The CSR Impact Book
(A Collection of CSR Award-winning Projects of 2017)
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All the content in this document is based on the 4th CSR Impact Award applications submitted by the respective organization. The numbers of the project-impacts may have changed from the reported numbers in this document. For any query write at csr@ngobox.org

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About the CSR Impact Awards

The CSR Impact Awards is an initiative of NGOBOX to encourage companies, CSR foundations and CSR implementing agencies to deliver high impacts through CSR projects and adopt multi-stakeholder approach, leading to excellence in project outcomes. This initiative focuses on identifying high impact CSR projects in 14 categories at Pan-India level. The Awards seek to appreciate project specific impacts made by the organizations in particular thematic areas, to set benchmark in projects planning, identification of partners and delivery of results.

The Awards are presented in a gala ceremony during India CSR Summit & Exhibition every year. In the 4th edition of the Awards in 2017, we received 94 applications from organizations. These applications were evaluated at two stages to identify the best projects in each category on key parameters of the need of the project, project design and approach, optimization of resources, impacts of the project and sustainability.

To give insights of the award-winning projects to future applicant-organizations and present the transparency of the evaluation process, we have complied the highlights of the applications that were selected as the winners in respective category in 2017.
Insights of the Awards-winning Applications of 2017

Canon India

Category: Employee Volunteering Initiatives

About the Organisation

Canon is a multinational corporation specializing in the manufacturing of imaging and optical products, including cameras, camcorders, photocopiers and computer printers.

- **Project Title:** Canon Involve- Employee Volunteering Initiatives
- **Tenure of the project:** Ongoing (started in the year 2012)
- **Location:** Pan India

About the Project

The employees at Canon India Pvt. Ltd frequently engage with the children of SOS Villages and other adopted village communities through 'Canon Involve' programme, driven towards the development of the community. Engagement activities such as school painting, tree plantation drives, etc are organised with an objective of building a close connection with the villagers, developing a vibrant culture of social responsibility in the due course. The initiative promotes the concept of common good through stories, anecdotes, videos, etc, imparting the essence of 'learning and growing together, in harmony'.

Total number of Employee Volunteers: 6000

Total number of hours contributed: 12,576+
Employee Volunteering Policy
CSR is an integral part of Canon India’s DNA. The organisation believes in the spirit of contribution towards community’s welfare. The company’s employees are responsible citizens and they are aware about their duties towards the society they operate in.

Canon India’s CSR policy includes 4Es: Education, Environment, Eye Care and Empowerment. All the initiatives are focused toward a holistic development of the society. The employee volunteering initiative—Canon Involve—is dedicated toward upliftment of the social fabric of the community.

Initiatives taken by the Organisation

1. Wall painting at a school in Ferozepur Namak, Haryana
   10 management trainees visited Ferozepur Namak Village, Haryana and successfully completed the challenging task of painting the school corridor walls.

2. Blood Donation Camp at Canon India’s Hyderabad office
   Conducted at Hyderabad office, wherein 41 employees successfully donated blood. The drive made an impact on 164 lives in all.

3. Interacting with children at SOS Village, Greenfields Faridabad
   On the eve of Independence Day, the company’s President & CEO, Mr Kobayashi, along with his team, visited SOS Village, Greenfields where they spent quality time with the children by inspiring them to learn, showcase and celebrate life. Various activities were organised to build team spirit among the children.

4. ‘Talent Show’ Competition at Orphanage
   On February 11, Canon India organised a Talent Show—an evening of song and dance competition—at St. Michael Orphanage in Village Bhondsi, Gurgaon. The objective was to spread happiness and strengthen the value of “teamwork” among the children.

Through all the employee volunteering CSR initiatives, more than 26,587 lives have been impacted. Canon India is proud of the fact that its commitment toward the community has yielded in smiling faces of the beneficiaries, mostly children. The
number of involved volunteers and contributed hours shows the effectiveness of initiative.

Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Children</td>
<td>• CAF India</td>
</tr>
<tr>
<td></td>
<td>• Hope Foundation</td>
</tr>
</tbody>
</table>
Dell International Services India

Category: Employee Volunteering Initiatives

About the Organisation

Dell is an American multinational computer technology company based in Round Rock, Texas, US. It develops, sells, repairs, and supports computers and related products and services. Dell has paired technology with innovation to make positive social and environmental impact, building a legacy of good. They are committed to putting their technology and expertise to work, to generate more benefits for people and the planet.

• Project Title: Enhancing the impact of Dell Youth Learning programme
• Tenure of the project: March’16 – March’17
• Location: Karnataka, Tamil Nadu, Telangana, Haryana
• Project budget Range (FY 16-17): INR 0.1 Cr. -0.15 Cr.

About the Project

During the year 2016-17, Dell employees from all the different Dell sites in India conducted various volunteering visits with Learning Links Foundation (LLF), the implementing partner, based on mutual convenience. The employees were engaged in a total of 94 volunteering activities with LLF with the participation of 9011 volunteers contributing 80,337 hours to reach out to several beneficiaries. The major events included preparing of teaching aids for government schools in Hyderabad and flood relief at Chennai.

Total number of employee volunteers: 9011
Total number of hours contributed: 80,337

Employee Volunteering Policy
Dell has detailed guidelines and a framework to enable and encourage its employees to volunteer. The guidelines define the different types of volunteering (traditional, skill-based, Pro bono). It also defines what counts as volunteering time and what does not.

Initiatives taken by the Organisation
Dell guidelines enable its employees to volunteer for any cause, charity or initiative of their choice. Most common causes that employees volunteered for in 2016-17 were for the underprivileged children (education, nutrition, and infrastructure), environment, for people with disability and orphanages. In the domain of education, Dell employees have volunteered with Dell Youth Learning partner schools, the schools adopted by Dell-EMC as part of the school programme as well as other charities.

Type of Volunteering
Volunteering at Dell consists of a combination of traditional volunteering (such as blood donation drives, item donation drives, clean up, etc), skill-based volunteering (such as teaching IT or soft skills, mentoring children on specific innovation projects using electronics kits) and pro bono volunteering (project management programme for the NGOs).

Impacts
The total beneficiaries reached by all the volunteering activities of Dell team members were not tracked centrally. This is because Dell encouraged their employees to contribute their time beyond the CSR programme and volunteering engagements undertaken by the company. The initiative has reached 46,720 children, along with 1896 educators.

Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>Learning Links Foundation</td>
</tr>
</tbody>
</table>

Alacrity of the Initiative
The employee volunteering initiative of the organisation has helped in promoting education, inducing self-confidence and self–dependence among children. Their contribution during Chennai floods helped in providing relief to the distressed victims of the calamity. The number of involved volunteers and their contributed hours were instrumental in making the initiative effective.
About the Organisation

Dell EMC serves a key role in providing the essential infrastructure for organisations to build their digital future, transform IT and protect their most important asset, information. It has pioneered many path-breaking projects that have helped in reaching out to the global community on a large scale.

- **Project Title:** School Adoption Programme
- **Tenure of the Project:** 1st April-2016 to 31st March 2017
- **Location:** Karnataka
- **Project Budget Range (FY 16-17):** INR 2.00 Cr- 3.00 Cr.

About the Project

DELL-EMC's School Adoption programme was built on three key pillars, Infrastructure Interventions, Academic Interventions and Employee Volunteering. These three pillars have been further sub-categorised into basic and advanced-level interventions, based on predefined and need-based objective parameters. Through the successful completion of planned outcomes and active volunteering, the organisation aims at supporting the evolution of adopted schools so that they become ‘model schools’ or, in other words, self-sustainable.
Implementation Model

The project was implemented through NGO partners, namely American India Foundation, Trinity Care Foundation, Pratham Books, Swamy Vivekananda Youth Movement and Youth for Seva. The programme was uniquely designed to support the cause. The Centre of Excellence at Dell EMC India took ownership of the adopted school.

The following table shows the intervention made at various levels:

<table>
<thead>
<tr>
<th>INTERVENTION</th>
<th>BASIC LEVEL-PARAMETERS</th>
<th>ADVANCED - LEVEL-PARAMETERS</th>
<th>ACHIEVABLE GOALS</th>
</tr>
</thead>
</table>
| Infrastructure        | Construction and maintenance of toilets | Health camps, Awareness on menstrual hygiene, distribution of library kits | • Dropout rate less than 5 %  
 |                       |                                  |                                                  | • Greater percentage of students passing  
 |                       |                                  |                                                  | • Improvement in grades  
 |                       |                                  |                                                  | • Proper sanitation facilities  
 |                       |                                  |                                                  | • Successful Capacity Building of teachers.  |
| Academic              | Digital Equaliser Programme     | Mobile science lab lessons, capacity building programme of teachers, WASH training |                                                     |
| Employee Volunteering | Adoption of school              | Active participation and additional activities to enhance education. |                                                     |

Innovation

The innovative approach of the programme lies in the fact that the company was focused on improving access to education in the school, bringing in employee volunteering component in the process. Also, the adoption of schools by a business unit of the organisation was a well thought out approach to address the issue.

Addressing the Challenges

The School Adoption Programme was led by employees at both junior and senior levels. The major roadblock was mostly related to initial identification and selection.
of schools. To ensure logistical convenience and regular visits to schools, we had to focus on government schools which were easier to access, in the urban areas. However, the organisation remained true to the cause and took necessary steps, involving extensive volunteering from employees to reach out to students coming from the vulnerable socio-economic background.

**Key Stakeholders**

The target group of beneficiaries were the children. The programme, through its multi-level interventions, equipped the school with academic support. The interventions of the partners to the project can be assessed through the following:

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Activity</th>
<th>NGO Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>Mobile Science Vans</td>
<td>Agastya International Foundation</td>
</tr>
<tr>
<td></td>
<td>Computer-Aided Learning</td>
<td>American India Foundation</td>
</tr>
<tr>
<td></td>
<td>Health Screenings and Behavioural Awareness Sessions</td>
<td>Trinity Care Foundation</td>
</tr>
<tr>
<td></td>
<td>Digital Teacher Training</td>
<td>American India Foundation</td>
</tr>
<tr>
<td></td>
<td>Reading and “Library in a Bag”</td>
<td>Pratham Books</td>
</tr>
<tr>
<td></td>
<td>School Kit Drives</td>
<td>Youth for Seva</td>
</tr>
<tr>
<td></td>
<td>Infrastructural Interventions (Toilet construction, repair work, water purifier installation)</td>
<td>Swamy Vivekananda Youth Movement</td>
</tr>
</tbody>
</table>

**Impacts**

The programme tried to gauge success of implementation through the parameters like students impacted, enrolment rate, and impact on teachers and community. The following table will give an insight into the number of beneficiaries reached:
<table>
<thead>
<tr>
<th>Target Population</th>
<th>Impact Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students Impacted</td>
<td>7246</td>
</tr>
<tr>
<td>Increase in enrolment</td>
<td>112</td>
</tr>
<tr>
<td>Teachers Trained</td>
<td>216</td>
</tr>
<tr>
<td>Community Members Impacted</td>
<td>125129</td>
</tr>
</tbody>
</table>

The project was successful in blending education and employee volunteering segment together. The **active involvement** of the **business units** in CSR exhibited the organisation's dedication toward being associated with the community at each level. Also, the reporting of the programme was **detailed** with **accurate** project need with statistics, systematic break down of intervention, accurate impact numbers, precise partner information and tentative roadblocks which arose during intervention process.
About the Organisation

eJunction is a trust promoted by mjunction Services Limited as a part of their CSR and affirmative action initiative. The trust promotes e-literacy and skill development initiatives related to Information Communication Technology (ICT) for the people from underprivileged section of the society. The main goal is to provide quality education through digital means and formulate a process wherein the child is learning the subject as well as getting exposed to technology.

- **The scope of work:** Education, Employability and Empowerment
- **Financial Budget Range FY 16-17:** INR 0.9 Cr. - 1.00 Cr.

Project Details

1. **eJunction digital learning programme (DLP)**

   - **Targeted Audience:** School dropouts, women and youth
   - **Location:** Kolkata, Howrah, Hooghly and Jamshedpur

Objectives

The main objective of the programme was to build an e-proficient nation and spread digital literacy to the remotest populace through proper ICT driven Hub & Spoke Model of eJunction’s initiative, thus promoting education, awareness, skill training, advocacy and networking among socially challenged youth.

Implementation Model

eJunction’s initiative ran through a defined Hub & Spoke model. They had partners at various levels to achieve the desired objectives. They had captive centres in vulnerable communities equipped with participation approach and used CBPs, NGOs and Club as nodes to deliver the modules of learning.

**Implementation Partners:** They used CBPs, NGOs and Clubs as nodes to deliver the modules of learning.

**Impact:** It has trained more than 8,000 students across 7 cities and 5 districts.

2. **Employability Linked Programme**

   - **Targeted Audience:** Underprivileged community
   - **Location:** Districts of West Bengal, Jamshedpur, Ranchi, Jajpur in Odisha
**Objectives**

It was one of the flagship programmes dedicated to providing basic computer and communication skills free of cost to the underprivileged and creating job opportunities for them.

**Implementation Model**

eJunction’s project implementation was primarily based on the **employee volunteering model** and has **41 captive centres** apart from the main centre in Kolkata.

**Implementation Partners**

It chose partners certified and associated with National Skills Development Corporation.

**Impact**

It has provided livelihood opportunities to almost **1,000 candidates** post training.

3. **School Integration Programme**

- **Targeted Audience:** underprivileged sections of the society  
- **Location:** South 24 Parganas of West Bengal

**Objectives**

With an aim to impart digital literacy to the underprivileged sections of the society, eJunction launched their flagship School Integration Programme (SIP) in 2015. The programme was specifically designed for implementation at the grassroots level, targeting those areas where resource and infrastructure are scarce.

**Implementation Model**

The activities were undertaken through the integration of computer science in the school curriculum and teaching English through digital communicative teaching aid.

**Implementation Partners:** The programme was supported by Government of West Bengal.

**Impact**

Total 5,000 children have been trained in computer science since the inception of the programme.

**Monitoring and Evaluation**

The programme was planned according to the yearly objective of students’ registration and placement. Targets were set for each centre for the FY and then it was broken down quarter wise.
Innovation
eJunction was able to establish its CSR policy which integrated with core business objectives and core competencies of the firm with a structured volunteering programme supported by technology to show the performance indicators.

Achievements

![Graph showing total number of beneficiaries reached]

**Total no. of beneficiaries reached**

eJunction established training centres in vulnerable hamlet communities that used a participation approach. The centres approached marginalised communities and attracted local youth through its hands-on nature communication method and thereby, rendering an improved vocational education system that is less traditional yet appropriately designed for the target community population.

To achieve success, eJunction **supplemented the infrastructure by allocating resources in areas such as hiring teachers, providing training materials and training sessions, technology, monitoring outcomes, and performing student assessments.** In the process, constant guidance was provided to the partner centres to function independently. eJunction set a target of 5 years for social and physical infrastructure development, following which, it will move out from the project area by handing it over to the community. They provided an opportunity to the organisation to fulfil its duties as a socially responsible corporate citizen.
Grasim Industries Ltd – Vilayat Unit

Category: Company with best CSR Impacts for FY16-17

About the Organisation

Grasim Industries Limited is a flagship unit of the Aditya Birla Group. It started as a textiles manufacturer in India in 1947. Today, it is a leading global player in VSF, the largest chemicals (Chlor-Alkali-s), largest cement producer and Diversified Financial Services (NBFC, Asset Management and Life Insurance) player in India.

- The cynosure of work: Education, Health care, Sustainable livelihood, Infrastructure, Social Development
- Financial Budget Range FY 16-17: INR 0.50 Cr.- 1.00 Cr.

Project Details

All the projects had implementing partners.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Geographic coverage</th>
<th>Implementation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Livelihood (Aajeevika Project)</td>
<td>25 villages of Vagra and Bharuch Taluka near Grasim Plant, GIDC Vilayat, Bharuch-Gujarat</td>
<td>Implementation by CSR team Services received from the following organisations 1. BAIF Institute for Sustainable Livelihoods &amp; Development (BILD) 2. Rural Self Employment Training Institutes, BOB &amp; 3. USAH Sewing School</td>
</tr>
<tr>
<td>Education (BalSanskar Project)</td>
<td>25 villages of Vagra and Bharuch Taluka near Grasim Plant, GIDC Vilayat, Bharuch-Gujarat</td>
<td>Implementation by CSR team</td>
</tr>
<tr>
<td></td>
<td>21 schools and 32 anganwadis covered, impacting approximately 3,500 children</td>
<td></td>
</tr>
<tr>
<td>Health Care (“Tandrusti Apna Haath Ma” -)</td>
<td>25 villages of Vagra and Bharuch Taluka near Grasim Plant, GIDC Vilayat, Bharuch-Gujarat</td>
<td>Implementation by CSR team Services received from SEWA RURAL Zagdiya (Bharuch)</td>
</tr>
</tbody>
</table>
Healthiness is our responsibility

- 32 anganwadis, covered, impacting approximately 250 children

**Impacts**

- **458 women** have started their own business and independently earn their livelihood. On an average, they earned Rs. 7,500 per month under skill-building training.

- Grasim provided **183 sewing machines** to women of BPL category with 50 per cent contribution from the organisation.

- **100% enrolment** in primary & pre-primary school of all eligible students in villages. School attendance improved from 85% to 98%

- More than **3,500 students** were provided support of various education activities with a focus on science and general knowledge.

- More than **200 girl students** were provided scholarship to help promote secondary education of a girl child.

- More than **1,000 patients** from BPL families, senior citizens and other members of rural community consulted doctors during eye check-up camps. Spectacles and medicines were given to them free of cost.

- More than **166 eye patients** were operated for free of cost.
All the projects, mentioned in the award application, provided an opportunity for the rural community to express and enhance their creativity, involving the community in all stages of the process, in the true spirit of participatory development.

The strategy was adopted to ensure sustainability of programmes, focusing on transparent processes, providing for equal opportunity, while improving the quality of life.
Hindalco Industries Ltd.

Category: Rural Development and Infrastructure

About the Organization

Hindalco Industries Limited is a metal flagship company of Aditya Birla Group. The company is extensively involved in their CSR activities which have been in operation since the 1940s through the concept of trusteeship management.

- Project Title: Rural Development and Infrastructure
- Tenure of the Project: Ongoing
- Location: Bharuch, Gujrat
- Project Budget Range (FY 16-17): INR 1.00 Cr. - 2.00 Cr.

Project Overview

The projects were dedicated towards improving the quality of life of rural people in its target area of Bharuch, Gujrat. It developed a wide spectrum of programmes, including, education (Education for All), healthcare (Sampurna Swasthaya), livelihood opportunity (Swavalamban), social causes (Udaan) and infrastructure development (Nirmaan). The company adopted 69 villages to implement the programme with an aim to improve basic living standard of villagers, helping them to become 'job ready' through skill training and bring them into mainstream society.

Implementation Model

Implemented by several not-for-profit partners, the projects were identified in a participatory manner, in consultation with the community and other stakeholders, understanding their basic needs. The participatory rural appraisal was used in the process of mapping resources. Prior to the commencement of the projects, a baseline study was carried out to understand the felt and actual needs of the people to reduce inconsistency in the need and deliverables. A strategic plan for community development, implemented in six phases, was followed to implement the project successfully.
Innovation

The innovation of the programme lay in the fact that the company was successful in using the tools of community development i.e. PRA method, along with a structured process of implementing the project, solely based on the principle of community development—an integral part of rural development initiative. Also, engaging various stakeholders in the process has helped in understanding the actual needs of the people rather than imposed needs.

Addressing the challenges

<table>
<thead>
<tr>
<th>Roadblocks</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of limited resource person</td>
<td>Regular interaction and discussion with the community members and stakeholders</td>
</tr>
<tr>
<td>Neglecting girl child education</td>
<td>Awareness programmes to promote education among girls and &quot;Kanya Kelavani&quot;, primarily focusing on improving girl child education.</td>
</tr>
<tr>
<td>Low socio-economic status</td>
<td>Investment towards building basic village infrastructure and vocational training centres.</td>
</tr>
</tbody>
</table>

Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Name of Project</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural community</td>
<td>Education for all</td>
<td>• Govt. Education Department</td>
</tr>
</tbody>
</table>
|                | Integrated Programme for rural and community development | • Gram Panchayat  
|                |                                   | • DRDA-Bharuch  
|                |                                   | • Tehsil Panchayat  
|                |                                   | • Copper Jan Seva Trust                                   |
|                | Vocational Training and career counselling | • CESSCOM  
|                |                                   | • Jai Kishan Sansthan  
|                |                                   | • Government Employment Exchange                           |
| Healthcare     |                                   | • BDNP  
|                |                                   | • CHETNA  
|                |                                   | • Milan Foundation  
|                |                                   | • AROGYA  
|                |                                   | • SEWA RURAL  
|                |                                   | • Red Cross                                                |
Impacts

The total beneficiaries under the programme in FY 2016-17 were 96,186. The outcome of the programme can be classified as:

- **Short-term Impact**: Improved education status, health status, infrastructure facility and livelihood opportunity of rural community
- **Mid-term Impact**: Establishment of institutions in different villages in convergence with government programme
- **Long-term Impact**: Socioeconomic status of Vagra tehsil villages will improve.

The programme was presented in a well-articulated manner with the systematic representation of statistical data and qualitative information. The details mentioned in the prescribed format depicted a clear picture of the objectives, implementation, impact and monitoring and evaluation segments. Charts inserted at regular intervals in correspondence with appropriate data helped in getting a clear picture of the project. Also, it is necessary to mention the significant tools used in accordance with the sector, which made the project effective and appropriate to the need.
Humana People to People India (HPPI)

Category: Education (Implementing Agency)

About the Organisation

Humana People to People India is a development organisation registered as a not-for-profit company under Section 25 of the Companies Act, 1956 as of May 21, 1998. It is a non-political, non-religious organisation working for the holistic development of the underprivileged and marginalised people in rural and urban India through social development and poverty alleviation interventions by coordinated, strategic approaches focusing on education, life skills, improved livelihoods, health and sanitation, the empowerment of women and environment protection. So far, HPPI has implemented more than 140 projects all over the country in partnership with different international and national private and public partners.

- **Project Title:** The ‘Kadam’ Step-Up Programme
- **Tenure of the Project:** Ongoing (started December 2015)
- **Location:** 13 districts in Haryana
- **Project budget Range (FY 16-17):** INR 6.00 Cr. - 7.00 Cr.

About the Project

The Right of Children to Free and Compulsory Education RTE 2009 Act, grants the fundamental right to every child between the ages of 6 to 14 years to avail full-time elementary education in a formal school. Humana People to People India (HPPI) addresses this national issue through Kadam programme, specifically designed for
out-of-school children (between 7-14 years) in PPP model, which provides structured theme-based learning to acquire knowledge, skills and behaviour to prepare them for curriculum-based learning in schools. The programme informs about the specific methods designed to address existing learning deficits of children and adequately prepare them to adapt to the change in lifestyle in the formal schools. Children from the disadvantaged communities, migratory families and other special groups who dropped out from the school or do not have access to quality education in formal schools due to various reasons are attending these centres.

**Implementation Model**

With an objective of providing children with the best possible launchpad, HPPI followed the below processes-

a. Each **Kadam** centre was manned with 1 Kadam teacher, trained and equipped by HPPI, catering to 40 students per year. However, the student-teacher ratios was maintained 1:30. The Out-of-School Children enrolled in Kadam centres had different levels of learning and were mainstreamed at different phases using Kadam toolkit.

b. The centres functioned on the premises of government schools, preferably during regular school timings, or after school hours for 4 to 5 hours.

d. An appointed Teacher Mentor monitored the activities in **Kadam** centres and mentor teachers on **Kadam** methodology through regular support.

f. In the **Kadam** centres, students participated in the programme for 6 months to 1 year in order to reach his/ her age appropriate level. During the process, parents were also encouraged to participate in the activities organised in the centre to enable them to contribute meaningfully in the education journey of their children

**Innovation**

The innovative approach of the programme has been about mentoring methods and traditional trainings provided. It had developed a tool named **Cross List** which contained the competencies of students per subject and had achievement indicators, known as **Feats**. It was designed to help the children pedal their ways to the desired learning and the teacher to be able to monitor and identify the needs and support required by them. Lastly, the programme had a strong component of parent engagement by involving them in regular interactions, focused group activities and monthly meetings

**Addressing the Challenges**

<table>
<thead>
<tr>
<th>Sl.</th>
<th>Challenge</th>
<th>Description</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low participation of Parents in</td>
<td>Majority of parents were daily wage earners who did not get time to attend the</td>
<td>Meetings were carried out either during late evening hours or on</td>
</tr>
</tbody>
</table>
programme activities meetings during working hours. Sundays so that it was convenient for parents to attend.

2 Lack of resources and facilities from the government schools
The government schools had less space, fewer resources and facilities. The schools are often not willing to share the available resources. Facilities and resources required for Kadam centres were included in the annual budget of government schools and approved by the concerned authorities.

3 The reluctance of teachers at government schools to use Kadam methodology in their classrooms
Many teachers were hesitant to try out the elements of the methodology in the classrooms. Teachers were invited to cultural and community events to observe children's understanding of various concepts.

Key Stakeholders
Kadam was implemented based on Public-Private Partnership approach. The funding and implementing partner details are mentioned as under:

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Secondary Stakeholders</th>
<th>Funding Partners</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children from disadvantaged groups migratory families special groups</td>
<td>• Primary Schools communiti es (including parents) corporate partners (under Corporate Social Responsib ility, CSR)</td>
<td>• Citi bank • Dupont • Eli Lilly • Dell Giving • Hero MotoCorp Ltd. • UFF (Norway) • The Marr-Munning Trust (UK) • SCIPL • Mitsubishi Electronic Automotive India Pvt. Ltd • Education Above All Foundation (EAC) • Humana Italy and Nokia India Sales Pvt. Ltd.</td>
<td>• Haryana School Shiksha Pariyojna Parishad (HSSPP) as a Govt. Partner, • Akshaypatra (for mid-day meal for community centres) • Meljol (for technical support in financial literacy of children).</td>
</tr>
</tbody>
</table>
Impact

The impact was measured at three levels—student, school and community.

Student Level- After attending the programme, children built a strong learning foundation and societal skills essential for acclimatising with the change in life in formal school and retain themselves for a longer period. Children, by participating in extracurricular activities, gained the confidence to speak and present themselves in schools and their community which helped them to promote self-confidence and develop social and cognitive skills.

School Level- With the introduction of Kadam methodologies, the classroom interactions improved. The demonstration of Kadam tools by Kadam teachers and teachers from government schools helped the children develop an interest in learning through competency-based methodologies and using innovative methods of classroom organisation.

Community Level- The programme had a fruitful impact on the community as more parents became interested in sending their children to school.

The details of the project in the award application were mentioned in an articulate manner having necessary details of the project from its base issue, giving supporting data to it. The functioning of the project was also mentioned in detail, therefore, giving a clear idea to its impact. Also, the striking feature of the application was the explanation of the challenges and how they were overcome and the impact of the programme at three different levels.
ICICI Foundation- for Inclusive Growth

Category: Livelihoods

About the Organisation: The ICICI Foundation for Inclusive Growth (ICICI Foundation) was founded by the ICICI Group in early 2008 to carry forward and build upon its legacy of promoting inclusive growth. It works within public systems and specialised grassroots organisations to support developmental work in four identified focus areas and are committed to investing in long-term efforts to support inclusive growth through effective interventions.

- **Project Title:** Skill Development, Sustainable Livelihood and ICICI Digital Villages
- **Tenure of the project:** Ongoing (started in the year 2013)
- **Location:** The project is spread over 400 villages and 15 satellite areas across 22 states.
- **Project budget Range (FY 16-17):** INR 6.00 Cr. -7.00 Cr.

About the Project

ICICI Foundation for Inclusive Growth focuses on nationwide skill development and sustainable livelihood. The livelihood programmes are implemented through the Digital Village programme. The digital village model provides a platform for villagers to acquire skills, get connected to a local market, avail credit and bank services digitally. 100 villages were adopted for the purpose initially. The Digital Village model for development encompasses:

<table>
<thead>
<tr>
<th>Local Needs</th>
<th>Skill enhancement through Vocational Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Transactions</td>
<td>Digitalisation of Financial Transactions</td>
</tr>
<tr>
<td>Sustainable Livelihood</td>
<td>Credit facility to promote Sustainable Livelihood</td>
</tr>
</tbody>
</table>
Implementation Model

The Digital Village is a strategic initiative of ICICI Bank with ICICI Foundation being implementing agency. The programme undertakes skill development of villagers in locally relevant skills and encourages them to take up self-employment or entrepreneurship. There is extensive engagement with local enterprises to facilitate market linkages for the trainees to ensure that their product/service gets a market. The financial transactions and commercial activities are digitised through a less cash payment ecosystem which has partly been developed in-house by ICICI Bank. The digital village model provides an end-to-end convergent platform for villagers to acquire skills, get connected to a local market, avail credit and bank digitally. The trainees are encouraged to get into joint liability groups/self-help groups and credit is made available to them depending on the need and creditworthiness.

Innovation

The Foundation has developed a unique ecosystem, collaborating with industry leaders as knowledge partners to develop training programmes relevant to the industry. The strategic initiative of ICICI bank in association with the foundation has helped the villagers undertake skill development activities in accordance with locally relevant skills, thus encouraging locals to be self-employed and become entrepreneurs. Moreover, to ensure placement of trainees, an industry partnership platform was created.

Key Stakeholders

The beneficiaries of the initiatives are youth and women. For the rural model, the primary stakeholders were the villagers and the secondary stakeholders were the Panchayati Raj Institutions and the local NGOs who made the programme sustainable.
Addressing the Challenges

The brand, having the image of a commercial bank, faced difficulty in building trust with the communities, which were resolved by utilising past experience in social initiatives by the group. Contrary to the belief of the foundation, the sourcing of candidate was a challenge initially, irrespective of the fact that the course was offered free of cost. The issue was resolved as the word of successful placement of candidates spread in the community. As they had no in-house resources, the partnership model was conceived to bring credibility and scaling. Lastly, to maintain cost-effectiveness of the programme, constant evaluation was done to bring efficiency to scale, reduce cost and reach out a larger number of beneficiaries.

Impacts

In ICICI Digital Villages, spread across 17 states in India, a less cash ecosystem has been enabled by providing vocational training to villagers, primarily women. Credit linkages were also offered. There is an extensive engagement with local enterprises to facilitate market linkage for the trainees to ensure that their product/service gets a market. Over 200,000 bank accounts have been opened covering over 90% of the adult population in these villages.

The project is presented in a manner which depicted different models used by the foundation for implementing the project. They have developed specific models based on the urban and rural scenario. In the process, they have developed a strategic partnership that generated positive impact on the community, increasing the success rate of the project. Also, each stage of the project has been mentioned based on the urban and rural model, which has highlighted the difference in impact in both the cases.
ICICI Foundation- for Inclusive Growth

Category: Skill Development

About the Organisation: The ICICI Foundation for Inclusive Growth (ICICI Foundation) was founded by the ICICI Group in early 2008 to carry forward and build upon its legacy of promoting inclusive growth. It works within public systems and specialised grassroots organisations to support developmental work in four identified focus areas and are committed to investing in long-term efforts to support inclusive growth through effective interventions.

- **Project Title:** Skill Development, Sustainable Livelihood and ICICI Digital Villages
- **Tenure of the project:** Ongoing (started in the year 2013)
- **Location:** The project is spread over 400 villages and 15 satellite areas across 22 states.
- **Project budget Range (FY 16-17):** INR 6.00 Cr. -7.00 Cr.

About the Project: ICICI Foundation for Inclusive Growth focuses on nationwide skill development and sustainable livelihood. They largely operate on Urban and Rural Model.

In the urban model, under Skill development programmes, the foundation runs pro-bono skill development programmes to make trainees employable and enable their sustainable livelihood, thereby making a significant impact on their lives. The programmes are conducted at 24 skill development academies, of which 7 offers residential facilities across 18 states.
In the rural model, ICICI Academy for Skills – Rural Initiative (IAS – RI) envisages economic inclusion of villages. It aims at making the local economy vibrant; improving the income level of villagers through the focus on locally relevant skills; making the villagers financially independent and restricting migration. ICICI Bank provides credit linkages to trainees based on their requirements. They facilitate market linkages to ensure a steady market for the products and services of the trainees. Skill enhancement, along with appropriate credit linkages and market linkages, ensures a sustainable livelihood for the villagers.

**Implementation Model**

ICICI Foundation was responsible for implementing the project.

![Rural Initiative Implementation model](image)

The Foundation has developed a unique ecosystem, collaborating with industry leaders as knowledge partners to develop training programmes relevant to the industry. The strategic initiative of ICICI bank in association with the foundation has helped the villagers undertake skill development activities in accordance with locally relevant skills, thus encouraging self-employment and entrepreneurship. Also, to ensure placement of trainees, an industry partnership platform was created.

**Key Stakeholders**

For the urban model, the primary stakeholders were the underprivileged youth and the trainees/ beneficiaries, and the secondary stakeholders were the knowledge partners and the industry partners, while for the rural model, the primary stakeholders were the villagers and the secondary stakeholders were the Panchayati Raj Institutions and local NGOs who made the programme sustainable.
Addressing the Challenges

The brand, having the image of a commercial bank, faced difficulty in building trust with the communities. It was resolved by utilising past experiences in social initiatives by the group. Contrary to the belief of the foundation, the sourcing of candidate was a challenge initially irrespective of the fact that the course was free of cost. The issue was resolved as the word of successful placement of candidates spread in the community. Partnership model was conceived to bring credibility and scalability. Lastly, managing cost-effectiveness of the programme was an issue, which was resolved by constant evaluation to bring efficiency to scale, reduce cost and reach out a larger number of beneficiaries.

Impacts

Under the urban model, 72,000 youth were trained till July 31, 2017, with 39% women representation. Under the rural model, more than 25,000 villagers have been trained across more than 400 villages, with women representation at 66%. Over 80% of the trainees have engaged in income generating activities after the training.

The project was presented in a manner that depicted different models used by the foundation for its implementation. They have developed specific models based on the urban and rural scenario. In the process, they have developed a strategic partnership that generated positive impact on the community, increasing the success rate of the project. Also, each stage of the project has been mentioned based on the urban and rural model, highlighting the difference in impact in both the cases.
Indraprastha Gas Limited (IGL)

Category: Women Empowerment

About the Organisation

Incorporated in the year 1998, the main objective of Indraprastha Gas Limited is to provide safe, convenient and reliable natural gas supply to its customers and provide a cleaner, environment-friendly alternative to the people to bring down the alarmingly high levels of pollution.

- **Project Title:** Building Bonds through Gender Sensitisation
- **Tenure of the Project:** Ongoing (started in the year 2014)
- **Location:** Delhi and NCR (Noida & Ghaziablad)
- **Project budget Range (FY 16-17):** INR 2 Cr. - 3 Cr.

About the Project

The project, Building Bonds, was conceived as an effort to counter gender injustice. The Gender Sensitisation programme for auto and taxi drivers in Delhi and Noida started with an objective to develop an intervention within the urban system to develop an intervention within the urban system focusing on gender sensitisation, engaging sectors that have a regular interface with women as part of their work and thereby address the concern. The effort of the programme to bring in a psychological change in the target group, focusing on gender laws and the concept of equitable society, which is the utmost need of the present time

Implementation Model/ Approach

The organisation, along with its not-for-profit implementation partner Manas Foundation, under the guidance of gender experts, developed a dynamic module for two-hour-long training on gender sensitisation. It included themes such as understanding gender, laws related to the protection of women in Delhi and the role of men in moving towards an equal society and a safe city. The module has been
specifically designed for drivers, based on well-accepted principles of **behavioural change** from the field of psychology: **cognitive dissonance**. The project also runs Auto-Sahara, a unique helpline for drivers for a two-way interaction on gender-related issues and queries. The model aims at inspiring a total change in the personality of the driver and attitude towards women in general.

The **psychological approach** in engaging men in gender justice makes the programme unique in a true sense. It leverages psychological principles to bring about a behavioural change in response to the cognitive dissonance, intentionally created during training.

**Addressing the Challenges**

The company and the implementing partners had a tough time getting all drivers on board for the programme. To overcome the problem, the training was made mandatory by the government as a part of the refresher course that the drivers required to undergo during the yearly fitness test of vehicles or renewal of driving license.

**Key Stakeholders**

The programme was implemented to benefit women and public transport drivers in Delhi-NCR.

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Stakeholders</th>
<th>Implementing Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>Transport Departments</td>
<td>Manas Foundation</td>
</tr>
<tr>
<td>Public Transport Drivers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The programme, primarily funded by IGL, was launched by **Transport Department, Government of NCT Delhi** after the unfortunate Nirbhaya incident, which was later incorporated by other transport departments around Delhi and NCR. **Manas Foundation**, the implementing agency of the programme, based out of Delhi, provided a holistic approach to address mental health concerns that are often neglected: anxiety, depression, substance abuse and gender-based violence. The main stakeholders of the programme were the ones sensitised i.e. the drivers of buses, auto rickshaws and taxis from Delhi, Noida and Ghaziabad.

**Impacts**

The programme has reached over **3.5 lakh** drivers of public transport vehicles in Delhi, Noida and Ghaziabad. Extensive focus was given to the **feedback** given by the drivers. The impact of the trainings on the drivers, to become more respectful and sensitive to women, was measured continuously.

The project is of utmost importance in the present scenario as the focus remains on the safety of women travelling in public transport. IGL, along with the Transport Department of NCR, with strong support from **Manas Foundation**, came forward with a model which sensitised auto, taxi and bus drivers to become respectful and sensitive towards women. The model, constituting of **psychological aspects**, coupled with
intense monitoring and evaluation at selected levels, ensured positive results to the target group. By making the training mandatory, the implementers tried to reach maximum number of people. It also provided scholarship opportunities for the girl children of the drivers, showing true respect towards women.
**Krushi Vikas Va Gramin Prashikshan Sanstha (KVGPS)**

**Category: CSR Implementing Agency of the Year 2016-17.**

**About the Organisation**

*Krushi Vikas Va Gramin Prashikshan Sanstha* was established in 1991. It is emerging as a regional and national development organisation aimed at the betterment of rural, semi-rural, and diversifying urban communities that depend on agro and non-farm-based activities for their livelihood and progress. Since establishment, KVGPS has devised and implemented multiple developmental and skill-building activities in Maharashtra and Madhya Pradesh, covering sustainable agriculture, natural resource management, nature conservation, sustainable livelihoods, promotion of community-based organisations, holistic development of women, irrigation, microfinance, digital literacy, sanitation and rural infrastructure. KVGPS has been growing in a challenging rural region, which is drought-prone and constrained by unavailability of basic rural infrastructure.

- **Project Title:** Mitigating drought to support families in distress by promoting soil water conservation and supporting interventions in an integrated manner.
- **Tenure of the Project:** Ongoing (started in the year 2016)
- **Location:** Jalgaon, Maharashtra
- **Project budget Range (FY 16-17):** INR 1.00 Cr. - 2.00 Cr.

**About the Project**

The project was implemented in Bodwad Block of Jalgaon District that faced deficit rain, leading to drought. The selected area was under the shadow of drought for the last 10 years with actual rainfall less than 30% than the expected. Land under irrigation was very low, leading to low crop intensity. The agri-allied business livestock development had a potential to grow, but in the absence of water, that too shrank to the seed. The villagers did not get much help from the schemes/programmes operational in drought-prone areas. Every year, more than 350 families migrated to urban areas for 6-7 months in search of livelihood. The proposal was aimed at farmers and landless labourers in the rural vicinity of Jalgaon district.
Implementation Model

The implementation consisted of:

- **Convergence Model** - The approach intended to raise resources through CSR, people's contribution and convergence of government schemes.
- **Renovation and Recreation** - The organisation contributed more towards the renovation of existing resources than creating new assets.
- **Cluster Approach** - The organisation had put efforts to consolidate farming lands to make barren lands fertile.
- **Strengthening people’s organisation** - The project aimed at developing farmer producer organisations, user groups, farmer groups, women’s group, etc. to increase people's ownership and ensure maintenance and enhancement of agricultural sector.

The project was innovative in its engagement with stakeholders in the process of implementation, focusing on renovation of existing structures of soil and water conservation and promoting water literacy among people.

**Addressing the Challenges**

The major roadblocks were:

- Community contribution - ensured participation of the community in the project through extensive awareness of water literacy and soil conservation.
- Convergence - organising Convergence workshops to address the issue.
Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Funding Agency</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Farmers</td>
<td>• HDFC BANK</td>
<td>Government</td>
</tr>
<tr>
<td>• Women</td>
<td>• Other financial Institutions</td>
<td>Departments</td>
</tr>
<tr>
<td>• Children</td>
<td></td>
<td>(Education,</td>
</tr>
<tr>
<td>• Youths</td>
<td></td>
<td>Agriculture,</td>
</tr>
<tr>
<td>• Landless</td>
<td></td>
<td>Irrigation,</td>
</tr>
<tr>
<td>families</td>
<td></td>
<td>Sanitation,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health, Energy,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rural Development,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banks and Finance Institutions etc.)</td>
</tr>
</tbody>
</table>

Impacts

The project was able to reach approximately **12,727 individuals** in all. It led to the increase in water retention capacity and improved soil conservation strategies in the area, besides increasing cultivable land and reducing migration rate.

The award application addressed a striking problem of the nation—water scarcity due to excess loss of habitat and natural calamities. The application gave a clear view of the problem with proposed solutions which benefited the people. The applicator has been able to bring out the innovation in the implementation process, thus bringing out the importance of the issue as well as the project.
Minda Corporation Limited, Minda SAI Ltd

Category: Special Categories (Old Age, Specially-abled and others)

About the Organisation
Minda Corporation Ltd. is one of the leading manufacturers of a broad range of Wiring Harnesses, Battery Cables, Wiring Sets, Connectors & Terminals, and Interior Plastic Components. It provides connective solutions to each vertical of the automotive world and off-road vehicles.

- **Project Title:** Saksham - Care for Person with Disability
- **Tenure of the Project:** Ongoing Project (started in the year 2014)
- **Location:** U.P, Uttarakhand, Maharashtra, Tamil Nadu
- **Project Budget Range (FY 16-17):** INR 0.50 Cr. – 1.00 Cr.

About the Project

Project Saksham is an initiative under the umbrella of Spark Minda Foundation to provide accessible and assistive technologies to people suffering from motor disability, develop skills through on-the-job training, and create inclusive workplace and ergonomics to support people with a disability (PWD).

Implementation Model

The implementation model of the programme consisted of creation of SOP for the employment of PWDs across factories, ergonomics, evacuation training and involvement of government in the process. This is done in association with 12 mobilisation partners and by organising screening camps in various areas.

The innovative aspects of the project were the use of Jaipur Foot Technology, a unique account of manufacturing processes and materials. The use of High density polyethylene pipes in the prosthetic application was also unique. There was a dedicated quality control team to ensure consistency and high standards is maintained for all its products and services. Lastly, infrastructural changes were incorporated in accordance with different types of disabilities in the workspace, to create an ecosystem conducive to PWDs through human behaviour.
Addressing the Challenges

The most challenging task was to identify beneficiaries who could avail the facilities provided by the project. The ground team of the company went to different villages, blocks of Delhi-NCR and organised screening camps to identify PWDs. Also, the misconception about the efficiency of PWDs and the mindset of the managers posed a hindrance to the project.

Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Primary Stakeholders</th>
<th>Implementing and Funding Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person with Disability</td>
<td>Government- Support extended by Principal Secretary, Social Justice and Empowerment, Government of India and District Administration Gautam Buddha Nagar in organising screening camps at 4 blocks of Uttar Pradesh: Dadri, Jewar, Dhankor and Bisrakh.</td>
<td>Networking Partner- ASSOCHAM and District Administration Gautam Budha Nagar</td>
</tr>
<tr>
<td>(PWD)</td>
<td>Technical Partner – Bhagwan Mahavir Viklang Sahayata Samiti</td>
<td>Radio Partner- Alfaz-e-Mewat and Radio Manav Rachna</td>
</tr>
</tbody>
</table>
Impacts

A total of 1,683 Assistive and Accessible Technology and 137 employment opportunities were provided. Initially, when the project started, there was no SOP developed for the recruitment of PWDs. Regular monitoring, reviews and audit led to the formation of recruitment SOP. The PWDs were recruited after mapping the functions and a checklist was prepared for the type of disability in need of such functions.

The project consisted of details which were well articulated and specific, supported by statistical data. The company also mentioned their specific goals and objectives, implementation methodology and the role of each stakeholder along with the challenge mitigation in a manner which gave a positive outlook to an issue identified to be sensitive in India.
Moody’s Analytics Knowledge Services

Category: Healthcare

About the Organization

Moody’s Analytics Knowledge Services, a division of Moody’s Analytics, is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 200 financial institutions and consulting companies through a team of over 2,700 subject matter experts who work as an extension of the clients’ teams based out of various global delivery centres.

- **Project Title:** SNEH (Sustainable Nutrition Education and Health)
- **Tenure of the Project:** 1st November 2015 – 14th October 2017
- **Location:** Jhabua, Madhya Pradesh
- **Project budget Range (FY 16-17):** 0.10 Cr. – 0.50 Cr.

About the Project

Project SNEH was a child health programme initiated in Jhabua district of Madhya Pradesh with ChildFund India as its not-for-profit implementing partner. The project, since its inception, has reached more than 1,300 beneficiaries in 13 villages of Jhabua district, Madhya Pradesh and was aimed at eradicating malnutrition among children of the district by providing adequate medical and social support to both mother and child. Understanding the vulnerability of mother and child health pre and post birth, the project was designed to provide holistic development to the mother and child through sustainable nutrition, education and health intervention.
**Implementation Model**

The project was implemented through ChildFund India and the SNEH team, consisting of 18 volunteers from the community, a field supervisor and a program manager who provided held counselling sessions on diet, vaccination, high-risk pregnancy and benefits of institutional delivery. They also provided linkages to avail health and nutritional services such as registration at AWC, THR, timely vaccination and ANC by ANM. Lactating mothers and mothers of children below 5 years were supported with information on colostrum feeding, excessive breastfeeding and complementary feeding after six months.

The company had designed the project in a manner which targeted the root cause of the problem in this district of Madhya Pradesh. It not only ensured the reduction of malnutrition among children and lactating mothers but also provided necessary information to support their holistic development.

**Addressing the Challenges**

The high rate of migration in the area caused hindrance in the screening of children. It was overcome through interventions of ChildFund by promoting food security to combat poverty. Also, traditional family practices were a major roadblock in the project, especially the discarding of colostrums which was resolved through intense family counselling.

**Key Stakeholders**

The main beneficiaries were pregnant women, lactating mothers and malnourished children under five years.

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Primary Stakeholders</th>
<th>Secondary Stakeholders</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Women</td>
<td>• Pregnant and lactating women</td>
<td>• Mothers-in-law and husbands</td>
<td>• ChildFund India</td>
</tr>
<tr>
<td>• Malnourished children</td>
<td>• Children below 5 years</td>
<td>• Chief Medical Officer of Jhabua district</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• ChildFund India (Project implementation partner)</td>
<td>• Nutritional Rehabilitation Centre (NRC)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Moody’s Analytics Knowledge Services</td>
<td>• Anganwadi Workers (AWWs), Auxiliary Nurse and Midwives</td>
<td></td>
</tr>
</tbody>
</table>
Impacts

The impact of the project on the beneficiaries was noteworthy. The company has provided a quantitative impact data for its intervention:

- 1,496 community members have a better understanding of issues related to health.
- 1,020 pregnant and lactating mothers know about the importance of breastfeeding.
- 1,100 children (0 to 5 years) were screened and 725 SAM/MAM children have been identified so far.
- Nutritious food provided to 850 parents to improve their nutritional status.
- 240 SAM children referred to the Nutritional Rehabilitation Centre.
- 620 SAM/MAM children have moved to the nourished and healthy category.
- 40% increase in registration of ANC within 12 weeks
- 48% increase in institutional deliveries.
- 20% increase in breastfeeding
- Deworming increased by 26%

The project focused on malnutrition, keeping in mind the actual need of the target population. Moody's Analytics Knowledge Services had the exact statistics of malnourished children in the region, which helped them design the project in a manner which could showcase the impact brought by it. The organisation has given the exact percentage of people they impacted, and the role played by each member of the team along with appropriate stakeholder information. Also, roadblocks were mentioned along with their successful resolution.
Mphasis F1 Foundation

Category: CSR Foundation of the Year 2016-17

About the Organisation
Mphasis F1 Foundation (F1) is an independent charitable trust established in 2008 with a charter to drive the CSR programmes of Mphasis Ltd—a leading IT services Company—by supporting innovative programmes that work towards the inclusive development of society. Its vision is to redefine the paradigm for social change by harnessing the power of technology, innovation and strategic partnerships. Throughout its operating history, Mphasis Foundation has supported and piloted several path-breaking initiatives in the areas of inclusion, education and livelihoods and has directly impacted the lives of more than 25,000 people.

- The focus of work: Education, Livelihood & Inclusion
- Financial Budget Range FY 16-17: INR 12.00 Cr. - 13.00 Cr.

Project Details

1. Aviru Disha
   - Targeted Audience: Students
   - Location: Karnataka
   - Objectives:

The Arivu Disha programme, run by Headstreams, aimed at making the process of learning English interesting for students from government schools. The program envisioned “A world where children have opportunities to realise their potential to live a positive, confident, purposeful and socially enriching life.” One of the central tenets of the programme is to integrate play into learning for better learning outcomes.

Implementation Model
The programme, reaching out to more the 5,000 students across 34 schools in Karnataka, had Department of State Educational Research and Training (DSERT), the nodal government agency, to design the curriculum and implement the programme, which was managed by the Mphasis Foundation. The implementation was facilitated by a field task force of 35 fresh graduates who visited the schools on a weekly basis to facilitate sessions.

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>Department of State Educational Research and Training (DSERT)</td>
</tr>
</tbody>
</table>

Monitoring and Evaluation
The programme was continuously monitored and evaluated by internal and external experts. It had the components of baseline and end line surveys to evaluate English
Learning outcomes through reading, comprehension and writing skills to track the progress made by the students.

**Impact**
The impact was an increase in reading, comprehension and speaking skills by an average of 53%.

2. **Make India Accessible**
   - **Targeted Audience**: Persons with disabilities
   - **Location**: Pan India

**Objectives:**
Make India Accessible was a focused advocacy programme that highlighted the issue of accessibility for persons with disabilities. It aimed at influencing policy for favourable accessibility guidelines, generating widespread awareness of provisions of the current policies as well as rewarding pioneering work and champions in Accessibility and Universal Design concepts. It aspired to bring change in the PWD policy of the government.

**Implementation Model**
The programme aimed at research-based policy advocacy with the ministries. It focused on promoting and disseminating the concept of universal designs through platforms that recognised and celebrated innovative practices in making built spaces, technology, products and services accessible for people with disabilities.

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>• PWD</td>
<td>National Centre for Promotion of Employment for Disabled People</td>
</tr>
</tbody>
</table>

**Monitoring and Evaluation**
Monitoring and evaluation were conducted on a regular basis with the implementation organisation to understand the requirement, progress of the programme and challenges.
Impacts
Unlike a pure service delivery programme, the impact of this intervention is exponential with maximum return on investment, leaving an indelible impact on the lives of nearly 70-100 million Indians with disabilities.

3. SkillTrain

- **Targeted Audience:** Youth and School dropout
- **Location:** Pan India

Objectives:
Mphasis supported SkillTrain, a technology-enabled social enterprise that provided vocational training to youth and school dropouts. It used a unique blended learning model to train youth on skills such as mobile repairing, electrical repairing, computer hardware repairing, tailoring and beautifying treatment.

Implementation Model
The plan primarily involved identifying a software development vendor to develop the Android app. The Mphasis technology team helped SkillTrain in validating technology as well as vendors enabling SkillTrain to identify an appropriate development partner.

<table>
<thead>
<tr>
<th><strong>Beneficiaries</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Youth</strong></td>
</tr>
</tbody>
</table>

Monitoring and Evaluation
The entire project was monitored through key milestones. The milestones were based on several key numbers, including the number of downloads, number of registered users, number of successful students, and number of students who were placed on jobs.

Impact
Each of the metrics were closely tracked to monitor the effectiveness of the app and the operational aspects of implementation. In terms of overall impact, the app was able to make a positive impact on more than 12,000 learners across India.

Innovation
The foundation provided funds to several new NGOs set up by young, passionate, experienced and committed individuals who thought out of the box to some of the most pressing problems of access to social, economic, educational opportunities for the underserved and under-represented communities.
Achievements

a. **Make India Accessible**

- Sustained advocacy led to Government of India launching Accessible India Campaign in 2015
- 220 Railway Stations, out of 340 selected, becoming accessible across India
- Ministry of Information & Broadcasting mandating captioning and audio description of programmes for persons with disabilities.

b. **Arivu-Disha**

- Won the prestigious NASSCOM Social Innovation Forum Award for 2017
- Reading skills of beneficiaries improved by more than two times the Karnataka state average in the same period
- In a third-party impact evaluation survey, 100% of the beneficiaries could comprehend English questions and 68% of beneficiaries could respond satisfactorily in English

c. **SkillTrain**

- Number of downloads: 14,875
- Number of student enrolments: 12,236
- Number of students who have been certified: 343
- Number of cities where the app is fully functional: 7

Mphasis F1 Foundation worked tirelessly to promote equity, inclusion and empowerment of the under-represented and underserved communities much before the CSR law came into force. Its constant endeavour has been to support unique initiatives which were not tried or tested before. It attempted to look at the solutions as disruptors of the *status quo*, bringing in fresh thinking and approach to the existing problems of exclusion, deprivation and poverty alleviation.
**Category: Environment**

**About the Organization**

Rio- Tinto is a pioneer in mining and metals and produces materials essential to human progress. The company works extensively in protecting the environment in an effort to restore the ecological imbalance caused due to mining.

- **Project Title:** Creating a Natural Habitat- Environment for a Vulture Safe Zone.
- **Tenure of the Project:** January 2014- December 2018 (Ongoing)
- **Location:** Bundelkhand, Madhya Pradesh
- **Project Budget Range (FY 16-17):** INR 0.1 Cr. - 0.5 Cr.

**About the Project**

The project is an action research project on biodiversity conservation. It aims at maintaining balance through biodiversity. The primary focus of the project is protecting the vultures from being vulnerable leading towards extinction due to excessive use of diclofenac (a pain relieving drug) on animals. Vultures being scavengers’ feeds on cattle carcasses which lead to the consumption of the chemical compound, resulting in their death. The project aims to make an area of 100 sq km and beyond, free from diclofenac to ensure a safe zone for vultures.

**Implementation Model**

In order to implement the project, the company put its effort in democratizing the approach of an environmental and scientific initiative, to make it easy for farmers to participate and contribute. It involves various cross sections of stakeholders which included senior-level bureaucrats to nab the problem at the roots. Lastly, the learning and the results were being shared with scientists, ornithologists and biodiversity champions to get a better impact.
Innovation

The uniqueness of the project lies in its objective. The project focuses on restoring the ecological balance in nature by reducing the vulnerability of the vultures through mitigating the use of diclofenac on animals, a banned product. It also advocates for promoting a safe zone for the vultures.

Addressing the Challenges

The major problem lies in the analysis of the carcass sample due to inordinate delay in getting permissions from the National Biodiversity Authority of India. To overcome the problem, a local lab, Advinus Lab was identified. The safety policy of the forest at the forest camp for the team caused some hindrance for a year in the initial stage of the project which was resolved after the team shifted to the nearby town of Damoh.

Stakeholder Ammo

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Primary Stakeholders</th>
<th>Secondary Stakeholders</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vultures</td>
<td>Ministry of Environment and Climate Change-Gol</td>
<td>Ministry of Health and Family Welfare—GoI</td>
<td>Advinus Lab</td>
</tr>
<tr>
<td>Environment</td>
<td>Bombay Natural History Society(Partner)</td>
<td>Department of Food and Drugs Administration</td>
<td></td>
</tr>
<tr>
<td>Animal Husbandry Departments</td>
<td></td>
<td>School Children</td>
<td></td>
</tr>
<tr>
<td>Conservators of Forest</td>
<td>General District Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medicine Shops</td>
<td></td>
<td>Gram Panchayats</td>
<td></td>
</tr>
<tr>
<td>Farmers with livestock</td>
<td></td>
<td>General Villagers</td>
<td></td>
</tr>
<tr>
<td>Madhya Pradesh Forest Department</td>
<td></td>
<td>Scientific Community, biodiversity groups, research institutions</td>
<td></td>
</tr>
<tr>
<td>Rio-Tinto India</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Impacts

Since the project is focused on the restoring ecological imbalance in nature, it cannot produce a definite figure of impact. However, the efforts of the program have been visible by the use of diclofenac from 6-11% to 3%. Interventions from government and forest departments to collaborate in the project has been an added advantage along with the involvement of village and block level stakeholders a community for the success of the project.

The prime highlight of the project is the conservation issue taken up by the company. The positive aspects of the project are the details explained scientifically along with the effects of nature, backed by statistical data on the scenario of vultures in India. Also, the denotation of different stakeholders along with their roles adds to the interest of the readers. The mention of the range of reactions to change, on the issue by the stakeholders makes the piece interesting to read. Lastly, the involvement of a varied spectrum in the project adds positive essence to the project.
Sri Chaitanya Seva Trust

Category: Skill Development (Implementing Agency)

About the Organisation

In 1992 a group of young, dedicated doctors, realising the fact that India’s rural areas lacked basic health care, came together to provide several villages with health amenities that were holistic and affordable. Considering it as a ‘Divine Calling’, they took this opportunity to serve humanity. Their care and compassion became the founding stone of 'Sri Chaitanya Seva Trust'. They were supported by enlightened industrialists to start a small nursing home, which came to be known as the 'Bhaktivedanta Hospital'.

- **Project Title:** Skill Development
- **Tenure of the Project:** Ongoing (started 2015)
- **Location:** Maharashtra: Thane and Palghar districts
- **Project budget Range (FY 16-17):** INR 3.00 Cr - 4.00 Cr.

About the Project

The organisation, under its skill development programme, develops skills of farmers for organic farming to promote alternative farming practices, reduce migration, and ensure stability in family life leading to higher disposable income for women. It also helps women attain skills through formation of SHGs and training them in various trades. They also help in linking the groups to the market through stalls and weekly markets. Lastly, they train the youth in providing healthcare services focusing on geriatrics population.

Implementation Model

The project was implemented by the organisation in association with Govardhan Trust. The beneficiaries were selected through community leaders and trainings were provided for alternative farming by promoting organic farming and reducing the incidence of migration and addiction in the process. Also, income generation training was given by the SHGs to enhance livelihood opportunities.

The project aimed at providing skill training to two marginalised sections of the people. It ensured development of farmers, who were deprived of proper income and development. Like farmers, development of women leads to the development of the nation; therefore, empowering women will improve economic condition of the country and will also make them self-dependent. Lastly, by focusing the youth, the organisation nurtured the seeds of a better tomorrow.
Mastering the Challenges

<table>
<thead>
<tr>
<th>Roadblocks</th>
<th>Solutions</th>
</tr>
</thead>
</table>
| 1. Farmers | • Help was taken from the community leaders for counselling  
• Awareness on the consequences of addiction, thereby engaging them into farming |
| • A low rate of acceptance for organic farming  
• Low contribution to the family due to addiction to alcohol and ill-habits. |
| 2. Women | • Counselling and support from local leaders  
• Providing awareness and income generation skills |
| • Objection from family members to work  
• Inadequate information on contributing towards family income |
| 3. Youth | • Generated awareness among families  
• Provided transportation and accommodation  
• Motivated them during and after the course |
| • Unconvinced students and family  
• Lack of transportation in rural areas  
• Introvert behaviour |

Key Stakeholders

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Funding Partners</th>
<th>Implementing Partners</th>
</tr>
</thead>
</table>
| Farmers  
Women  
Youth  
Community | Apar Industries  
NOCIL Limited  
HelpAge India | Govardhan Eco-Village  
Sri Chaitanya Seva Trust |

Impacts

The impacts of the initiative are as under:

<p>| Skilling Farmers | 4,500 farmers trained on organic farming from all over Maharashtra | 8 districts visited to give technical guidance to farmers and learn | 71 farmers visited for resource mapping survey in Parabhani, Nasik, Beed, Latur, |</p>
<table>
<thead>
<tr>
<th>Program</th>
<th>Benefits</th>
<th>Impact</th>
<th>Financials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilling Women</td>
<td>979 women have been benefitted</td>
<td>45-50% increase in financial status observed</td>
<td>Rs. 74.36 lakh - Total income earned by all SHGs in 2016-17</td>
</tr>
<tr>
<td>Skilling Youth</td>
<td>200 youths have been given Caregiver's Training</td>
<td>50-60% increase in financial status observed</td>
<td>Rs. 2.48 Cr earned in 15 months</td>
</tr>
</tbody>
</table>

The organisation is guided by spiritual ideology, with a focus on the root cause of the problem faced by rural India. Through their activities, they highlighted the importance of uplifting the farmers, women and youth for upliftment of the nation. The project involved important leaders of the community to enhance the impact. The award application was well formatted, giving the details of beneficiaries and their intervention process. The striking feature of the application is the meticulously mentioned impact dates with relevant statistics.
**Synchrony Financial India**

**Category: CSR Project of the Year 2016-17**

**About the Organisation**

Synchrony Financial is one of the nation's premier consumer financial services companies headquartered in the United States of America, providing the largest private label credit cards.

- **Project Title:** Prison Inmate Welfare Initiative
- **Tenure of the Project:** Ongoing
- **Location:** Chanchalguda, Hyderabad, Telangana
- **Project budget Range (FY 16-17):** INR 0.1 Cr. – 0.5 Cr.

**About the Project**

The project was developed to benefit women prisoners coming from marginalised and disadvantaged background, with a history of violence, physical and sexual abuse. It provided an enabling environment within the prison through awareness, counselling and skill training for both, the **convicted** and **under-trail prisoners**, to help them plan a better life after completing their jail term.

**Implementation Model**

The implementation of the project was based on counselling and skill development of women inmates through support centres in the prison, with a focus on creating a positive environment, addressing social stigma and economic rehabilitation by providing training and certification. The NGO partners—Bhumika Women’s Collective and Nirmaan
Organization—were responsible for providing counselling support and skill training respectively.

The project was the first-of-its-kind initiative in partnership with the Department of Prison, Telangana, wherein a corporate worked on rehabilitation of prison inmates with the help of two accomplished NGOs. Reuniting women inmates with their children was given the topmost priority.

Addressing the Challenges

It was difficult for the counsellors to gain trust of the inmates who provided incorrect information for the baseline survey. The scenario improved through repeated counselling session by the Support Centre staff. Language barrier, too, cropped up as an issue during the project which was mitigated by taking help from inmates and using alternative means of communication. Lastly, the absence of promotional activities for the prison products, along with lack of proper infrastructure, caused a major hindrance which was addressed by sponsoring a sales-cum-delivery van facility by the company and encouraging ‘My Nation’ stalls for selling the products.

Key Stakeholders

The beneficiaries were women serving jail term.

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Primary Stakeholder</th>
<th>Secondary Stakeholder</th>
<th>Implementation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women jail inmates</td>
<td>Synchrony Financial CSR</td>
<td>Corporate encouraging ‘My Nation’ Stalls</td>
<td>Nirmaan Organization</td>
</tr>
<tr>
<td></td>
<td>Prison Authorities, Telangana</td>
<td></td>
<td>Bhumika Women’s Collective</td>
</tr>
</tbody>
</table>

Impacts

The project benefitted 1,100 inmates with about 70% of them being detainees or under trials who stay in prison for a short span of one week to 2 years. The statistical data of the impact created is as follows:

- 2,453 one-to-one counselling sessions were conducted for 1,079 women inmates over the entire year.
- 427 women inmates were engaged in Transformational Workshops such as Personality Development, Entrepreneurial Development, and Work Place Etiquettes.
- 187 women inmates received skill training and certification (employed in any of the business vertical)
- 88 women were reunited with their families
- 48 children of inmates were supported through education and shelter
- 24 women were placed post-release and 5 women turned entrepreneurs
The project focused on an issue that not many CSR entities take up. Based on the application, it can be rightly said that the company has taken up the cause to provide relief to women inmates during after prison days. The most striking feature of the application was that the role played by each NGO partner was mentioned diagrammatically, making the role and inputs easily comprehensible. Each intervention activity was represented under two broad spectrums: support centre and economic rehabilitation. The pattern was thoroughly followed while stating interventions and impact generated. Lastly, the well-defined monitoring and evaluation chart helped in understanding the involvement of the company towards successful implementation of the project.
Wockhardt Foundation

Category: Health care

About the Organisation

Wockhardt Foundation is a national not-for-profit organisation engaged in social service and human welfare activities. Its 18 programmes have made a perceptible change in its areas of operation to the lives of the underprivileged.

- **Project Title:** Mobile 1000
- **Tenure of the Project:** Ongoing (started in the year 2008)
- **Location:** Pan-India
- **Project budget Range (FY 16-17):** INR 45 Cr. to 50 Cr.

About the Project

Mobile 1000 is the flagship programme of the foundation that seeks to provide rural primary health care to the villages of India. Mobile 1000 is currently operating 114 Mobile Medical Clinic across 18 states of India, implemented in collaboration with reputed partners in both public and private sectors of the country.

Implementation Model/ Approach

The project is implemented by the foundation itself. The mobile medical units are ensured with the presence of a person within the community to give an advantage in terms of outreach and mobilisation of communities. It follows the approach of **ADCR** (Awareness, Diagnosis, Cure and Referral) to accomplish its objectives.
It also uses all the available resources in terms of hardware, medicines, software and community engagement and participation.

The project uses the concept of mobile medical vans to serve remote rural regions in the country. It has been supported by various corporations in terms of providing vans, medicines and technology. Also, the major USP of the programme is its support from the community. It has also used the Track and Tree Mechanism, GPS service to enable real-time tracking of vans and effective MIS to track the details of the programme.

**Addressing the Challenges**

The major challenge faced by the project is limited manpower along with the recruitment and retention of qualified MBBS doctors in remote rural areas. The organisation is working hard to retain the doctors in the project and maintain the quality of service provided.

**Key Stakeholders**

The **primary stakeholders** of the project are the community people. The implementing and funding partners are:

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Primary Stakeholders</th>
<th>Implementing Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community as a whole</td>
<td>• Community People</td>
<td>• Gas Authority of India Ltd</td>
</tr>
<tr>
<td></td>
<td>• Wockhardt Foundation</td>
<td>• Hindustan Petroleum Corporation Limited</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The Hans Foundation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rashtriya Chemicals &amp; Fertilizer Ltd</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• China Light and Power Company</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Health Department, Government of Chhattisgarh</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Concord Biotech Ltd</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Welspun</td>
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<td></td>
<td></td>
<td>• Indocount Foundation</td>
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</tbody>
</table>

**Impacts**

Each van has the capacity to serve 25,000 people, and till date Wockhardt Foundation has served **185.72 lakh** patients through all vans across the country.

The project mentioned in the award application is of utmost importance in the present-day scenario. It focused on providing health services to the remote rural areas of the country.
The project received support from different government and corporate houses but also engaged qualified doctors to serve the purpose. Also, the use of **technology in monitoring and evaluation** is a striking feature. The award application explains in detail the process of providing service, resources used, categorising them under different heads. Also, it has been able to showcase the real **challenges** that come up in the health sector.

**About the 5th CSR Impact Awards 2018**

5th CSR Impact Awards 2018 will be presented in the Gala Inaugural Ceremony of the India CSR Summit 2018 in New Delhi on 24th September. The Awards ceremony will be broadcasted on CNN-News 18 in October.

This year the Awards-applications are open in 14 categories. For more information about the categories, eligibility and the Jury visit [www.indiacrsrsummit.in](http://www.indiacrsrsummit.in)

**Awards applications deadline: 03rd Sept. 2018**

**About NGOBOX**

NGOBOX (a venture of Renalysis Consultants Pvt. Ltd.) is a development communication platform that helps companies, CSR foundations, NGOs and social enterprise to network, communicate and find resources online and offline.

We are a leading CSR research platform in the Country with over 80 data-reports on CSR in India. We help companies and CSR foundations to identify credible CSR implementing agencies based on thematic and geographic priorities. With the verified database of over 1,15,000+ non-profits, CSR Teams and social enterprise, we present immense opportunities for organizations to promote their products/services with one-click promotion and outreach.

A few of our clients are WHO India, UNICEF, NASSCOM Foundation, Tata Steel, IIM-B, Deshpande Foundation, IIM Udaipur, ISB Hyderabad, Facebook, ITC, HCL Foundation etc. For more information, please visit [www.ngobox.org](http://www.ngobox.org)
About CSRBOX

CSRBOX is India’s largest Corporate Social Responsibility (CSR) analytics and information platform. It lists CSR portfolio of companies falling under the ambit of mandatory CSR as per the Section 135 of the Companies Act 2013.

It offers the list of companies, CSR projects, CSR foundations and implementing agencies. Additionally, it lists CSR service providers, social enterprises and ventures with news and reports related to businesses and CSR foundations.

The platform is the single largest CSR information dashboard for CSR heads, board members of companies, nonprofit leaders, fundraisers, government agencies and social businesses to find latest updates in CSR domain in India. For more information, please visit www.csrbox.org

India CSR Summit & Exhibition

India CSR Summit and Exhibition is an annual event curated and hosted by NGOBOX. The event is the largest CSR forum in India bringing together companies, CSR foundations, government agencies, non-profits, social businesses and advisory firms to network, collaborate and scale up initiatives in development and impact sector.

The event also witnesses annual ‘CSR Impact Awards’ for best of CSR projects in various thematic areas. Beginning in New Delhi 2014, the event was hosted in Bengaluru, Mumbai and Gurgaon in 2015, 2016 and 2017 respectively. The 2017 event was a landmark forum where we brought together 1307 organizations and 2165+ delegates, 346 CEOs/CSR heads and 110 + exhibitors.

India CSR Summit and Exhibition 2018 is scheduled on 24th and 25th September at Hotel J. W. Marriott, Aerocity, New Delhi. For more information, please visit www.indiacsrsummit.in

Contact us

Shilpi Jain csr@ngobox.org, (+91-9560352170)

NGOBOX & CSRBOX (Renalysis Consultants Pvt. Ltd.)
B-1005, Titanium Heights, Opposite Vodafone House, Corporate Road
Ahmedabad 380051 (Guj.) India
A few points to help you filling up the awards- application

- The organization must adhere to the prescribed format provided.
- The project summary must be brief, containing an overview of the entire project.
- The implementation process mentioned should contain the brief of the steps followed systematically.
- The innovation in the project implementation must be brought forward; it must highlight the uniqueness of the project which makes it different from other projects.
- There must be a clear definition of the primary and secondary stakeholders and the role of the implementing partners in the project.
- The data provided on the factsheet and the data provided in detailed application differ in many cases. All data provided should be in accordance with the project and evenly mentioned.
- The jury expects the outcomes and impact in quantitative data rather than qualitative, which enables them to understand the project success effectively.
- Infographics, charts, diagrams are encouraged to be incorporated to make the project attractive to the jury.
- The answers to specific questions are requested to be kept crisp and short.
- Supportive pictures/reports/annexures associated with the project are welcome.
Glimpses of India CSR Summit & Exhibition 2017-Gurgaon

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