



# India's 1<sup>st</sup> Monthly CSR e-Zine

## EDITORIAL

# CSR Frauds: Reporting CSR Affairs as a Citizens' Duty in the Larger Public Interest

Any misappropriation and fraud in utilization of CSR funds (the public money) and in execution of CSR programmes/projects (for the benefit of people) can be brought into public notice by any stakeholder. CSR has its own democratic value.

The Companies Act 2013 of the Government of India has made it mandatory for the profit-making companies to mark out minimum 2% of their profit for CSR activities. As per the Section 135 of this Act, that becomes the Companies Rules 2014, any company coming under the mandated criteria of having minimum 1000 crore turnover or 500 crore net worth or 5 crore profit must spend at least 2% of the average net profit of the previous three years in its CSR programme.

Before this, in 2011, the Ministry of Corporate Affairs launched the National Voluntary Guidelines (NVGs) for Social, Environmental & Economic Responsibilities of Business. Also, Department of Public Enterprises (DPE), Ministry of Heavy Industries and Public Enterprises of Government of India has introduced the Guidelines for CSR & Sustainability for Central Public Sector Enterprises (CPSEs) in 2013. Also, SEBI Guidelines (2012) asks the top 100 listed companies to disclose information on their ESG (Environmental, Social and Governance) performance.

Once any Company commits a fund for CSR, the fund becomes the public money as it intends to be used for the benefit of Public.

Hence, the CSR fund as public money must be utilized in an appropriate manner with utmost transparency. Its utilization in various planned programmes/projects should be monitored regularly. The process as well as the resulting impact of CSR programmes/projects should be evaluated. Corrective feedback on these should be welcomed and be executed.

The concept of CSR is built around the stakeholders of Companies. The stakeholders are Employees, Communities, NGOs, CBOs (Community Based Organisations), Government Agencies, Media, etc. The roles and rights of stakeholders are critical for the CSR Programme.

Being a stakeholder, any individual citizen or group of the country has the right to know about any CSR programme/project happening in the country. Noteworthy to cite, CSR activities do come under the purview of Right to Information (RTI) Act 2005.

Further, every citizen or group, being watchdog, can exercise its right to ensure that the CSR fund is being used properly.

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**RUSEN KUMAR**  
Managing Editor

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# CSR IN INDIA

## Challenges and Prospects

In India, the CSR, particularly after 2013 legislation presents a powerful and meaningful conduit to deal with basic yet important issues such as; poverty, malnutrition, low productivity in agriculture and unemployment to name a few. CSR needs to evolve and put a strategy in place that will expand opportunities for the poor and protect the poorest and the most vulnerable. Let us discuss what can make CSR an effective instrument in the present and future diaspora.



SITARAM GUPTA & RUSEN KUMAR



SITARAM GUPTA

*A renowned name in the Indian CSR sector Sitaram Gupta, Executive Director, Lupin Human Welfare and Research Foundation (Lupin Foundation) has, for the past three decades, successfully created replicable development models to improve livelihoods at the rural India.*



RUSEN KUMAR

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### No single silver bullet or panacea

Emerging economies such as India face a plethora of social, economic and environmental problems and challenges. There is no single silver bullet or panacea that will solve these problems or the herculean challenges of poverty and inequality in India. Hence, there can be no single Corporate Social Responsibility strategy or approach. Given the diversity and level of development in different parts of our country, CSR cannot be a one-size-fits-all approach.

While development experts, industry leaders and CSR experts must look at issues that are relevant to different regions. At the same time, they must ensure that companies look across India and not concentrate on a few pockets, as the country badly needs the scale of operation. We have to develop and adopt multiple approaches and combinations of strategies while developing customized solutions to diverse and magnitude of problems.

### CSR: Medium of urban corporate India to support rural Bharat

There is a paradox in our country. As if different parts of the country are living in different centuries. It has rural Bharat on one side that is steeped in illiteracy, poverty on the one hand and a literate, rich, extravagant, corporate, urban India on the other. It is a surplus society in the world of

deficiency. If we have to achieve growth, harmony and peace then the urban India and corporates and rich have to support and give hand to rural India to come up.

CSR is one of the most effective media for doing that transformation. Through CSR, the private sector can extend the good work to rural areas by meeting the infrastructure requirements in government schools and PHCs, CHCs and similar institutions that provide services to rural settlers. Companies can adopt specific blocks or districts for such intervention or take up holistic development as Lupin Foundation has done. This can be synergized with efforts to tackle malaises that have crippled our rural communities.

### Doers and thinkers required

The country needs doers and thinkers but not only talkers. Mere talking or articulating is not enough. As the famous author, John Charles Salak says, "Failures are divided into two classes — those who thought and never did, and those who did and never thought." We need to act and act fast but with proper thought behind it. Plunging into the act without thinking can lead to catastrophe while thinking without acting can lead us nowhere. CSR practitioners, therefore, should be both thinkers and doers at a time. Further, CSR leaders should be transformational. They should be able to make a meaningful difference.



### Innovations: Key to effective CSR

If CSR programmes are to be effective going ahead, the leaders, the managers and field staff need to have creative thinking beyond normal. There is a need for idea generation at every level. Only innovations and out of box thinking can keep pace with the challenges we face. We at Lupin Foundation have made innovations/new initiatives, a hallmark of our strategy. In collaboration with the institution of excellence such as IITs, we have developed different designs of furnaces or machines to facilitate safe and efficient working benefitting many artisans.

But technological innovations are not enough. We must find out innovative solutions to problems. When we found that the seepage of canal water going to Gurgaon destroyed farmland at Jeeraheda village, we decided to turn waterlogged farmland into water bodies for fisheries. Thus, the problem was converted into an opportunity with a simple idea. For CSR to be effective to solve issues and address challenges we need such inventive thinking and disruptive social and technological solutions. It would be key to effective CSR going ahead.

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### Technology application: Effective CSR strategy

Along with innovations, technology infusion and application are equally important. We are in the age of technology-driven society. Technology is a major enabler going ahead. Hence, application of apt technologies developed by academic, technological institutions and industry can be an effective CSR strategy going ahead. We at Lupin, have a lab to land approach over the years. Infusion of technologies in agriculture, animal husbandry or health can create miracles. A single neonatal respirator machine at PHC can save thousands of new-born babies every year and reduce the IMR in the area drastically.

### Not just innovate, but replicate and go for Next Practices

While innovation and technological applications are critical, we have the opportunity to replicate what others have developed. We need not waste resources and time to develop solutions and practices that are already well established. We need not reinvent the wheel. We should learn from others. We should scout for best practices developed by different CSR organisations and replicate the same.

We should become future-oriented and look for next practices, as the future is uncertain.

### Partnership, Collaborations to achieve scale

The scale is important in addressing issues. It is beyond CSR organisations to address gigantic problems that India have today and will have in future. The overall CSR expenditure in the country is only about 5 percent of the nonprofit sector's spend in India, and about 1.5 per cent of government expenditure on social programmes. So partnership and collaboration are going to be a key to achieving scale.

In this context, CSR cannot match government funds and therefore cannot avoid partnership and convergence with it. Further, partnership and collaboration with other corporates are not yet fructified. It can create an enormous synergy that is required to achieve the appropriate scale. Partnerships let us draw on the competences of others who have expertise in diverse areas. Connecting with partners can enable us to design and implement programmes faster, with less individual resources, than doing things on our own.

### Achieving more with less resources

The fundamental problem of economics has to deal with, as the great economist Robbins put it in the 1930s, a greater number of wants to be satisfied with fewer resources. This is still and will always remain valid. In CSR too, we are faced with the same question. We always have more demand than the resources to meet those. Hence, it is imperative that we achieve greater scale, reach more and achieve deeper impact in less resources. For this, we need passion, motivation, innovation, partnerships, adoption of technologies, agile management and similar optimisers.

Going ahead, those organisations who can achieve greater, wider and deeper impact in less investment will be preferred and will therefore thrive. Currently, India Inc spends around Rs.15,000 crores on CSR programmes. Though, this is a sizable figure, it is miniscule compared to the magnitude of challenges we are facing. The gamut of the problems and the size of available resources with us makes it imperative for us to utilize the resources not just efficiently but also imaginatively to achieve the required scale within the same.

In Dhule district of Maharashtra, we were able to lift more than 1 lakh families from above the poverty line with less than 100 crores of our own investment. We also mobilised resources from NABARDA and various government schemes. But the strategy and approach were keys to achieve the feat. We are not only required to give Value for the money but also values through accomplishing more in fewer. If we do that then CSR can be 'today's opportunity and tomorrow's story'.

### Long term commitment but with an Agile approach

Temporal scale is also critical in CSR practice. One cannot be short-sighted for sure. However, long term planning may not work as shown by Covid-19. It is said, man proposes, God disposes. One single disease and the whole paradigms are changed overnight. Just as we cannot have one single uniform solution for the diverse country, we cannot have long term plans for an unpredictable future. We all live in a dynamic society where the change is the only constant and inevitable. Hence, what we need is long term commitment but agile

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approach and capability to respond to changing situations.

### CSR Agenda going ahead

More than a decade back, ex-President Abdul Kalam had invited 500 thinkers in the country to prioritise development areas of action earlier. During the deliberations, first was health followed by education and the third was agriculture. Even now these sectors are quite important, particularly in this COVID 19 period underlined it further. Health has become a national priority even ahead of national security as can be seen from the government policy of reducing the defence expenditure in the wake of the financial burden to respond to the COVID 19 related challenges.

During the same meet, forefronts were IT, construction and infrastructure. Pharma biotechnology and nanotechnology sectors were figured, which today are the most critical need of any country in the world. These above sectors are going to be major disruptors going ahead and CSR in future will have all these thematic areas on its agenda.

### Passion to compassion

At the end of the day, CSR is not just like any other dry economic programme with no emotions involved. Rather, CSR involves people, communities, persons, their behavioural changes and responses and therefore it is full of emotions. CSR leaders and professionals must have passion for the country, for the poor, for the marginalised. But along with motivation and passion what is most required is compassion, sensitivity and empathy towards those at the bottom of the pyramid.

Finally, we have to come to Gandhiji. In 1959 when Martin Luther King (Jr) visited India a journalist questioning the relevance of Gandhiji asked him "Where is Gandhi today?" implying he was nowhere to be seen. King (Jr) replied to this aptly, "Gandhi was inevitable. If humanity is to progress, Gandhi is inescapable. He lived, thought and acted, inspired by the vision of humanity evolving toward a world of social order and peace. We may ignore Gandhi at our own risk." CSR in India included the concept of corporate philanthropy and the Gandhian Trusteeship model. Even in future, his thoughts are going to shape and guide humanity and the world in this critical period. ➡



# Contemporary Business Ethics: Rhetoric and Reality

For 26 years I have led the International Governance Initiative of the Order of St Lazarus. It has involved activities in over 40 countries to address corruption, favouritism and nepotism (Coulson-Thomas, 2020). They are endemic in many parts of the world.



PROF DR COLIN COULSON-THOMAS

For 26 years I have led the International Governance Initiative of the Order of St Lazarus. It has involved activities in over 40 countries to address corruption, favouritism and nepotism (Coulson-Thomas, 2020). They are endemic in many parts of the world. The life chances and quality of life of billions of people are limited by what I consider to be unethical and/or irresponsible conduct. No wonder so many of them are cynical and distrustful.

Too often, particular interests take priority over the general good. Those who speak up can be ostracised and considered disloyal or unpatriotic. They may be ignored, sidelined or fired. Some simply disappear. In relation to values, morality and ethics I find widespread deception, self-delusion and hypocrisy. Activities of companies with ethical codes degrade the environment, reduce biodiversity, diminish scarce natural capital at an alarming rate, and contribute to global warming. Given the likely consequences, can continuing extraction and consumption of fossil fuels be responsible and desirable, let alone ethical?

There is often a wide gulf between rhetoric and reality. While the talk is of sustainability, past-investments are milked and current activities continued.

Corporate ethics and value statements are often bland and may have little influence on individual and collective decisions. Their bite often depends upon consequences, sanctions for transgressions, and the responses of whistleblowing procedures and management practices. When decisions are required, legal provisions and regulatory requirements often have greater clarity. They also involve the risk of penalties. Along with self-interest they usually take priority.

Some people consider values and ethical principles to be absolute and universal. Others view them as location or context specific. Their articulation and relative importance can vary according to local religious, political or other viewpoints. In some societies and jurisdictions, values and ethical principles are imposed. In others, the rights of minorities and indigenous people are ignored.

Tolerance of departures from norms varies across jurisdictions. Perspectives on what is acceptable and ethical can reflect one's position and self-interest. People who feel it is legitimate to further their own self and vested-interests sometimes question similar behaviour in others, especially when they feel it disadvantages them.

Purpose can also influence perspective. Those who oppose discrimination in principle may



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support what is termed “positive discrimination” in favour of certain disadvantaged groups. Views can and do change in terms of what is regarded acceptable or tolerated. A merchant and philanthropist in one age can later be reviled as a “slave trader”. Latent values and ethical concerns can be brought to the surface and demands for change triggered by particular incidents.

Electorates expect politicians and directors they vote for to pursue policies that benefit them. Different groups can vary in what they regard as acceptable and legitimate. Socialists might consider business, profit, markets and capitalism to be intrinsically unfair and unethical. They may call for nationalisation and Government intervention and control.

Advocates of capitalism might put the case for markets, private enterprise and freedom of choice. They may warn of the danger of public officials being able to systematically favour some groups and disadvantage others. Personal positions in the debate over freedom versus control can depend upon who and what system is trusted and views of who benefits or is disadvantaged. Pragmatism can trump fairness when decision makers reward their supporters and when they and others defer to influential and/or powerful interests. Those in power sometimes determine whose values, priorities and ethics predominate.

What can be done to encourage more responsible conduct? Guidance and checks in performance support can be a more cost-effective way of ensuring policies and codes are followed than trying to change a corporate culture.

Support tools can make people aware of environmental and other consequences of different options and help them to make more responsible decisions (Coulson-Thomas, 2012a & b, 2013). Key principles in their design are to make it easier for people to do the ‘right thing’ and more difficult for them to ‘cut corners’ and ‘bend the rules’.

Customer and public responses to unethical conduct can depend upon circumstances and the availability of affordable and convenient alternatives. Pre-COVID-19 sales of cars involved in emission rigging scandals suggest a serious transgression may be forgiven or forgotten in some circumstances. I am currently president of the Institute of Management Services. Most professional bodies have codes of practice and disciplinary procedures. Yet few of the professionals involved in offerings and practices that led to the 2007-8 financial crisis have faced any form of questioning let alone retribution. Professional codes of ethics need to become living documents that are understood and practiced.

Many options and activities have an ethical dimension (Coulson-Thomas, 2018). Profitable and legal offerings may have negative behavioural, health or environmental impacts? High performing employees who deliver results may ‘sail close to the wind’. Cutting costs to achieve needed economies may increase certain risks.

Concern for ethical standards sometimes rises when there is a greater possibility of disclosure, media coverage and legal action. It sometimes falls when competitors use unethical practices to win orders.

A business can be subject to many laws, regulations, licence conditions and other requirements. They and business practices can vary across the different jurisdictions in which a company operates. In some places, employees may be drawn from communities and/or religions that are in conflict. They may have to deal with customers, prospects, suppliers and partners from a variety of cultures and with diverse views.

Acceptable sales practices in some places might be regarded as unethical in others. Sometimes greed, a bonus culture, commission practices and targets rather than customer requirements drive activity. Financial institutions have paid billions in compensation for misselling. Support tools can prevent many forms of inappropriate and/or illegal selling. They can be available 24/7 wherever required and can generate evidence of compliance (Coulson-Thomas, 2007b). Where should we draw the line in relation to materialism when the resources we consume may not be available to others and future generations? Conspicuous consumption seems to be all around us. Is it ethical for corporate advertising to exploit social insecurity, encourage people to accumulate debt and pander to preoccupation with external trappings?

We should avoid lazy categorisation and stereotyping. We should make hiring, promotion and relationship judgements on the basis of the inner qualities and merits of each individual. We should do more to review corporate purpose, champion different business models and advocate simpler, safer, healthier and more sustainable practices, consumption and lifestyles (Coulson-Thomas, 2019). How many directors set an example by operating the most economical and greenest cars in a corporate car park?

Many ethical dilemmas end up in board rooms. Making the wrong calls can damage trust and reputations. In response to an open ended question, board chairs I surveyed identified integrity as the most important quality they seek in directors (Coulson-Thomas, 1990, 1993 and 2007a). Ethical awareness and sensitivity is critical. Relationships based upon mutual trust and shared interests and values are more likely to last. Boards need leaders and directors who instinctively know what the right thing to do is in different situations. Directors should exercise independent judgement and avoid obligations to particular people or sectional interests. When making decisions, directors should be objective and take the aspirations, concerns and requirements of all stakeholders into account. They should then act in the best long-term interests of the particular company.

In the rush to recover from COVID-19 ethical principles may be overlooked. Ethical and responsible leadership has never been more important. ➤



# Sustainability in the World of Plastic

The world is at the brink of collapse and it is something we will blame at nature and corona, while we are the actual reason behind this catastrophe. The markets are full of people, masks nowhere to be seen and safety measure guidelines ignored like the terms and conditions of a website. Infection is growing exponentially and patients are coming as high tides, mostly infected because of their own ignorance. While the world is dealing with major idiocy of population at large, reaping benefits out of the misery of others, one thing which has taken a major hit is sustainability.



DR. LOPAMUDRA PRIYADARSHINI

Trying to flatten the curve and get a hold over the rapidly spreading infection, the world has forgotten about sustainable development and its goals. If wondering how these are connected, here is the blunt reality. There are numerous aspects with which Covid-19 impacted the world at large. Crumbling healthcare, careless population, momentary improvement of environment and permanent depletion are a few of many. Speaking of the last, permanent depletion of nature is directly linked with how we all have ruined the world with excessive usage and wastage of material since the strike of the corona. Below mentioned are the 4 major red flags:

## Plastic bags

People have rather doubled the usage of plastic bags post-Corona, owing to their ease, laziness and sense of 'security' from the virus, while wasting the environment.

## Single-use plastic

An Everest level hike came for single-use plastic, where masks and gloves are discarded with no measure to recycle them, adding to the depletion of the already ruined environment.

## Food delivery

The dine-ins may have stopped since March 2020, but the online food portals have been delivering food continuously and people have rather increased their frequency of getting the food delivered as well. The outcome is an addition in the piles of single-use plastic waste.

## Reduced recycling rate

While the Corona infection spread like wildfire, recycling centers closed down due to lockdowns and lack of funds. This impacted the recycling process which already was as low as a grain of sand in the ocean of plastic. It is a known fact that if we continue our practices in the same manner, we will end up having catastrophe one after another, terminating the life from the planet.

While the major changes are irreversible, there still is a chance to stop further deterioration and it can be achieved through sustainability. We all require to abide and follow the goals of sustainable development, namely, reduce, reuse and recycle, to save our home before it is too late.

## What can be done?

If you are thinking that on an individual level, there is nothing you can do or achieve for sustainability, you are mistaken. There is a lot you can do and it is the need of the hour to



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do so, else the planet is slipping down the doom every day. The first thing is to make aware of the people you know of this plastic pandemic that we are dealing with and how is it taking a huge toll on our environment. Remember, it takes over 1000 years for plastic to decompose, and with the level of plastic we use every year, it will never end.

Second thing is to adopt good environmental practices, where you should contribute and spread awareness in the sustainable goals of reducing, reuse and recycle. You can start by carrying your own bags to get grocery and food items, limiting the use of single-use plastic and choosing eco-friendly items over plastic.

The third practice is to remember to buy family-sized products whenever possible, as it reduces packaging waste

and with more and more families adopting this practice, the global plastic waste will come down efficiently.

Another thing is to try cooking more at home instead of ordering, as not only it reduces single-use plastic waste, also reduces the possibility of getting in contact with other people and food processed outside and getting Corona infection due to such.

The most important thing that needs to be taken care of is to dispose of used masks and gloves correctly, or else in a matter of very few years, it will surpass the number of wasted plastic bags scattered and piled across the globe. In every possible manner, try following the goals of sustainable development and try to reduce the waste, reuse the material you have and recycle whatever you can. 🦋

# Keep Bhajans Alive

Archaeologists excavating a cave in southern Germany in 2009, discovered a flute carved from a vulture's wing bone, revealing that people have been making music for over 40,000 years and music remains a powerful way of bringing people together. While, we can't be sure exactly when humans began listening to music, we do know that listening to music, benefits us individually and collectively.



SANGEETA WALDRON

Now, here in the UK, using the collective power of music, Bhavik Haria has started a campaign called, #KeepBhajansAlive – to spread the love for bhajans, a form of music that hails from India. Bhajan is a Sanskrit word, derived from the word bhakti meaning 'loving devotion.'

I was immediately drawn to #KeepBhajansAlive, as bhajans are something I am familiar with and have happy memories of accompanying my mum to many a bhajan event in India and I have also attended a few gatherings in the UK. One of the main features of music is to create a feeling of cohesion or connectedness and one of the special elements of bhajan, is that it is a group event, with one or more lead singers, accompanied with music, and sometimes dancing. There is a percussion accompaniment such as tabla (Indian drums), a tambourine, handheld cymbals, which are all used to maintain the beat.

London based singer, Bhavik is known for his versatility of performing bhajans and Bollywood songs and knows well the benefits that this music tradition has to offer. Yet, he found that in the UK, bhajans are on a slow decline, particularly with younger people, who do not identify with it or understand its purpose. He is



now on a mission to change things and inspire the next generation.

Bhavik strongly believes that this genre of music is for all generations, as it can be experimented and fused together with other styles to create something contemporary without losing its heritage. To get this campaign going, he wants to produce a seven track album that will bring together musical elements from both traditional Indian and Western cultures to inspire the next generation and spread the love for bhajans. He also wants to create a mini-book to share the meaning of the bhajans and lyrics



SANGEETA WALDRON

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on the album for everyone to be able to sing along.

Bhavik says, “I believe that there so much to bhajans, listening to them helps us connect with our inner self, relax and focus on the peaceful positive vibes. Especially in our fast-paced, constantly changing environments, that we live in today, surrounded by stress, uncertainty and negativity. Bhajans is a way to zone out, bring calmness to the mind, regain inner strength, find a source of

comfort and embrace the present moment you are in.”

Bhavik is not alone in his thinking, as many studies show that the power of music helps to improve our physical, mental, and emotional health. It is a great way of uniting people from national anthems that connect crowds to protest songs that stir a sense of shared purpose during marches to hymn singing that build group identity in houses of worship to good old love songs and lullabies

that allow parents and infants to bond. During this global pandemic of the COVID-19, music has been popular, where communities have turned to music to connect with each other, from coordinated displays of appreciation, that includes the handclapping to acknowledge the health workers on the front lines.

To know find out more and support the #KeepBhajansAlive campaign visit [indiegogo](#) 

# CSR interview with Sumit Deb, Director (Personnel), NMDC Limited

NMDC has been at the forefront of CSR – Corporate Social Responsibility and has been one of the biggest CSR spenders among CPSEs. Being a responsible Corporate Citizen, it has been a pioneer in addressing its Responsibility towards Society. NMDC believes that the well being of Society at large is a pre-requisite for the progress of business and prosperity of the organization.



## INDIA CSR NETWORK

While pursuing its business vision of expansion in ongoing activities in India and abroad, as also by diversifying into new areas of mineral exploration, NMDC seeks to add value to its CSR effort by aiming for eradication of illiteracy, poverty alleviation, infrastructure development in the surrounding areas of its Projects.

The beneficiaries are mostly the tribal communities in the proximity of NMDC's mines, which are in remote areas and cannot afford education or high-end medical services. NMDC pledges to stay by the people and provide them with the best facilities that will lead to a better life.

**Sumit Deb, Director (Personnel), NMDC Limited** shared his views on CSR of NMDC and ongoing CSR programmes. Excerpts of an interview:

### Could you brief us about NMDC CSR?

NMDC operates mines in different parts of the country in the remotest areas like Bastar in Chhatisgarh. Mining production impacts the indigenous population of these areas, and depending on the area their needs are different. We at NMDC think of CSR as a strategic tool to change lives of those directly impacted for the better. With our CSR projects, we support causes and communities that are otherwise underserved.

We are very mindful that our funds be spent in the most impactful and thoughtful manner, which would not only serve the community but also create a sense of pride amongst us as a team. NMDC's has a unique and widely acclaimed consultative mechanism spanning nearly the whole spectrum of stake holders right from village/community level to District level and extending right up to State Government level coordination.

### What are the focus areas for NMDC in CSR?



'Prayas – A Pursuit to Education' is a Literacy and Education based initiative that is nearly two decades old. We are happy to say that from a modest beginning the initiative has now acquired the shape of a game changer for the local communities. The initiative was launched due to the situation where a significant percentage of children residing in communities around NMDC Projects were not even having access to primary level of education due to lack of quality educational infrastructure in the region.

We also noticed a high dropout rate among school going children and a lack of access to technical/ professional

education due to economic & various other social factors. The prevalence of this difficult situation was more marked among the female student population, who had very few facilities to pursue higher education. To help these children realise their dream, the Prayas programme was launched. The different initiatives under the scheme are:

- NMDC's 'Shiksha Sahayog Yojana'
- NMDC 'Balika Shiksha Yojana'
- Operation of Polytechnic College at Dantewada
- Operation of ITIs at Dantewada and Nagarnar
- Operation of 'Astha Gurukul' – Residential School for SC, ST & Orphans etc.
- Operation of 300 single teacher schools
- Operation of 'Saksham' – a School for differently abled children at Dantewada
- 'Choo Lo Aasman' Scheme – Provision of Tutorial Support along with regular schooling from 9th class to 12th class for Tribal students aspiring to appear in Professional Competitive Exams like IIT/PET/PMT etc.
- 'Ujjar' – is a .....Programme to help 100 bright students to pursue higher education. NMDC provides financial assistance of upto Rs. 75,000/- per student, per year, for 4 years.
- 'Lakshya' – Providing coaching to un-employed youth to appear for job oriented competitive exams.

### What are the CSR programs are you organising for Healthcare?

The situation which prevailed in the villages around NMDC Projects was marked by the near absence of health infrastructure including basic medical facilities for the local communities, which included an overwhelming majority of tribals. The situation was compounded even more due to the remote nature of the Project locations along with left wing extremist activities which resulted in near absence of any medical facilities for the local population.

In light of the prevailing situation, NMDC under its CSR Programme took up some initiatives for providing Medicare facilities to the local communities under the aegis of Niramaya – Towards Healthy Life'. Such initiatives have developed into a full-fledged programme which aims at providing Medicare and health facilities. The genesis of NMDC's Niramaya Programme lies in the fact that it is a unique programme providing a mix of preventive as well as curative healthcare and includes component of creating awareness among the local communities and mobilizing them on issues related to personal hygiene, safe sanitation and cleanliness.

Providing free treatment to local tribals at NMDC Project Hospitals in Chhattisgarh, Karnataka, Madhya Pradesh. The flow at our Project Hospitals are in the range of 1,00,000 out-patients per annum and 10,000 in-patients per annum. Some major projects which fall under Niramaya are:

The genesis of NMDC's Niramaya Programme lies in the fact that it is a unique programme providing a mix of preventive as well as curative healthcare and includes component of creating awareness among the local communities and mobilizing them on issues related to personal hygiene, safe sanitation and cleanliness.

- Free medical treatment at Project hospitals
- Hospital on Wheels – providing Medicare facilities in remote villages through mobile medical vans.
- Organizing regular medical camps for local tribal population
- Contribution to Maa Danteshwari Sanjeevni Kosh for referring poor patients to Higher Centre of Medical Care

### Could you brief us about the infrastructure CSR program – Prakalp

NMDC believes in growth for all and has always laid a strong emphasis on creating infrastructure in & around the Project locations from the inception. This was also necessary due to the extremely remote nature of the NMDC Project locations. Over these years, the thrust on creating sound infrastructure has continued and is facilitating main streaming of the local communities and the whole region.

NMDC has been mainly undertaking infrastructure activities in partnership with local State Authorities. These initiatives extend from creating roads to creating school buildings, health infrastructure to community centres. NMDC runs the initiative 'Prakalp – Creating Infrastructure' Programme which provides basic amenities like drinking water facility, water tankers, street lighting, CC roads, drains, construction of 'haat' bazaars for the local population. Other than these NMDC also uses Prakalp for development of Agriculture, Milk Dairies & Poultry Farming.

This helps to promote agriculture & animal husbandry among the local people and the adjoining communities for livelihood enhancement. NMDC also helps in construction of roads, High level Bridges, Bypass roads, Ashrams, Hostels, Health infrastructure and community halls under the Prakalp



scheme. Similar initiatives have been undertaken in Project locations in all the states that NMDC operates. Some important infrastructural initiatives under Prakash include:

- Construction of 100-seater Ashram at Jagdalpur
- Construction of Hostels in 10 schools in Bastar District, Chhattisgarh
- Construction of 14 hostels in Narayanpur District, Chhattisgarh
- Construction of Boys & Girls Hostel in Sukma District
- Construction of 10 community Bhawans in 10 villages of Sukma District
- Construction of Gaurav Path, 4 lane road at Bachel and Kirandul in Dantewada Dist. Chhattisgarh
- Various development works viz. roads, bridges, culverts, drains, repair and maintenance of buildings etc. undertaken in Gram Panchayats of Kuakonda, Katekalyan, Geedam & Dantewada blocks of Dantewada District, Chhattisgarh
- Construction of CC Road in Navaletti, Dist. Bellary Karnataka
- Construction of NH-63 to Kodroji, Bijapur District
- Fencing works in 100-hectare land in Kondagaon District
- Construction of Auditorium in Bellary Dist. Karnataka
- Promotion of Solar energy – installation of solar pumps, solar electrification works, solar equipment distribution in various gram panchayats in Dantewada & Geedam blocks

#### **What is Kaushal program? Which are the skills development activities involved in this?**

The program 'Kaushal – Skilling people' is aimed at emancipation of the backward communities residing around NMDC Project sites. Skill Development initiatives have been undertaken to provide opportunities for local tribal youth and women in order to gain meaningful employment and for livelihood generation through skill development. Examples of some projects undertaken under Kaushal are listed below:

- Skill development trainings for tribal women are conducted to help them gain experience and help them in trades like Vegetable cultivation, Tailoring, Sisal Training, etc.
- Providing training for youth in Dantewada, Bellary, Bastar on mining and Steel sector related skills
- Enhancing technical training for students in areas situated around the Projects.
- Improving competitive capabilities and employability by imparting general & technical skills

#### **What other societal development do NMDC focus on?**

One other project that is close to our heart at NMDC is our quest to provide clean drinking water to the people living in the

NMDC is committed to the Swachh Bharat Initiative and has taken up various activities in and around the project areas. Under the Swachh Vidyalaya initiative, 2089 toilets blocks have been constructed across Schools in Six Districts of Bastar Division in Chhattisgarh and in Panna District of Madhya Pradesh.

vicinity of our projects. NMDC has undertaken measures to provide clean drinking water to the communities. Under Nal Jal Yojana scheme, NMDC has been able to successfully cover all the surrounding villages of its upcoming steel plant at Nagarnar.

NMDC has partnered with State Governments for the "Group Water Supply Scheme" to provide clean drinking water and aims at providing safe drinking water through pipelines. Some of the projects undertaken by NMDC are:

- NMDC has installed about 350 hand pumps/ bore wells and dug around 40 open wells/ in Dantewada Dist., Chhattisgarh
- Hand pumps have been installed in villages around Donimalai Project in Bellary Dist. of Karnataka
- Initiative has been taken for providing clean drinking water through installation of storage tanks and laying of pipeline for distribution of water to nearby communities
- Installation of 39 water purification plant buildings in Bellary Dist., Karnataka
- Providing clean drinking water to surrounding villages around DMP, Panna Dist., Madhya Pradesh

#### **Please share with us the highlights of NMDC support towards Government initiatives?**

We believe that there is a great need to supplement government efforts in every area of human development to facilitate faster progress of the country. NMDC is committed to the Swachh Bharat Initiative and has taken up various activities in and around the project areas. Under the Swachh Vidyalaya

initiative, 2089 toilets blocks have been constructed across Schools in Six Districts of Bastar Division in Chhattisgarh and in Panna District of Madhya Pradesh along with construction of 70 additional toilet complexes in Sukma District of Chhattisgarh.

It is the resolve of our Organization to support the Government in every possible way to accelerate the nation building initiatives. Continuing with the initiative of providing access to safe sanitation and promoting hygienic practices amongst the rural population, NMDC partnered with the State Govt. of Chhattisgarh under the Nirmal Gram Yojana for providing toilets to village households of the Bastar region. As a result, more than 20,000 toilet units were constructed under the project across 107 villages of the Bastar region during the year 2007-08.

### **Does NMDC work with partners?**

NMDC follows a multi-pronged implementation strategy with regards to the CSR initiative. We always look for partners who can help us with the grassroot level implementation of the projects and this is where NGOs play their part. A huge segment of the CSR initiative is being implemented through NGO's and also through the anganwadi staff of the government.

Some of the flagship CSR initiatives and being implemented by NMDC directly by way of novel schemes such as Shiksha Sahayog Yojana and the majority of the initiatives are implemented in partnership with service providers, State Authorities and in some cases all the three partners put together.

### **How do you measure feedback?**

Initiatives taken by NMDC for overall development of the areas which include providing best in class educational & health facilities around its operations over all these years have not only improved the socio-economic profile of the region but have also contributed towards mainstreaming of the local communities who have historically remained on the margins.

This mainstreaming gets reflected in various aspects of daily life viz. better transportation facilities & connectivity to the outside world, enhanced aspirations especially of the younger generation to dream and achieve big by exploring opportunities for studying & working. Thus, it can be said that the efforts put in by NMDC in development of the regions around its various Projects are moving in the right direction. NMDC has also commissioned impact assessment and social audit studies to measure the impact and assess the feedback from the stakeholders.

### **How are you battling Covid 19 and what are the measures taken for the same?**

NMDC, being a responsible corporate entity has engaged and taken up the following measures to prevent and battle Covid 19:

NMDC has given Rs.1 thousand each to all contractual, daily salaried workers and trainees including their regular employees to meet expenses for preventing COVID 19. NMDC has donated Rs 155 crore to PM Cares Fund for COVID—19 fight. Following Hon'ble PM Shri Narendra Modi ji's call, NMDC employees contributed one day's salary (totalling ₹ 1.25 Crores) to PM-CARES Fund to fight COVID-19.

NMDC contributed 60 lakhs to fight against COVID19 in the district of Ballari, Karnataka. This amount has spent on procuring beds & oxygen line ext. to COVID-19 designated District Hospital. We are committed to helping our society to evolve through this pandemic with more strength & courage.

NMDC has contributed ₹50 lakhs to the Hyderabad Police Commissioner, Hyderabad City to enable Police Authorities to procure Personal Protective Equipment (PPE) and other allied material for prevention & containment duties relating to the ongoing COVID-19 Pandemic emergency.


NMDC is engaging tribal women of naxal-hit Dantewada in production of masks, sanitisers. NMDC has distributed more than ONE lakh masks and hand sanitizers made by Tribal women groups of Dantewada to its personnel, COVID Warriors and other needy to prevent corona virus infection..

We have technology to close gaps in patient care at our Project hospitals in remote areas of South Bastar, Chhattisgarh, through video conferencing. And also organising free health check-up camps at all NMDC townships in Chhattisgarh, Madhya Pradesh and Karnataka.

A WhatsApp group of senior doctors, Head of Projects and Head of Personnel has been made with Director (Pers) interacting with them on regular basis for resolving any issues that may crop up.

Milk is one of the essential items in this Lockdown period and we have ensured uninterrupted supply of it in our Project townships & nearby areas through tie-up with local villagers under Bailadila Kamdhenu CSR scheme.

NMDC is distributing food grains to helpless and needy villagers under Anna danam initiative of GoI in Bailadila iron ore mines, Steel Plant at Nagarnar (Chhattisgarh), Donimalai iron ore mines and plant (Karnataka) and Diamond Mining Project (Panna in Madhya Pradesh). More than 50,000 Nos. of relief packages consisting of food grains and other necessary items were distributed to needy families by NMDC.

NMDC has taken up sanitation drive in residential areas, public buildings, market places, Hospital, RO plants, etc., at NMDC townships in Chhattisgarh, Madhya Pradesh and Karnataka. Highlighting the concern, NMDC's Project teams are also working towards raising awareness among the local villagers. Also, the most modern mist fogging decontamination drive has been started in the townships and surrounding villages of the project on a regular basis. 

# Interview with Suchita Oswal Jain, VC and Joint MD, Vardhman Textiles Ltd

CSR and social good has always been a subject close to my heart. I am privileged to be part of such a big Group that can carry out large and impactful activities for the people and the society.



## INDIA CSR NETWORK

Suchita Oswal Jain, VC and Joint MD, Vardhman Textiles Ltd talked to India CSR on the Vardhman Textiles.

Excerpts of an interview:

### **Please share a brief about the company and key CSR programs.**

Vardhman Textiles Limited is the largest textile manufacturing company in India. It was founded by my grand father in 1965 and then lead by my father, Mr. S P Oswal, who is a true karam yogi! We are the largest exporter of cotton & blended yarns and also the leading fabric manufacturer in the country. With an annual turnover of more than 1 billion USD, we have global alliances in USA and Japan.

Our company has always believed in leadership through excellence, which we achieve through a culture of innovation and continuous improvement. We have never shied away in making liberal financial contributions for the betterment of the country. As our CSR initiatives, we have been training under privileged students, providing disaster relief support, organizing blood donation camps over the years to help the needy section of the society. We have also contributed immensely in Punjab, New

Delhi, Himachal Pradesh, Madhya Pradesh, Gujarat, Ludhiana and Sangrur during the ongoing coronavirus relief work besides distributing masks and necessary medical equipments in various government hospitals.

### **What is the role that your company is playing during Covid-19?**

In such unprecedented times of global coronavirus pandemic and economic slowdown, a company's contribution towards its employees, consumers and society at large plays a crucial role in its growth and development. As mentioned above, we contributed a sum of Rs.7.5 Crores to Central and State Government Funds dedicated to this Pandemic. And our overall contribution to the variety of CSR programs run by Vardhman Textiles is nearly 20 cr in the FY 2019-20 alone.

We have also provided testing machines, masks, sanitizers, bedsheets, pillows and PPE kits to the various regional hospitals. We have also distributed rations kits and other grocery materials in two Old Age Homes of Ludhiana, Bhopal & to the economically backward people in Baddi, HP, during the lockdown. We have also set up a COVID-19 mobile

sample collection kiosk to Community Health Centre in the state.

### **What is the definition of Sustainability at Vardhman Group?**

We strive to minimize the negative impact on the environment by applying innovative thinking to every step of manufacturing process. Building eco-friendly practices in daily processes is a part of our culture. This culture inspires us to try to make more from fewer resources and minimize waste in every form. We have also contributed towards a better environment by reducing water consumption, minimizing wastage & using renewable energy resources over conventional ones.

### **Enlighten us on the new ideas by Vardhman Group for education and women empowerment along with environment-friendly practices?**

CSR and social good has always been a subject close to my heart. I am privileged to be part of such a big Group that can carry out large and impactful activities for the people and the society. As part of CSR activities of the Group, we have been able to augment or set up physical infrastructure in many schools including setting up of classrooms,





toilets, desks, water purifiers and other such arrangements that ensure that children and teachers can focus on education and not worry about health issues.

We are also helping Sri Aurobindo College of Commerce in Ludhiana in the construction of 'Mother Auditorium' in the college. This Auditorium shall accommodate up to 900 people and shall be equipped with modern state of the art lighting and sound system.

My focus across all company initiatives is to ensure that women are given equal opportunities of growth and for that we have created training workshops and leadership modules. In fact through our leadership enhancement programs like Prayas

we encourage young women working on factory floors to share their operational problems by engaging actively with the issue and self solving it with the help and guidance of the seniors on the floor.

We provide group level competition platforms for such actions to encourage and felicitate such progressive attitude. This not only adds value to the young girls life by building inner resolve to face life with confidence but each one ends up making a huge difference to the companies bottom-line too.

#### **What is your vision for the next decade?**

We want to grow our USD 1 billion turnover manifold, and export to even more countries, thereby establishing

the finesse of Indian workers and entrepreneurs. India has tremendous potential and Indian companies can really do well in the international arena.

#### **What is the work life been for you and your employees in this Covid Era?**

As per the government's decision on lockdown and shutdown of all industries and public services, we too had halted the manufacturing for quite some time except for essential services. In the production areas, only workers living inside the campus worker colonies were permitted to work. But now we have slowly opened up and workers have been mandated to maintain social distance of 6 feet between two people while

working or even socializing in the canteen.

We have also appointed Officer on special duty to ensure that the workers are adhering to all the safety guidelines. Installation of foot-operated hand sanitizing machine at the entry and exit gates has become a norm and we have discontinued the biometrics.

Attendance is marked by showing their ID card only. If any worker is having any signs of illness, such individuals are immediately moved to the in-house dispensary provided in respective units. We also encouraged several employees to work from the safety of their homes too when needed.

**How have you kept employees engaged and effective? What is the morale like in people once they are back to work?**

Given the importance of people working in every organization, we too have been responding to the employee's needs during this continuously evolving global challenge. Though, the coronavirus has forced companies around the globe to move towards a distributed-team model as the employees may be working remotely, we are making sure that the new virtual environment doesn't hurt morale. Our morale was initially low because of the uncertainty the time has created. So, we began hosting weekly and periodic videoconferences to keep employees up to date on COVID-19 facts. In such session, we not only shared current facts but also the things that they are working on to help employees and their families cope.

Once we resumed our offices and the units opened up, we began by creating a lot of action points with all. We took the teams through several protocols that had to be followed and ensured that clear and precise communication was up across factory floors and offices. Sanitization and thermo checks are now a major part of the employee's life and each one has taken on the responsibility to help manage and control the situation for self and others.

We are also regularly monitoring the situation and conducting health and hygiene classes, yoga classes along with motivational conversations and open communication to ensure inclusiveness.

**Which new partnerships and projects is your team most enthusiastic about?**

We have many partnerships and projects, which our CSR team is quite excited about it because they will have long-term impact on the life of the people and community besides generating huge social mileage for us. We have our Skill Development & Livelihood Generation project for rural & local women (SABLA) and under this project we are looking forward to creating a partnership with the local NGO which is working on generating livelihood skills for rural and semi-urban women. Through another project Nandini, we are creating awareness on Menstrual Hygiene among adolescent girls in school and rural women.

Under our in-house project EKLAVYA, we are providing insight knowledge of working of our units- Textiles and Steel to college students. This program is designed to make the students learn the basics of entrepreneurship skills and work in industries at a root level.

Our Environment Protection and Awareness Generation Program and Bal Vatika- Educational Program for slum-children a major program that we run.

**What more do you think Vardhman will do for creating awareness and implementing Covid care in communities and people at large?**

With the ongoing pandemic engulfing the whole nation, we are making every possible effort to keep our employees as well as surrounding communities safe by spreading the message of safety on a larger scale. For the same efforts we at Vardhman have planned different activities on a mass level for communities.

We are also planning to start a flagship


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Under our in-house project EKLAVYA, we are providing insight knowledge of working of our units- Textiles and Steel to college students. This program is designed to make the students learn the basics of entrepreneurship skills and work in industries at a root level.

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program with various partners (health agencies) by launching a Mobile Health Care Unit (MHU) which will work at grass root level educating people about health care schemes and setting up health check-up camps. Also an Auto van will move around in the local premises and communities with banners of Do's and Don'ts along with audio message of the COVID-19 helpline numbers, hospitals among others.

We are in the process of releasing short video format skits, involving local people, with the message consisting of safety measures to be followed for safeguarding oneself from coronavirus. These videos will be shared on social media platforms. We are also making mannequins with masks that are holding sanitizers and these will be placed in and around major local areas/cross-walks. There will be sanitization drives at public places such as – bus stops, panchayat bhavans, local markets and community centers along with mask distribution.

ASHA workers are also involved with us to help distribute hand-outs and pamphlets to local communities. 

**Anirban Ghosh, Chief Sustainability Officer, Mahindra Group**

# Sustainability work is to give back more than we can take

Corporates today recognize that climate change is an issue that directly impacts their business and it is therefore imperative that sustainability led actions be embedded in their business strategies.

In this interview we talk to Anirban Ghosh, Chief Sustainability Officer, Mahindra Group on the business case for Sustainability.



## INDIA CSR NETWORK

### Do you have a Sustainability roadmap for the Mahindra Group?

Yes, every one of our businesses that falls under the scope of reporting has a sustainability roadmap, with targets taken to reduce carbon emissions, water consumption, increase in use of renewable energy and enhance recycling of waste being some of the items on the roadmaps. These roadmaps are reviewed periodically and updated. Roadmaps allow us to gauge progress and keep our processes in check to achieve the desired results. They pave the way for us to integrate our Sustainability commitments into our overall business as well as the supply chain across the Group to create value for our stakeholders.

### What is the definition of Sustainability at Mahindra Group?

We define sustainable business as, “Building enduring businesses while rejuvenating the environment and enabling stakeholders to Rise”. This takes addresses all three aspects of the triple bottom line – People, Planet and Profit; The overall approach of sustainability work is to give back more than we can take.

### How we apply sustainability in Mahindra?

Sustainability is a holistic concept. It goes beyond financial well-being and is not only about environmental responsibility. The holistic approach is captured in the definition of sustainable business that is enshrined in our Sustainability Framework. The work that we do in sustainability in the Mahindra Group is rooted in the elements of the framework. Each business in the Group identifies issues that are material to it, makes a roadmap with targets and works to achieve them. Progress is measured using a sustainability dashboard and achievements are recognized during the Mahindra Rise Awards program. In addition, integration of sustainability within the business is assessed through the group-wide total quality management process called, “The Mahindra Way” and externally assured by an authorized organization annually.

The governance of sustainability is through sustainability champions at each location and also in each business who are assisted by business level sustainability councils. There is also a Group-wide Sustainability Council and

the CSR Committee of the Board has oversight of sustainability. Executive Councils of businesses review progress in each business.

An important part of embedding sustainability into our culture is the “Make Sustainability Personal” program through which individual colleagues across the business take on climate friendly tasks at home and at work. This creates a positive atmosphere within the Mahindra Group for doing the right things to build sustainable business.

### Tell us about a recent challenge you faced while working on a sustainability project.

Sustainability is often considered as being “a cost”. It is a common challenge faced by sustainability professionals. Over the years we have been able to show that sustainability projects can benefit the planet and the business simultaneously. The war is not over and I am sure we will have to keep doing this many times over. Sometimes the challenge is about finding appropriate solutions for colleagues who want to do the right thing but don’t know how!





**Anirban Ghosh**, Chief Sustainability Officer, Mahindra Group

**Describe a sustainability indicator which you created. How did it benefit your company?**

Finance folks wish to have projects that are financially viable while sustainability folks look for environmental benefits such as emission reduction. We brought the two together in the form of an index – emission reduction / payback period – an index in which bigger is better and this helped us prioritise the implementation of projects.

**What factors do you consider when proposing a sustainability initiative?**

The initiative needs to have environmental benefits, must excite people and must be financially viable. If these conditions are in place, the sustainability initiative is worth considering.

**How do you successfully monitor sustainability indicators?**

Sustainability indicators are measured on an ongoing basis and recorded in a software solution used across the Group. Performance is tracked by sustainability champions and sustainability councils in businesses across the Group. Performance is disclosed in GRI certified, externally

assured Sustainability Reports and in external disclosures like DJSI and CDP.

Share an example of a sustainability project goal or strategy Mahindra developed which helped the most.

There are a number of sustainability goals that we are pursuing just and many other organizations are doing the same. But there is one – “Ensure Zero Waste to Landfill” – that we can legitimately claim to be pioneering. As a part of this goal we are working to ensure that “waste” is reduced, re-used, repurposed and recycled in appropriate ways so that it does not end up in landfills and cause widespread environmental and social damage. Consequently, many locations across the Group are not certified as being zero waste to landfill, having diverted more than 99.9% of their waste from landfills. Apart from being extremely beneficial to the environment, the work has added more than Rs. 100 crores to the bottom line for the Group already.

**Do you have a practice of publishing a Sustainability Report? Please elaborate.**


Mahindra has been actively reporting on its sustainability performance since 2007. Regular data updates by all

businesses are reviewed and an externally certified Sustainability report conforming to GRI standards is published by the Group. Many businesses in the Group publish their own Sustainability Report as well. The reports have won multiple awards for excellence.

**As a leader in sustainability, how will you see sustainability for people and planet?**

The planet is telling us that we human beings are living beyond its boundaries. The solution is not to be environment friendly by doing less but being environment friendly by doing differently. We have many solutions already available that can take us in this direction and there are many solutions that are developing that will ensure development within the boundaries of nature. Adopting the solutions widely and quickly will make the earth a safe place to live in.

**What is your own definition of Sustainability?**

The idea of every person in the world living comfortably, equitably and collectively doing so within the boundaries of nature is my personal definition of sustainability. 

## CIRCULAR ECONOMY

# How NTPC plans 100% utilization of Fly Ash by 2021

Several lakh tonnes of fly ash dumped openly causing severe air, water and land pollution.



### INDIA CSR NETWORK

The National Green Tribunal has directed NTPC Vindhyachal Super Thermal Power Station in Singrauli, Madhya Pradesh to pay an interim compensation of Rs 10 crore for breach of its fly ash dyke into the Govind Vallabh Pant Sagar 'Rihand Reservoir'.

The court directed the Central Pollution Control Board to ensure scientific disposal of fly ash as per the statutory notification issued by the Ministry of Environment and Forests (MoEF) under the provisions of Environment Protection Act, requiring 100 per cent utilisation.

NTPC, the largest coal based energy producer has a plan to 100% utilization targeted of Fly Ash by 2021. With a total installed capacity of 62110 MW, NTPC Group has 70 Power stations comprising of 24 Coal, 7 combined cycle Gas/Liquid Fuel, 1 Hydro, 13 Renewables along with 25 Subsidiary & JV Power Stations.

Sustainable ash utilization is one of the key concerns at larger organization NTPC, which adopted Ash Policy in 2015, which addresses the plans and vision for ash utilization in an integrated way from generation to end product.

As per NTPC Sustainability report Fly Ash utilization is a major part of Sustainability initiative. It has achieved 100% utilization of Fly Ash at 7 stations. "In FY19, seven of our stations achieved 100% ash utilization. We plan to achieve company-wide 100% ash utilization by FY21.", Company's Sustainability Report revealed.

**This Ash Policy aims at maximizing utilization of ash for productive usage along with fulfilling social and environmental obligations, as a green initiative in protecting the nature and giving a better environment.**

"Overall we achieved 63.71% ash utilization, which is an increase of about 20% from the previous year in absolute terms.", the report said.

Besides this, dry fly ash is provided to cement industries and ash brick manufacturer and on tying up with NHAI and SHA. Pond ash is given for road-construction in considerable quantity. We are also working on developing various value products from ash like geopolymer roads, light weight aggregate, building material etc.

Ash is discharged into ash pond in which fugitive ash emission is effectively control led by maintaining sufficient water layer over disposal ash. Dry fly ash is issued to cement manufacturers and brick manufacturer while pond ash is given for Highway Construction and Land Fills. Liquid effluent is managed through proper treatment followed by zero discharge of effluents.

NTPC complies with the Hazardous and other Wastes (Management and Transboundary Movement) Amendment Rules, 2019 for transportation of Hazardous wastes. "We are also making concerted efforts towards sustainable ash utilization. Our Ash Policy



implemented in serves as our vision document for integrating ash utilization from generation to end product.”, the report said.

Ash utilization is low at some stations either due to limited ash consuming businesses in the nearby areas, or, overabundance of Fly Ash in the area due to multiple thermal power stations in the vicinity.


“To resolve the issues due to supply and demand gap, we are in the process of developing fly-ash depots at high consumption centres.”, the company said.

Today, the research and development (R&D) initiatives are

driven by the need of adapting to emerging technologies. NTPC have assigned 1% of PAT for R&D activities focused to address the major concerns of the sector as well as the future technology requirements of the sector.

“In this effort, in 2009 we established NTPC Energy Technology Research Alliance (NETRA) as state-of-the-art center for research, technology development and scientific services. NETRA collaborates with leading institutes, technology players and service providers both at national and international level.”, the company said.

A Research Advisory Council (RAC) comprising of eminent scientists

and experts from India and abroad has been constituted to steer NETRA for high end research. In-house Scientific Advisory Council (SAC) has also been constituted to provide directions for improving plant performance & reducing cost of generation. Amongst various initiatives NETRA organized Grand Ash Challenge contest. Three ideas were selected Nano Concrete aggregates, Artificials and Fly ash-gypsum plaster. NETRA also developed techno-logy for seawater desalination treatment using waste heat from flue gas from the power plant. 



# Edelweiss Group Releases its FY 2020 Sustainability Report

Edelweiss Group, one of India's leading diversified financial services conglomerates, published its annual Sustainability Report, reaffirming its commitment to a sustainable future.



## INDIA CSR NETWORK

In its third edition, the report encapsulates the Group's Environmental, Social and Governance (ESG) initiatives, providing an overview of its exigent Covid-19 efforts and sustainability disclosures, benchmarked against 50 Global Reporting Initiative (GRI) standards. Edelweiss has voluntarily adopted the United Nations Sustainable Development Goals (SDGs) framework since 2018 and aligned its ESG efforts to 9 of the 17 SDGs.

Edelweiss has a robust diversified platform spanning Credit, Wealth & Asset Management, Asset Reconstruction and Insurance with sustainability practices adopted across all business functions.

Addressing the needs of diverse stakeholders including employees and customers, the Group is leveraging technology to further strengthen its operating structures, systems and processes to deliver on its sustainability commitment. As part of its efforts to institutionalize this process, an ESG Council has been appointed, comprising Senior Leaders, with Board level oversight, to meet the outlined goals.

Launching the Sustainability


Report, Vidya Shah, Chairperson of the ESG Council at Edelweiss Group & CEO, EdelGive Foundation, said, "We are firm believers in doing business the ESG way. Sustainability principles are embedded in our business operations and we strive to have a positive impact on the communities we operate in. While the current report is an entirely organic effort put together by our ESG leaders and teams, these benchmarks reflect our resoluteness of purpose and our ambition to measure our progress, year on year. We seek to get our Sustainability Report assured by an independent external advisor in the next few years, as we remain steadfast in our ESG journey." she added.

Large Indian conglomerates and banks have adopted global sustainability reporting practices and nearly 72% of the NIFTY constituents have issued standalone sustainability reports. Beyond Nifty 50 companies, very few companies report on sustainability based on internationally accepted frameworks like GRI. Globally, asset managers and investors are increasingly looking at ESG as an important investment parameter.

In India, asset managers have launched funds that target their investments towards companies that are

compliant with ESG adoption. Edelweiss's Asset Management entity (EAAA), India's largest player in Private Debt (AUM of Rs. 217 billion as of FY20) has voluntarily adopted the ESG policy, anchored to Principles of Responsible Investment (PRI) and UN Global Compact's 10 principles.

The Edelweiss Group is one of India's leading diversified financial services companies, providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss' products and services span multiple asset classes and consumer segments across domestic and global geographies.

Its businesses are broadly divided into Investment & Advisory (Wealth Management, Capital Markets, Asset Management and Asset Reconstruction), Credit (Retail Credit comprising Retail Mortgage, SME and Business Loans, ESOP and Margin Financing, Agriculture & Rural Finance and Corporate Credit comprising Structured Collateralized Credit to Corporates and Wholesale Mortgages) and Insurance (Life and General Insurance). 

# Sustainability in the iGaming Sector

Sustainability is a word that is frequently used in and outside the business world to emphasize responsibility concerning long-term growth, continuum and stability. In the world of business, it's an integral part of corporate social responsibility (CSR).



## INDIA CSR NETWORK

CSR is a type of corporate self-regulation where the goal is to contribute back to society through charitable functions, activism and engaging or supporting ethically, sustainable practices inside a corporate organization. In India, there's CSR compliance for businesses as part of the 2013 Companies Act, where local companies in India can invest parts of profit back into different areas of society through donations or supporting initiatives around gender equality, education or the environment.

### Non-Harmful Revenues

Sustainable long-term growth is essential for any type of business. It becomes even more so within the iGaming sector. iGaming is the industry term for online gambling where consumers engage through digitalized casinos in the activity of, for example, sports betting or playing games of chance online. Betting online is a form of entertainment for most gamblers, and only a small percentage develop a problem. In any online casino, responsible gaming is needed from a sustainability point of view.

For the business, it's paramount that customers can sustain their consumption of gaming products and keep them from developing gambling issues. Besides the business aspects of responsible gaming, there's a legal obligation to take social responsibility, where the health of individuals with gambling problems and the closest people around them may be at risk. It

should be the ambition of every online casino operator to have zero per cent of their revenues arising from harmful gambling.

In relation to sustainability around revenues, online casinos must fight criminal activity through anti-money laundering (AML) initiatives. Both land-based casinos and online casinos in India are famously used for money laundering as part of organized crime. It's every casino operators responsibility to prevent criminals from disguising illegally derived funds as a source of legitimate income.

Sustainability in the iGaming sector doesn't stop with responsible gaming and anti-money laundering, per CSR compliance in India companies are encouraged to commit to wide-ranging social responsibility.

### Charity


Another way businesses in iGaming can leverage CSR is through charitable donations of funds. This way a casino operator can promote the welfare of other organizations or individuals in society. A popular way to promote both workplace culture and social sustainability is by running a fundraising campaign internally for employees, where the company in turn matches or doubles the amount of donations connected from individual employees. Not only does it have a positive and bonding effect on the workforce, but it also contributes to important initiatives and promotes the

company as a responsible, charitable and compassionate business.

### Digital Carbon Footprint

Online casino operators can lessen the environmental impact their business has. When it comes to digital companies, it's often forgotten how large their carbon footprint is in terms of the infrastructure needed to support all the necessary servers to power the digital services and sites related to online gambling. Gadgets and networks have a significant impact on yearly greenhouse emissions around the world. One way a casino operator can reduce their digital carbon footprint is through using more ecological energy, such as wind-powered servers.

### Welfare

Sustainable businesses are an integral and vital part of the community in India. Gambling is a form of entertainment and should remain so for everyone. A customer that enjoys gambling and manages their playing well can continue to enjoy gambling as an occasional form of entertainment. The casino operator has a fundamental part in keeping it that way while also taking responsibility in other areas such as the environment and the development of local communities and organizations through active engagement through donations and support. This way, gambling is used for the greater good of everyone, as opposed to being a detriment to society. 

# Reliance is top taxpayer, contributes Rs. 1.51 lakh cr to the National Exchequer in FY 2019-20

Reliance is India's largest and most profitable private sector company. Reliance continues to be a significant global player in the integrated energy value chain while establishing leadership positions in the retail and digital services business in India.



## INDIA CSR NETWORK

Reliance Industries Ltd (RIL) has been the highest tax payer with the company contributing more than Rs 1,15,461 crore to the national exchequer in FY 2019-20. Reliance Industries has contributed Rs. 1,15,461 crore (Rs. 1,16,251 Cr in 2018-19) to the National Exchequer in reviewed year.

Company emerged as highest tax payer of customs and excise duty in the private sector, the company's annual report revealed. During the year the company provided direct employment to 1,95,618 people, report said.

Reliance spent Rs. 1,022 crores on CSR (Corporate Social Responsibility) programmes and projects during the financial year (FY) 2019-20, complying CSR Law under Companies Act, 2013.

The company has contributed Rs. 556 crore. to the PM CARES fund and various state and other relief funds. Company has invested Rs 2,538 crore in R&D.


Report said that company has planted more than 2.2 saplings till date and has rainwater harvesting capacity of over 9.9 crore cube meters. RIL has now become net debt-free. Reliance achieved consolidated revenue of Rs 6,59,205 crore (US\$87.1 billion), an increase of 5.4%, as compared to Rs.



6,25,212 crore in the previous year. Increase in revenue was primarily on account of higher revenue from Consumer Business. Reliance's consolidated revenue was boosted by robust growth in retail and digital services business, which recorded an increase of 24.8% and 40.7% in revenue, respectively as compared to the previous year, report said.

As per the report, Consolidated EBITDA for the year increased by 10.4% on a y-o-y basis to Rs. 102,280 crore as compared to Rs. 92,656 crore in the previous year. Consolidated EBITDA nearly doubled in the last five

years. Profit After Tax (excluding exceptional items) was higher by 11.3% at Rs. 44,324 crore (US\$5.9 Billion) as against Rs. 39,837 crore in the previous year.

The global economy grew at 2.4% in CY 2019, slowing from 3% in CY 2018 amid global trade war, tariff related uncertainties, and Brexit. The Indian economy grew by 4.2% in FY 2019-20 still remaining one of the fastest growing major economies in the world. Industrial activity remained healthy in the beginning of the year, but saw some weakness later. 



## CORPORATE SOCIAL RESPONSIBILITY

# HDFC Bank spends Rs. 535 Cr on community development in FY 2019-20

HDFC Bank Limited, one of the largest private sector bank, has spent Rs 535.31 crore on various Corporate Social Responsibility (CSR) initiatives during FY 2019-20, in accordance with Companies Act, 2013, the company's annual report revealed. Previous year CSR expenditure was Rs. 443.77 crore.



### INDIA CSR NETWORK

The Bank has spent 2.01% (previous year: 2.02%) of its average net profit for the last three financial years as part of its CSR for the year ended March 31, 2020.

Average net profit of the Bank for last three financial years stood at Rs. 26,680 crore. Prescribed CSR Expenditure (two percent of the amount as in item 3 above) stood at Rs. 534 crore, in accordance with the provisions of Section 198 of the Act.

The Bank contributed Rs. 70 crore towards Prime Minister's CARES Fund to support the government's fight against the COVID-19 pandemic.

Its Rural Development Programme has touched another 16 lakh people across more than 1,200 villages in 17 states.


The Bank's CSR is implemented under the aegis of 'Parivartan' which is the umbrella brand for all the Bank's social initiatives. Parivartan aims to bring about a transformation in the communities in which the Bank operates through multiple initiatives in the areas of Education, Skill Training and Livelihood Enhancement, Health Care, Environmental Sustainability and Rural Development.

The Bank's programs are guided by CSR Policy duly approved by the Board which is driven by the vision of 'Creating Sustainable Communities'. The CSR policy and programs are aligned to comply with the requirements of Section 135 of the Companies Act, 2013 and are monitored by a board level committee.

The Corporate Social Responsibility (CSR) Committee of the Board has been constituted to identify, execute and monitor CSR projects and assist the Board and the Bank in fulfilling its corporate social responsibility objectives and achieving the desired results. The Committee shall also ensure legal and regulatory compliance from a CSR perspective and reporting as well as communication to all the stakeholders on the Bank's CSR initiatives.

As per Section 135 of the Indian



Companies Act, 2013, a company, meeting the applicability threshold, needs to spend at least 2% of its average net profit computed as mandated by the Act for the immediately preceding three financial years on CSR activities. The Act prescribes that every company having a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or a net profit of Rs. 5 crore or more during any financial year shall ensure that it spends, in every financial year, at least 2% of the average net profits computed as mandated by the Act, in pursuance of its CSR Policy. 

# Exploring Corporate Social Responsibility : Fundamentals and Implementation by Ravi Raj Atrey

This book is a must read for anyone desiring to gain as well as upgrade understanding about Corporate Social Responsibility. This book talks about the fundamentals and provides a comprehensive view on various existing and emerging dimensions of business social responsibility.



## INDIA CSR NETWORK

Businesses in India today are increasingly spending corporate wealth in corporate social responsibility programmes either to comply with the CSR Law or business they feel the need to give back to society.

CSR funds are emerging as a vehicle for social transformation in India. CSR is redefining the role of private capital in society.

India is the first country to legally mandate Corporate Social Responsibility, through the Companies Act, 2013. Since CSR was mandated six years ago, Indian companies have worked towards adapting to their new role as grant-makers for social-economic development in which they interest the most.

As per Section 135 of the Indian Companies Act, 2013, a company, meeting the applicability threshold, needs to spend at least 2% of its average net profit computed as mandated by the Act for the immediately preceding three financial years on CSR activities.

The Act prescribes that every company having a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or a net profit of Rs. 5 crore or more during any financial year shall ensure that it

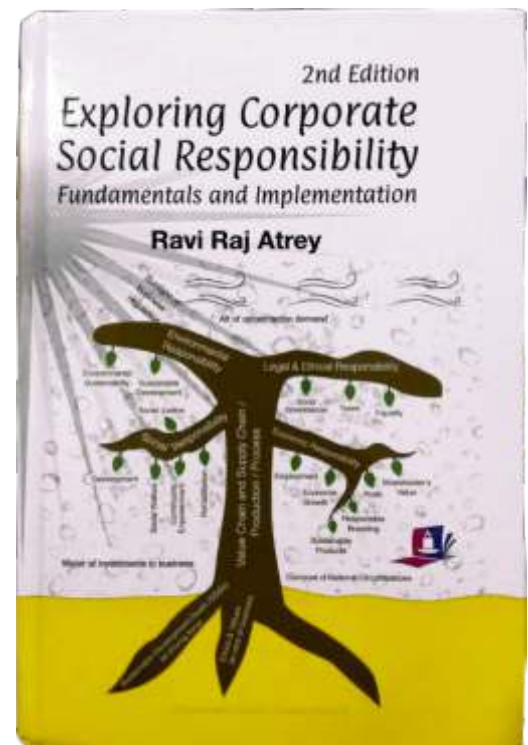
spends, in every financial year, at least 2% of the average net profits computed as mandated by the Act, in pursuance of its CSR Policy.

In this context, this book is a must read for anyone desiring to gain as well as upgrade understanding about Corporate Social Responsibility. This book talks about the fundamentals and provides a comprehensive view on various existing and emerging dimensions of business social responsibility.

The well-timed work presents a 360 degree view of the fundamentals on the CSR.

In his foreword message in this book Rusen Kumar said, "Ravi Raj's contributions towards social development in India are remarkable. His expertise in the form of this book is welcomed. I am pretty sure that it will benefit a large segment. I wish all the best to all readers for better CSR planning and implementation in the country, thereby leading towards a better world."

Revi Raj is an expert on Corporate Social Responsibility and social



development sector with international repute. He is a Doctoral fellow at Indira Gandhi National Open University for CSR research, New Delhi. He is currently Chief Programme Executive at Indian Institute of Corporate Affairs, Ministry of Corporate Affairs.

The 2nd edition hardbound, 281 pages book has been published at Studera Press, New Delhi, India. 

# The PR Knowledge Book by Sangeeta Waldron

This book covers everything within the world of Public Relations from how to create a brand, how to use social media, how to be newsworthy, how to contact the media, how to have a global mind-set, the power of networking and more.



INDIA CSR NETWORK

Sangeeta is also IndiaCSR's global contributing editor on Corporate Social Responsibility from the UK. Congratulations! Sangeeta for a great book on Public Relations. The mystery of Public Relations is unraveled in this book.

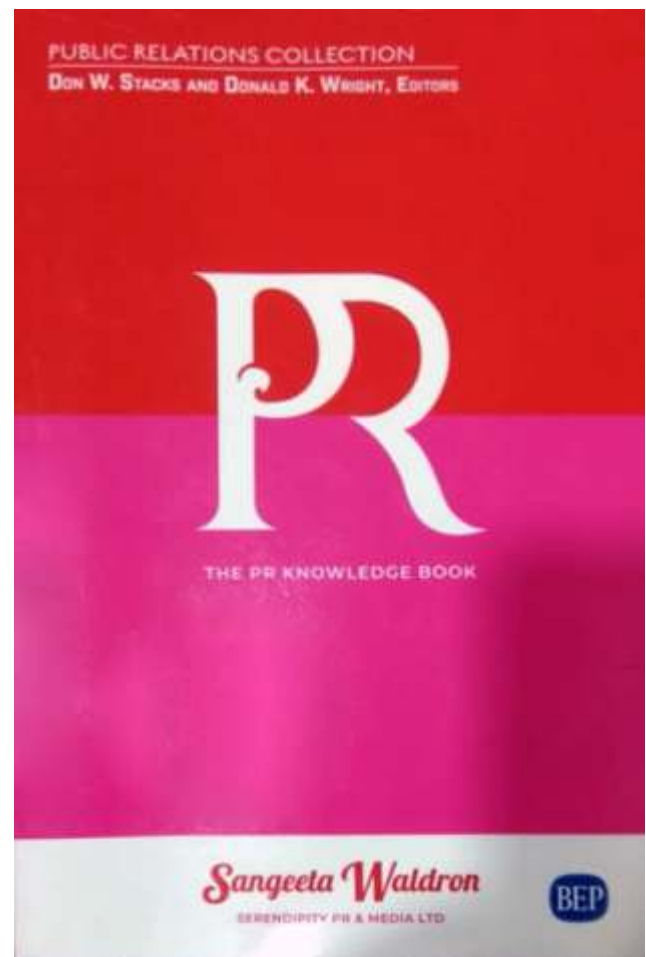
Sangeeta Waldron is a multi-award-winning public relations and media professional with over two decades' worth of publicity, branding, communications, crisis management, media, and social media experience. She runs her own successful London-based PR agency, Serendipity PR & Media Limited, working across business, arts, culture and books in growth international markets.

It is written in an easy style, packed with powerful tips, proven tools, and real-life case studies from around the world. This book covers everything within the world of Public Relations from how to create a brand, how to use social media, how to be newsworthy, how to contact the media, how to have a global mind-set, the power of networking and more.

In 12 chapters, PR leaders may discover how to get a brand out there so they can attract clients and new business.

The PR Knowledge Book is for everyone irrespective of where you are in the world – whether a student starting out in the industry or self-employed, a family business, small business, start-up, charity, or any other type of organisation wanting to embark on your PR journey or just plan curious about what is entails.

Rusen Kumar says, " Sangeeta Waldron has written a must-read for anyone wanting to do their own PR, whenever they may be in the world. Read this book and learn from one of the best."



The book is published by Business Expert Press, LLC, New York. This 130 pages book is a part of the Business Expert Press Public Relations Collection. ➤



# SBI contributed Rs. 27 cr for CSR commitments in FY2019-20



## INDIA CSR NETWORK

In FY2019-20, the net profit of State Bank of India, the largest public sector bank, stood at Rs. 862 crore and 1% of the profit, that is, Rs. 8.62 crore has been budgeted as CSR fund for FY 2020. With the approval of RBI, Bank contributed a total of Rs. 27.47 crore for various initiatives under its CSR including donation of an amount of Rs. 9 Crore towards Chief Minister Relief Fund of various states and Rs. 12.38 crore to SBI Foundation (SBIF), the annual report for the year 2019-20 said.

As part of our endeavour to fight the Covid-19 pandemic, while SBI staff members collectively donated Rs. 108 crore to the PM Cares Fund, the Bank also pledged Rs. 30 crore for COVID related CSR activities besides donating around 21000 PPE Kits to government hospitals.

“Social Responsibility is deeply ingrained in the culture of your Bank. Consequently, your Bank has been actively involved in CSR activity since 1973. The primary purpose of the Bank’s CSR philosophy is to make a meaningful and measurable impact on the lives of economically, physically and socially challenged communities of the country”, SBI annual report said.


The Bank’s CSR activities touch the lives of millions of the poor and



needy across the length and breadth of the country. The focus areas of the Bank’s CSR activities include Healthcare, Education, Livelihood, Skill Development, Environment Protection of National Heritage, Empowerment of Women, Youth & Senior Citizens etc, the report said.

“As per the guidelines and mandate of Reserve Bank of India, State Bank of India is required to spend 1% of its profits on CSR. The offices of your Bank all across India have been carrying out various CSR activities to live up to the ethos of giving back to the society with the active engagement of its employees.”, report added. SBI Foundation was established in 2015 to undertake the

CSR activities of SBI Group and its subsidiaries in a focused manner and working on various projects to build a momentum for transforming India by creating an inclusive development paradigm that serves all Indians without any discrimination based on region, language, caste, creed, religion, etc. and ensure that each initiative creates a substantial change at the grassroots level.

The focus areas of your Bank’s CSR activities include Healthcare, Education, Livelihood, Skill Development, Environment Protection of National Heritage, Empowerment of Women, youth, and senior citizens, amongst others. 

# Infosys Limited spends Rs. 360 Cr on Corporate Social Responsibility (CSR)

Infosys Limited, a global leader in next-generation digital services and consulting conglomerate, has spent Rs 360 crore on various Corporate Social Responsibility (CSR) programmes during FY 2019-20, the company's annual report revealed. Previous year CSR expenditure of CSR was Rs. 340 crore.



## INDIA CSR NETWORK

Pursuant to the provisions of section 135 of the Companies Act, 2013 (Corporate Social Responsibility Rules, 2014), during the year the Company ought to have spent Rs. 360 crore on CSR activities in accordance with the provisions of Section 198 of the Act. The CSR amount of Rs. 115.35 crore has been spent in Bengaluru particularly.

“The gross amount required to be spent by the Company during the year is Rs 360 crore and there was no amount unspent during the year.”, company's annual report said.

As per the report, the average net profit of the Company for the last three financial years stood at Rs. 17,978 crore. Prescribed CSR expenditure (2% of the average net profit as computed for the financial year stood at Rs. 359.56 Crore.

The areas of CSR activities are the areas of protection of national heritage, restoration of historical sites, and promotion of art and culture; destitute care and rehabilitation; environmental sustainability and ecological balance; promoting education, and enhancing vocational skills; promoting healthcare including preventive healthcare, and rural development projects. As per the



report, the CSR committee has been formed by the Company as per the Act. The funds were primarily allocated to a corpus and utilized through the year on these activities which are specified in Schedule VII of the Act.

### CSR committee

The CSR committee comprises two independent directors and the COO and Whole-time Director. The members of the CSR committee are – Kiran Mazumdar-Shaw, Chairperson; U.B. Pravin Rao and Dr. Punita Kumar-Sinha.

### The CSR culture

Infosys has been an early adopter of CSR initiatives. The Company works

primarily through the Infosys Foundation, towards supporting projects in the areas of protection of national heritage, restoration of historical sites, and promotion of art and culture; destitute care and rehabilitation; environmental sustainability and ecological balance; promoting education, and enhancing vocational skills; promoting healthcare including preventive health care, and rural development. In fiscal 2020, the Company's CSR efforts included COVID-19 relief in multiple states.

Over the years, Infosys has been focusing on sustainable business practices encompassing economic, environmental and social imperatives



that not only cover business, but also the communities around it. The company focuses on social and environmental responsibilities to fulfill the needs and expectations of the communities around its business. “Our Corporate Social Responsibility (CSR) is not limited to philanthropy, but encompasses holistic community development, institution-building and sustainability-related initiatives.”, the Company said.

#### **Infosys Foundation**

The Company undertakes various initiatives by itself and through the Infosys Foundation. The Foundation was established in 1996 with a vision to boosting CSR initiatives. This was long before the Companies Act, 2013 mandated that a company should function through a registered trust or society for any CSR activities to be undertaken by it, the company said.

#### **Key activities of FY 2019-20**

Key highlights of the activities of the Foundation during the year are listed below, and the details of these

projects are given in the corporate governance report that forms part of this Annual Report.

Supporting COVID-19 relief measures pan-India by contributing to the PM CARES Fund, helping hospitals, destitute, daily wage workers and underprivileged sections of the society. Construction of a dharmashala at AIIMS, Jhajjar and providing training to teachers in Andhra Pradesh and Odisha.

#### **Focus areas of the social development**

The Foundation’s focus areas are – Protection of national heritage, restoration of historical sites, promotion of art and culture, destitute care and rehabilitation, environmental sustainability and ecological balance, promoting education, enhancing vocational skills, promoting healthcare including preventive healthcare, and rural development.

#### **CSR Governance**

Company’s broad objectives, as

stated in its CSR Policy, includes making a positive impact on society through economic development and reduction of our resource footprint and taking responsibility for the actions of the Company while also encouraging a positive impact through supporting causes concerning the environment, communities and our stakeholders.

#### **The CSR Rule in India**

As per Section 135 of the Indian Companies Act, 2013, a company, meeting the applicability threshold, needs to spend at least 2% of its average net profit computed as mandated by the Act for the immediately preceding three financial years on CSR activities. The Act prescribes that every company having a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or a net profit of Rs. 5 crore or more during any financial year shall ensure that it spends, in every financial year, at least 2% of the average net profits computed as mandated by the Act, in pursuance of its CSR Policy. ➔



# Tata Power invest Rs. 39 Cr against CSR obligation

At Tata Power Company Limited Group level, on a consolidated basis Rs. 39.97 crore was spent in FY20 against annual Corporate Social Responsibility (CSR) obligation of Rs. 33.30 crore, the company's recent annual report revealed. The Company's standalone CSR spend for FY20 stood at Rs. 3.80 crore against the 2% CSR obligation of Rs. 3.04 crore. Average net profit of the company for last three financial years stood at Rs. 152.17 crore.



## INDIA CSR NETWORK

Pursuant to the provisions of section 135 of the Companies Act, 2013 (Corporate Social Responsibility Rules, 2014), during the year the Company ought to have spent Rs. 33.30 crore on CSR activities in accordance with the provisions of Section 198 of the Act. The Tata Power is the India's one of the largest integrated power company having a domestic footprint with a generation capacity of 12,264 MW, which includes 3,883 MW Clean and green energy capacity.

The initiatives under the CSR policy are in addition to the five thrust areas of the CSR programme and focus on the five prime areas of Education, Employability, Employment, Entrepreneurship and Essential Amenities.

"In line with the Tata group ethos, we, at Tata Power, believe in improving the quality of life of our communities and being a neighbour of choice by implementing strategic CSR initiatives.", said Praveer Sinha, CEO and MD. "Our CSR initiatives are categorised into five thrust areas through which we also aim to improve the quality of life at the household level. These programmes reach out to 27.10 lakh beneficiaries across 348 villages and 220 urban clusters

spanning 15 states. We focus on achieving synergy, scale and simplification for process improvements.", the company said.

The Corporate Social Responsibility policy guides Tata Power CSR activities. Feedback on CSR programmes are incorporated through independent monitoring and evaluation frameworks that have been adopted to ensure refinement of initiatives, the report said.

"At Tata Power, we have always undertaken initiatives with an aim to improve the quality of life and ensure holistic development of our surrounding communities. Our initiatives focus on diverse, community-based projects and interventions in our effort to build a better and sustainable society through the Tata Power Community Development Trust (TPCDDT). Our primary goal is to transform the lives of the community through a result-oriented participatory approach.", the report said.

### Community Engagement Index

The impact of CSR initiatives is measured through the Community Engagement Index (CEI) tool, which is used to determine engagement levels of various stakeholders across

the stages of CSR intervention. The CEI survey conducted in FY19 showed 84% achievement against the score of 82% in the previous year. Additionally, the Company has also conducted an Independent Social Return on Investment study for three flagship initiatives, and year-on-year trend analysis indicated an increase in return by Rs 5.04 on every rupee spent (70% improvement on y-o-y basis). The methodology used was based on the global framework of Social Value – The SROI Network, UK.

### The CSR Rule in India

As per Section 135 of the Indian Companies Act, 2013, a company, meeting the applicability threshold, needs to spend at least 2% of its average net profit computed as mandated by the Act for the immediately preceding three financial years on CSR activities. The Act prescribes that every company having a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or a net profit of Rs. 5 crore or more during any financial year shall ensure that it spends, in every financial year, at least 2% of the average net profits computed as mandated by the Act, in pursuance of its CSR Policy. ➔

# Hindustan Unilever spends Rs. 143 Crore on social development

Hindustan Unilever Limited spent Rs. 143 crore towards Corporate Social Responsibility (CSR) during the financial year 2019-20. 2% of Average Net Profit for the last 3 financial years was Rs 142.20 crore.



INDIA CSR NETWORK

During the year, the Company has spent an amount of Rs. 14.88 Crore on Fair & Lovely Foundation and Rs. 60 lakhs on Rin Shine Academy. However, these spends have not been considered for the purpose of computing prescribed CSR spend of two percent of the Average Profits, the company annual report said.

The Company has a clear purpose – to make sustainable living commonplace. The Company believes this is the best way to deliver long-term sustainable growth, while reducing its environmental footprint and increasing its positive social impact. Unilever Sustainable Living Plan (USLP) is at the heart of Company's business model, the company said. The USLP has three global goals, namely: (i) help more than a billion people take action to improve their health and well-being; (ii) halve the environmental footprint in the making and use of products; and (iii) enhance the livelihoods of millions of people while growing the business.

The CSR Committee of the Company comprising a majority of Independent Directors is responsible



for formulating, implementing and monitoring the CSR Policy of the Company. The Committee meets at least twice a year to review progress on various sustainability initiatives, including progress under the USLP. The Corporate Social Responsibility (CSR) Committee comprises O. P. Bhatt as the Chairman and Aditya Narayan, Dr. Sanjiv Misra, Kalpana Morparia, Sanjiv Mehta and Srinivas Phatak as the members of the Committee.

The role of CSR Committee includes formulating and

recommending to the Board the CSR Policy and activities to be undertaken by the Company, recommending the amount of expenditure to be incurred on CSR activities of the Company, reviewing the performance of Company in the areas of CSR. During the financial year ended 31st March, 2020, the Committee had recommended to the Board to approve the amendments to its CSR Policy to include the initiatives as per Schedule VII of the Act. During the financial year ended 31st March, 2020, the Committee met twice on 3rd May, 2019 and 31st January, 2020. 🦋

# TCS spends Rs. 600 Cr in Social development programs in FY 2019-20

Tata Group Company – Tata Consultancy Services (TCS), total spending on Corporate Social Responsibility is Rs 755 Crore. Average net profit of the company for the last three financial years for the purpose of computation of CSR was Rs. 30,003 crore.



## INDIA CSR NETWORK

Tata Group Company – Tata Consultancy Services (TCS), a global leader in technology and consultancy, has demonstrated its commitment to the socio-economic development of society. As per its recent annual report, Company has invested Rs. 600 crore on various sustainable development programmes, against its prescribed CSR expenditure (two per cent of the last three financial years).

Including overseas spend, the company's total spending on Corporate Social Responsibility is Rs 755 Crore. Average net profit of the company for the last three financial years for the purpose of computation of CSR was Rs. 30,003 crore.

### The CSR Expenditure

As per section 135 of the Companies Act, 2013, amount required to be spent by the Company during the year ended March 31, 2020 and 2019 is Rs. 600 crore and Rs 542 crore, respectively, computed at 2% of its average net profit for the immediately preceding three financial years, on CSR. The Company incurred an amount of Rs. 602 crore and Rs. 434 crore during the years ended March 31, 2020 and 2019, respectively, towards CSR expenditure for purposes other than construction / acquisition of any asset, the report said.



### CSR committee

The Company has a CSR committee of directors comprising N Chandrasekaran, Chairman of the Committee, O P Bhatt and N Ganapathy Subramaniam.

### Impact through Empowerment'

Report said that the guiding principle of TCS' CSR programs is 'Impact through Empowerment'. Empowerment results in enabling people to lead a better life. The Company's focus areas are Education and Skill Development, Health and Wellness and Environmental Sustainability. In addition, the Company has been supporting the restoration of heritage sites as well as

participating in relief operations during natural disasters.

### Focused Programme

TCS' vision is to empower communities by connecting people to opportunities in the digital economy. The company has focused on education, skilling, employability and village entrepreneurship, to help individuals and communities bridge the opportunity gap. In addition, it supports the health, wellness, water, sanitation and hygiene needs of communities.

### Large Scale Programme

The company's approach is to support large scale, sustainable, multi-year programs that build inclusive, equitable





and sustainable pathways for youth, women and marginalized groups and which can have a strategic impact on the community. In India, these programs are aligned with the Government of India's Affirmative Action Policy and the Tata Group's Affirmative Action Program.

#### Employee volunteering

The Company's participation focuses on operations where it can contribute meaningfully either through employee volunteering or by using core competency which develops solutions. In addition, for key engagements, it also partners with other Tata entities, NGOs, Government and clients. TCS' purpose-driven worldview is shared by its employees who contribute their time and expertise for social and environmental causes in their local communities. In FY 2020, TCSers contributed more than 780,000 volunteering hours.

#### Affirmative Action

The communities that the Company chooses are economically backward, and consist of marginalized groups (like women, children and aged) and

differently abled. In addition, the Affirmative Action programs of the Company in India are directed towards SC/ST communities as defined by the Government of India.


#### 151-year-old legacy of the Tata Group

TCS' Corporate Social Responsibility (CSR) commitment stems from the 151-year-old legacy of the Tata Group and the founder's vision that: In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.

#### 840,000 beneficiaries

In FY 2020, the global community initiatives of TCS reached more than 840,000 beneficiaries.

#### TCS Foundation

TCS Foundation, a Section 8 company incorporated in 2015 with sole objective of carrying on Corporate Social Responsibility (CSR) activities of the Company, has held four meetings during the FY 2020. 

Category CSR in India only	Rupees crore
Health and Wellness	175
Education and Skill Building	116
Environmental Sustainability	6
Disaster Relief	2
Contribution to Foundations/Trusts	303
<b>Total</b>	<b>602</b>

# What is morally wrong with discrimination? A Kantian analysis

The Supreme Court decided on June 15 that the Civil Rights Act of 1964 protects gay and transgender workers from workplace discrimination. Discrimination 'because of sex' is unlawful. But what is it that makes discrimination morally wrong? It is useful to examine this from a Kantian standpoint because Immanuel Kant lays the foundation for recognizing the inherent dignity of every individual – and discrimination is indeed an affront to human dignity.



SAM BEN-MEIR

Kant's moral philosophy – or deontology ('deon' referring to duty) – maintains that what makes an act right is that it is done for the sake of the moral law. Consequences, intended or otherwise, are irrelevant in determining the moral worth of an action. What matters is whether the action is motivated by duty, which is to say, respect for the moral law.

Kant offered several formulations of the moral law which he described as a categorical imperative, as opposed to a hypothetical imperative. A hypothetical imperative says "If you want to accomplish x... then you must do y." A categorical imperative on the other hand says, "Do x!" Your ends, aims or desires are irrelevant. That is what makes it categorical: it is not conditional upon anything. It commands us all the same irrespective of empirical or psychological contingencies.

Two formulations of the categorical imperative are particularly important. The first is the principle of human dignity and it says, never treat another rational being merely as a means but always as an end-in-themselves. In other words, treat every human being as possessing intrinsic value and never simply as a means to your own ends. From this standpoint, slavery is wrong precisely because it

reduces the human being to a mere object, a thing, an instrument for satisfying another's interests and fails to recognize their infinite and intrinsic worth as an end-in-themselves.

The second formulation of the categorical imperative is the principle of universalizability. It tells us to act only on those maxims that we can universalize. In other words, ask yourself if the action I am about to take can be rationally universalized – could I rationally, self-consistently will that everyone act in the same way as I am about to? Suppose I want to break a contract and renege on my promise: could I rationally will that everyone act on the maxim, renege on your promise when it suits you? The answer is no. I cannot rationally universalize the maxim, break your contract whenever it suits you, because in that case the entire institution of making contracts would collapse. No one would enter into a contract if there was not a reasonable expectation that it would be honored. When I renege on an agreement what I am actually doing is making an exception of myself – I am saying that everyone else should abide by their agreements but the same rule does not apply to me.

In fact, it is fair to say that the capital sin from a Kantian standpoint



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is precisely making an exception of myself, failing to recognize that the same rules apply to me as they do to anyone else. Discrimination therefore violates the very core of Kantian moral theory. When I discriminate against another person or group, I am saying that they do not count as much as I do. Discrimination is always morally wrong from a Kantian standpoint because it means that I allow myself to count more than the other does: the same rules do not apply to us equally. But morality requires that no one, and no group, counts more than any other. The rules apply to us all equally and no one is permitted to make an exception of themselves or the group to which they happen to belong.

There is another aspect to the deontological critique of discrimination. Kant famously writes in the Conclusion to his Critique of Practical Reason (1788): "Two things fill the mind with ever new and increasing admiration and reverence... The starry heavens above me and the moral law within me." What is so wonderful about the moral law? There is something about it which gives

humanity a touch of the divine and the reason has to do with autonomy.

To say that we are capable of acting on the basis of the moral law is to say that we are capable of autonomy – that is, literally, self-lawgiving. If we are able to give the law to ourselves then we are truly free. There is no freedom without autonomy. Freedom is not being able to do whatever you want. It is being able to act on a law that you legislate to yourself.

The alternative to autonomy is heteronomy. I may be physically free but if I live my life satisfying every base inclination then I am not really free at all. In that case, I am heteronomous – ruled by an other. I am still being ruled by an other, even if that other is my own inclinations and desires. As Martin Luther King observed, "An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity." Freedom is being able to govern yourself through a kind of self-legislation.

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know whether anyone ever truly acted solely out of respect for the moral law: "One need not be an enemy of virtue but only a cool observer... to become doubtful at certain moments... whether any true virtue is to be found in the world." We can say of any act that it



was partially motivated by self-interest or inclination. But if it is impossible to act on the basis of the moral law then freedom is also impossible. When we act on the basis of self-interest or inclination we are not acting with true freedom. Although we cannot know that any act consistent with duty was motivated solely by the moral law, neither can we know that it was not. And not only are we permitted to think that moral freedom is indeed possible, in fact we have to assume it is possible for morality to make any sense at all.

We cannot arrive at any theoretical knowledge pertaining to freedom, according to Kant, because our knowledge is limited to the world of phenomena, or appearances. To the extent that our knowledge is bound by phenomena, nothing in the world including ourselves is free – as Kant observed: “[If] I were only a part of the world of sense [all my actions] would be assumed to conform wholly to the natural law of desires and inclinations, i.e., to the heteronomy of nature.” But it is also because our knowledge is limited that we are allowed to think of ourselves as free; and indeed, for the sake of morality we have to. We do not know what we are in ourselves, so to speak: “Even as to himself, the human being cannot claim to cognize what he is in himself...” – for we cannot know things in themselves, or the world as noumena. And since we cannot know, it is possible that we are free as noumenal beings.

What then is morally wrong with discrimination from a Kantian standpoint? When we discriminate against persons what we are effectively doing is saying this person or group of people lack moral worth. We have moral worth because we have the capacity for autonomy or freedom. That is why one is to be treated always as an end-in-itself, because we are rational agents capable of acting on the basis of a law that reason itself legislates. When I am prejudiced against someone I am, consciously or not, denying their capacity for moral freedom.

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But we have also seen that Kant denies that we can have any such knowledge about others or even ourselves. Therefore, when I deny another’s capacity for autonomy I am assuming a knowledge I do not possess. I have to assume that all rational beings are capable of freedom, and as such they possess infinite worth. Discrimination is morally wrong then because it is based on a false premise – namely, that I can truly know the other.

Kant teaches that we have to acknowledge the limits of human knowledge. When I recognize that the other as a noumenal being eludes me I have to admit that I can no more deny their freedom then I can deny my own. And if they are free then they possess infinite self-worth and must be treated

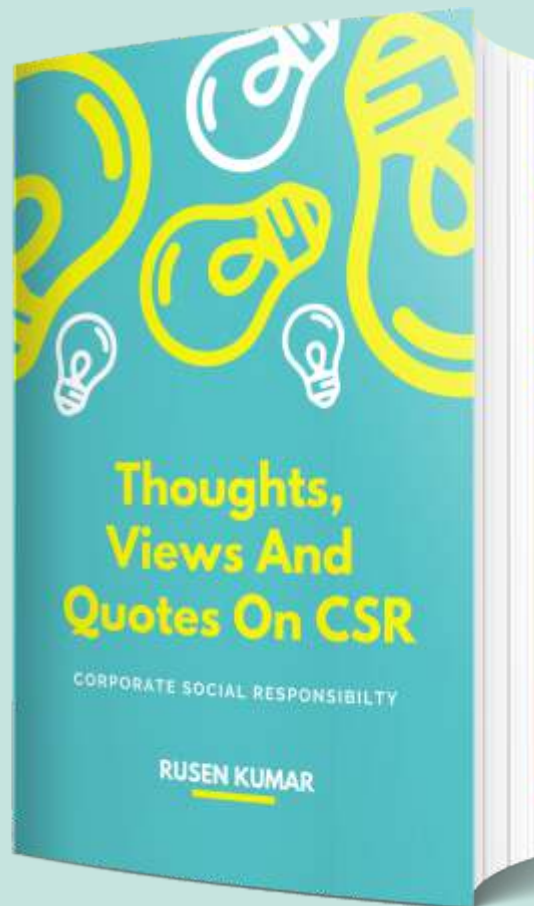
as end-in-themselves and never simply as a means.

From a Kantian standpoint discrimination based on race – or religion, or gender – is fundamentally wrong. It is wrong, first of all, because it is dehumanizing, a denial of human dignity. When I racially discriminate, I am denying the person’s intrinsic self-worth, I am, in fact, denying their very right to exist, whether I know it or not. The moral law demands that I treat every individual as a free person equal to everyone else. If the moral law grants each of us a kind of infinite worth, it does not grant someone greater worth than anyone else.

As Patrick Linden, a professor of philosophy at New York University, said to me in an email, it is “more consonant with Kant’s ethics to disregard group membership – black, white, sex, tribe, etc. – and focus on the person as a source of freedom and value. To treat a person on the basis of their essential humanity rather than according to other categories they may be members of. That is what we want to be the universal law. This is why Kant is usually seen as morally opposed to affirmative action whatever its expedience may be. It also contradicts traditionalist understandings of workplace gender segregation.”

Discrimination is morally egregious when we use it to justify treating another human being as anything less than a human being, as anything less than a person possessed with inherent dignity, and immeasurable intrinsic value. Each one of us is an end-in-itself, a citizen within a “kingdom of ends,” as Kant put it. When I discriminate, I do not treat that person any longer as an end-in-themselves – I identify them with some group of which they are a member and allow that to define who and what they are. What I have invariably overlooked is their humanity: when I respect their humanity, I treat them with dignity, because I know they have the capacity for moral freedom and therefore infinite worth. ➤

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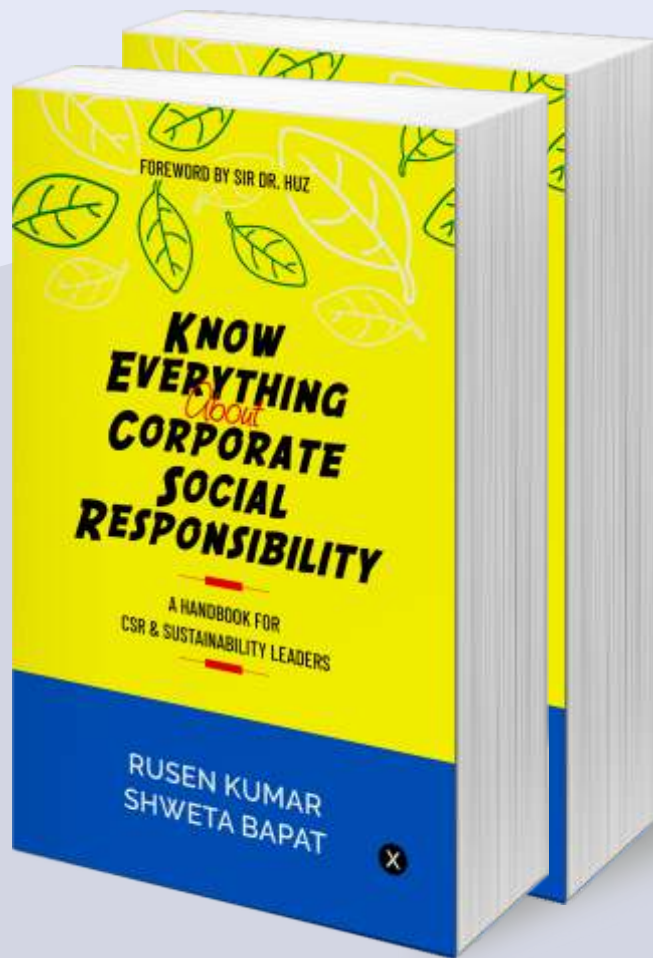
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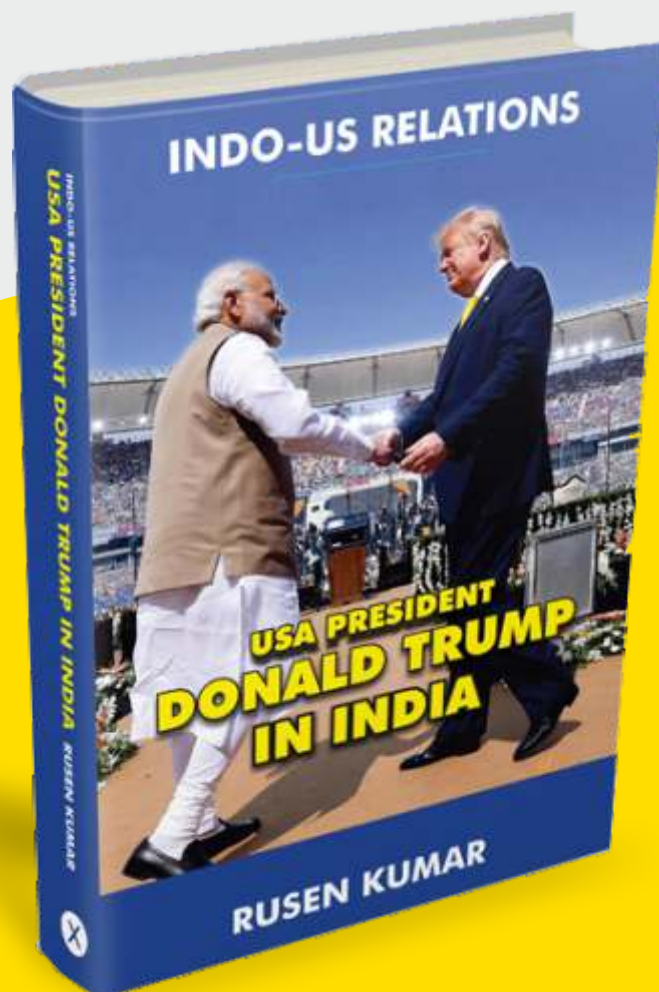
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