Advisor, CSR, PTC India Financial Services Ltd.

Speakers:

L Prabhakar – VP & Head- social investments, ITC Ltd.

Mamta Singh – Associate Director – Investments and Head, CSR Fidelity International.

Pradeep T P – Deputy General, Bosch Engineering and Business Solutions.

SJR Kutty – Chief Sustainability Officer, Tata Motors.

SJR Kutty in his speech mentioned the following points.

- India is an accident hub. This led Tata motors to bring NCAP safety car with a motto that when you drive, you drive safe. Kutty recommended that one should never forget to wear a seat belt while driving.
 - Co2 is the major component for the climate change so the Government has put some norms for the vehicles in India and Tata motors is completely educated on the topic and they follow proper norms and in next 10-11 years Tata motors will come up with Electric and hydrogen vehicles.
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Mamta Singh said:

- Fidelity International works with a perspective of service organization and we can do a lot by focusing more on operations, building infrastructure and transport.
 - How do we engage? We see CSR through a sustainability lens.
 - We have a separate environment vertical which primarily works on environment projects like tree plantation, urban waste management and stubble burning.
 - Fidelity has also worked on stubble burning in the area of Punjab and their vision is to build resilient communities around us.
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Pradeep T P from Bosch mentioned the BOSCH's main inspiration comes from Robert Bosch and 90% of companies profit goes to the Robert Bosch foundation.

- There are three pillars or areas of work in Bosch i.e Skill, Health & Hygiene and Environment.
 - Bosch has always innovated for the people, society and environment. Bosch is the first industry to neutralize carbon in 2020. Climate change is the global challenge now, so Bosch has started doing their bit in reducing it, they have worked in the area of air pollution. Eco Friendly mobility, Electrification, Refuels and Hydrogen.
 - Bosch is also doing vocational training (Skilling community development program).
 - Environment projects of Bosch:
 - Check Dams in Nashik
 - Pond Rejuvenation in Pune.
 - Afforestation project.
 - Air Quality project has also been taken recently.
 - Zero waste to landfill- Main principal is Reduce – Reuse – Recover.
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L Prabhakar VP & Head of Social Investments of ITC started his speech by mentioning 2 words - Adaptation and Mitigation. Adaptation is a stage where you cope with the problem and Mitigation is a stage where you minimize the risk, he said.

- Prabhakar also added that any climate risk will increase social Inequality. There should be a sense of urgency while doing CSR and when we talk about climate, time is important as soon as we start working on climate more, we will be able to protect it.
 - ITC has worked with farmers with climate smart agriculture where the focus is on water smart, soil & nutrient smart, seed smart, energy smart. Important is how you create awareness about the subject.
 - Biodiversity is going to be a significant part of what is to be preserved in nature, so ITC has revised their target from 1 Lakh acre to 2 Lakh acres.
 - How do you put persons who will be impacted- Approach should be right? Trust and earn the credibility of beneficiaries.
 - Let's scale the area of work (Demonstrate and let Kisan bhai talk about it). ITC with their project has successfully made 9300 Acre land with no stubble burning.
 - How do you partner with Government, that is important. ITC has partnered with Niti Aayog he said
 - Prabhakar mentioned that if you want to reduce waste pollution then reduce the waste going to landfill.
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In the end, Sandeep, a farmer from Haryana shared his success stories of how he and his other farmers have come together to make 26 villages free from stubble burning.

Vinod Pande from PTC closed the session with a beautiful quote "We do not inherit the Earth from ancestors, we borrow it from our children therefore we must ensure that we return the Earth in a better condition."