5 YEARS of Leadership of CSR Media
National Cooperative Development Corporation is promoting various development programmes through Cooperatives for agricultural activities like production, processing, marketing, storage, export & import of agricultural produce, foodstuff and allied activities which broadly include:

- Ginning, Pressing & Spinning, Weaving & Garmenting
- Sugar and other Agro-processing units
- Support to Cooperatives for undertaking Consumer Business
- All types of Industrial Cooperatives, Cottage & Village Industries, Handicrafts/ rural crafts etc.
- Credit & Service Cooperatives Labour Cooperatives & Service Cooperatives: Water Conservation works & Irrigation in Rural Areas, Animal Care/Heath, Agricultural Insurance & Agriculture Credit, Rural Sanitation, Tourism, Hospitality & Transport/ Generation & Distribution of Power by New, Non-Conventiona & Renewable Sources of Energy/ Rural Housing/ Hospital / Health Care & Education through Cooperatives etc.
- Integrated Cooperative Development Projects in selected districts
- Weaker Sections Fisheries, Dairy & Livestock, Poultry, Schedule Caste/ Tribe, Handloom, Coir, Jute, Sericulture, Hill area, Tobacco, Labour & Women Cooperatives
- Assistance for Computerization

Net NPA of NCDC are at zero and loan recovery position is above 99%. Assistance of ₹74,648 crore has so far been provided (upto 31/3/2017) for various cooperative development programmes by NCDC.
Dear Readers,

Greetings for a Happy Mother’s Day !!!

The news about Kejriwal Government’s two top ministers Satyendra Jain, the Health Minister and Manish Sisodia, the Deputy CM being involved in corrupt practices, in gross violation of rules shocks Indians within and outside India, who had dreamt of an evolution of alternative politics and clean & transparent governance committed to the common man. The “hope”, the “dream” of clean politics, transparent government had to face a dark reality; dominated by greed for power like any other established political party. Before honouring the electoral promises made to the Delhi voters AAP focussed on winning Assembly Elections in Punjab and Goa. It looks obvious that Kejriwal failed to handle success and hunger for power took over his head. He forgot that he had promised Delhi Voters, transparent and corruption -free governance, clean polity, free Wi-Fi in buses, subsidised power, subsidised water etc, which are nowhere to be seen. Against all these, what we see is regular attack on Prime Minister, including calling him “Lunatic”, who has already established his credentials all over the world. The fight with the LG over distribution of power – not following the established norm under the Constitution, spending huge government funds for promoting AAP and Kejriwal, in Delhi and even outside Delhi, for which there seems to be no justification, departure of founding members like Yogendra Yadav & Prasant Bhushan, about 12 Ministers of AAP cabinet going to jail, asking for proof of Surgical Strike etc reflected a gross departure from established norms of leadership.

Finally, the news that Former health secretary Tarun Seem is under CBI scanner for alleged irregularities in hiring three private security firms for seven government hospitals in the city. The CBI has conducted raids at six places, including Seem's residence and his office at the Delhi secretariat, in connection with the said scam. The investigative agency claims the ‘fraud’ cost the exchequer Rs 10.5 crore. A case has been registered against Seem, a 1992-batch IRS officer, and the three firms - Knightwatch, Innovision and SIS India - that were contracted to provide security. CBI is also probing into allegations of corruption against Delhi deputy CM Manish Sisodia and his colleague, health minister Satyendar Jain, a move which can only aggravate the future of Aam Aadmi Party (AAP).

CBI’s preliminary enquiry against Sisodia, arguably Kejriwal’s most trusted associate, concerns alleged irregularities in a contract to private firm Perfect Relations for a social media campaign, ‘Talk to AK’. Conceived along the lines of PM’s ‘Mann Ki Baat’, it aimed at enabling Kejriwal interact with people through social media. The agency also launched investigation on allegedly irregular appointment of Jain’s daughter Saumya as advisor in the state health department, without following prescribed rules. Both the probes were initiated on the reference of former lieutenant governor Najeeb Jung, who, after vigilance inquiry, had found “irregularities” and “nepotism” in these matters.

For better comprehension, one needs to analyse all the above facts together. A comprehensive analysis leads to the conclusion that AAP leadership has exhibited no commitment and responsibility towards for translating the Dream into reality. All actions reflect disrespect for promises made.

But how could it happen? Someone with the qualification of Kejriwal (an IIT Graduate), former member of elite IRS (Indian Revenue Services), who acted as the backbone of the famous “Anna Movement” which was started for controlling corruption, started AAP for providing clean politics and transparent governance, ended up inducting bunch of crooks as ministers, who ended up in jail, his Deputy CM and most prominent Minister, Jain under CBI scanner. The trend of down fall of AAP and fast reduction in goodwill of AAP was visible to all, except AAP. It kept on taking shelter under Central Government opposition, AVM manipulation etc.

The consequences of the present situation is erosion of public confidence on qualified leaders like Arvind Kejriwal. Public had lost respect for an average politician, who is not highly qualified. But huge hope generated by Kejriwal among Indians all-over the world, making lot of highly place youth leaving their respective careers to join AAP to a “change” happen on the ground. They all are disillusioned as well as the public. They will have difficulty in accepting a new leader with good credentials like Kejriwal again, which is not good for future of politics in India. I keep saying “ZERO is a better figure than minus”. If one cannot improve a situation, it is criminal to damage the situation.

The AAP experiment has damaged severely the confidence of public on Qualified Politicians, thus damaging the fragile relationship between the voter and the public, which the foundation of democratic process. Leadership, as a role is founded on the premise of “Ethics and Responsibility; ethical in conduct and responsible in all actions”. In case of Kejriwal, he could exhibit neither responsibility, nor ethics as a leader.

We can only hope, this experiment will remain as a “LIGHT HOUSE”, which other aspiring leaders should avoid as ships avoid the light house. Kejriwal and other aspiring politicians need find the following quote by Lao Tzu, 604-531 B. C., Founder of Taoism, Tao Te Ching, relevant. “If you fail to honor your people, They will fail to honor you”.

This May 2017 issue is our fifth Anniversary issue marking the successful completion of five year of publication. To share with our readers my reflection on the journey of five years has been presented in a form of an article titled ‘Reflection on a Pioneering Journey’ which you may find interesting along with cover story detailing five year of passionate journey packed with hard work and dealing with resistance to change. Happy Reading. Be responsible and promote responsibility around you.

Please write to me your opinion and suggestions. You may also log on to www.csrvision.in, our portal which is loaded with plethora of information.

Prof. Ranjan Mohapatra
editorinchief@csrvision.in
Where will the HONEY TRAPPERS take the society to?
THOUGHT OF THE MONTH

“If you don’t make the time to work on creating the life that you want, you’re going to spend a lot of time dealing with a life you don’t want.”

—Kevin Ngo

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MESSAGE

The Hon’ble Vice President of India is happy to learn that CSR Vision, New Delhi is publishing its Annual Issue in the month of May, 2017.

The Vice President extends his greetings and congratulation to management and staff of the CSR Vision and wishes them all success for their endeavours.

(Anshuman Gaur)

New Delhi
21st April, 2017.
MESSAGE

I am glad to know that CSR VISION, India’s first monthly print magazine on CSR & SUSTAINABILITY, has completed FIVE years of its publication. The publication of CSR VISION during last five years has created the much needed foundation for CSR movement in India. As I see, the contents are designed as per the needs of the Decision Makers and CSR Professionals in Corporate Sector, Policy Makers in Government and Social Sector organizations and leaders.

CSR and Sustainability domain is in its infancy in India and therefore, there is a great need for dissemination of relevant knowledge and information at this point of time to develop the required maturity in the domain.

I am happy to learn that Prof. Ranjan Mohapatra with his role in CSR policy making for Public Sector Companies for this Department of Public Enterprises, GoI, followed by MCA (Ministry of Corporate Affairs) and The World Bank and then, has attempted to publish CSR VISION at the right time to empower the CSR MOVEMENT in India. This indicates his missionary zeal.

I wish CSR VISION all the success in its endeavour for disseminating knowledge and information on CSR and Sustainability and empower CSR Movement in India.

(JUAL ORAM)
MESSAGE

I am glad to know that CSR VISION, India’s first monthly magazine on CSR & SUSTAINABILITY, has completed its fifth year of its publication. The sixty issues of CSR VISION on sixty important topics have created the much needed foundation for CSR movement in India.

CSR and Sustainability domain is in its infancy in India and therefore, there is a great need for dissemination of relevant knowledge and information at this point of time to develop the required maturity in the domain. As such I feel CSR VISION is being published at the right time to empower the CSR MOVEMENT in India.

I wish CSR VISION all the success in its endeavour for disseminating knowledge and information on CSR and Sustainability and empower CSR Movement in India.

(PRAKASH JAVADEKAR)
MESSAGE

I am glad to know that CSR VISION, India’s first monthly print magazine on CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY, has completed FIVE years of its publication. The publication of CSR VISION during last five years has created the much needed foundation for CSR movement in India. As I see, the contents are designed as per the needs of the Decision Makers and CSR Professionals in Corporate Sector, Policy Makers in Government and Social Sector organizations and leaders.

CSR and Sustainability domain is in its infancy in India and therefore, there is a great need for dissemination of relevant knowledge and information at this point of time to develop the required maturity in the domain.

I am happy to learn that Prof. Ranjan Mohapatra for his role in CSR policy making for Public Sector Companies for this Department of Public Enterprises, GoI, followed by MCA (Ministry of Corporate Affairs) and the World Bank. I highly appreciate his attempt to publish CSR VISION at the right time to empower the CSR MOVEMENT in India. This indicates his missionary zeal.

I wish CSR VISION all the success in its endeavour for disseminating knowledge and information on CSR and Sustainability and empower CSR Movement in India.

Abhijit Mukherjee

(May 2017)
MESSAGE

I am pleased to know that esteemed monthly on Corporate Social Responsibility, CSR VISION, is going to bring out its Annual Issue in May, 2017. The CSR VISION has touched varied issues over last five years, viz., CSR themes, news, best practices, corporate challenges, global trend, social problems caused by corporate functioning and so on and so forth, *inter alia* benefitting the corporate India in particular and the Indian society at large.

I congratulate Prof. Ranjan Mohapatra, Editor-in-Chief and his entire CSR VISION team for their singular efforts in sustaining this useful periodical. I also wish this Annual Issue of CSR VISION to be a success.

(O.P. Rawat)
MESSAGE

Covering valuable, altruistic, complicated, segmented, utilitarian and must-for-a-better-future subjects like sustainability and corporate social responsibility in a monthly journal with qualitative output, research and interactive articles is not at all easy. Continuing such effort for a period of five years and reaching out to academicians, intellectuals, NGOs, policy makers and general readers in such a large scale is laudable.

2. I avail the opportunity to congratulate Prof. Ranjan Mohapatra and his dedicated team in their glorious work and vision to create and sustain CSR VISION. CSR Vision has enriched the field with readable articles, interviews with CSR leaders, analysts and end-users and debates and deliberations on area specific politics.

3. I wish CSR Vision years and years of intellectual prosperity and further success to Prof. Mohapatra’s initiatives.

(Amarendra Khatua)
Message

It gives me immense pleasure to know that CSR Vision, India’s first monthly magazine on CSR and Sustainability has completed five years of publication highlighting issues of relevance and giving thrust to important facets of Corporate Social Responsibility (CSR). It takes considerable amount of research and effort to bring out 60 issues of CSR Vision that have helped the CSR movement in the country to gain momentum.

Business of doing business is not business alone but there is something beyond and that is Corporate Social Responsibility. Community relations have become a must for shaping a better future of the nation. CSR programmes have the potential to facilitate equitable and inclusive development of the society. Accordingly, businesses have incorporated CSR as a core part of their business strategy to bring radical transformation in the quality of the life of the people.

Public Sector Enterprises (PSEs) have been making dedicated efforts and have demonstrated strong commitment to emerge as socially responsible entities. During 2015-16, 106 PSEs have contributed an amount of about INR 4100 Crore towards CSR activities/projects. Well laid down policies, robust structure, need based diagnostic surveys, selection of agency and social audit, are some of the notable features of their CSR. This has helped them in enhancing their goodwill in the society.

CSR provides corporate connectivity with people and as such it is an investment which has better returns than patents and technology. I am sure, CSR Vision will continue to take great strides in bringing to fore the issues for successful implementation of CSR in the country.

I wish the magazine CSR Vision many more years in creating awareness about Best Indian and International CSR practices for creating value for the society.

(Dr. U.D. Choubey)

STANDING CONFERENCE OF PUBLIC ENTERPRISES
(An apex body of Public Enterprises)
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Completed 5th Year of Publication

Thanks to our Mentors, Subscribers, Advertisers, Writers and above all, our esteemed Readers for being with us through these years.

CSR VISION
Promoting Responsibility for Sustainability
AMBUJA Compocem launched cement product for better sustainability

Ambuja Cement, the undisputed leader among cement companies in India, has launched a highly superior cement—Ambuja Compocem. The company’s Chhattisgarh facility becomes the first cement plant in India to develop composite cement after rigorous research of the last year and a half.

The new offering—a combination of cement, fly ash and slag—has been introduced in Bihar and Jharkhand markets and thus opens yet another avenue of sustainable products in the construction industry.

Speaking on the launch of the innovative product, Managing Director and CEO Ajay Kapur said, “Ambuja Compocem is yet another breakthrough product innovation from Ambuja Cement. We are proud this product was developed in our laboratory by the product development and innovation team. The introduction of Ambuja Compocem reiterates our strong commitment in creating products that help in sustainable construction.”

“We with the launch of Ambuja Compocem, we have achieved a three pronged sustainability approach by conserving natural resources, creating a greener product and fulfilling customer needs for a superior performance product.

About Ambuja Cement
Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in the Indian cement industry. Operating for over 30 years, Ambuja has proved to be the best cement for construction and the best cement manufacturing company in India with its uniquely sustainable development projects. Its environment friendly initiatives have played a key role in India’s efforts to become a green state. The sustainable constructions and renewable energy projects undertaken by it have a lion’s share in creating a blueprint for sustainable development in India’s bright future. Currently, Ambuja has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country.

CSR: 400 companies spend Rs 5,857 crore in 2 years

Nearly 400 companies together shelled out about Rs 5,857 crore towards corporate social responsibility (CSR) activities in two years, Parliament was informed today. Under the Companies Act, 2013, a certain class of profitable companies is required to spend at least 2 per cent of their three-year annual average net profit towards CSR works in a fiscal.

The norm came into effect on April 1, 2014.

An assessment of CSR expenditure of 172 companies indicates that these firms spent Rs 3,360 crore in 2015-16 against the mandated Rs 2,660 crore on such activities, about 50% more than paid by them.

Minister of State for Corporate Affairs Arjun Ram Meghwal said in a written reply to the Rajya Sabha. In 2014-15, 226 companies spent a total of Rs 2,497 crore, less than the mandated amount of Rs 3,499 crore, on CSR activities.
EYEDO.IN and MAGIC BUS organize an eye camp for an underprivileged community

Eyedo.in is partnering with Magic Bus to organize an eye camp in one of the urban slum clusters of Delhi. The eye camp will reach out to 300 children and their parents who are a part of the Magic Bus programme in JJ Colony, Bhalaswa. A year ago, a similar camp organized by Eyedo.in and Magic Bus reached out to 330 people with 90 people receiving free and much-needed spectacles in Madanpur Khaddar.

Speaking about the camp, Jyoti Sharma, Regional Head-North at Magic Bus, said, “We are happy to partner with Eyedo.in for this noble initiative that will benefit underprivileged kids. Collaborations with a well-established/philanthropic organisation like Eye.do enables us to add value to the work we do in some of Delhi’s poorest areas. We hope this camp reaches more children than it did the last time.”

Naveen Ahuja, CEO of Eyedo.in quoted “Working with Magic Bus for the children and their parents gives us immense joy and satisfaction. Bringing clear vision to the needy is a blessing for us. During our last camps, we were surprised and sad to see that even in the urban slums, people with high prescription also are living without eyeglasses. We will put in our best efforts to ensure that quality eyewear and eyecare reaches to all.

About Magic Bus: Magic Bus is one of the largest poverty alleviation programmes in India, working with more than 400,000 children and 9000 volunteer mentors in 22 States and 58 districts of the country. We work with India’s poorest children and young people, taking them from a childhood full of challenges to a life with meaningful livelihoods. We equip young people with the skills and knowledge they need to grow up and move out of poverty.

Eyedo.in is an online eyeglass store aiming to provide an exceptional shopping experience to all. It has the best collection of eyeglasses and sunglasses. With the widest range of eyeglasses and sunglasses at affordable price and best quality product. It is the complete zone for fashion trends and style.

BAJAJ ELECTRICALS celebrates Earth Day

Bajaj Electricals celebrated the 47th International earth day through a recycling initiative at Pixie Dust Farm in Bandra. The event indulged local residents along with D-ERT social enterprise and Bajaj employees on a day filled with useful recycling activities such as composting kitchen waste and its uses as farm manure and up cycling of PET bottles to make planters.

Pixie Dust Farm is a community farm developed in one acre plot at St. Joseph’s Convent at Bandra, Mumbai. The farm is developed by volunteers on the community along with the sisters of St. Joseph’s convent and expert guidance from D-ERT. The basic idea is to have a space to learn and practice urban farming that involves composting, recycling, upcycling waste and growing fresh sustainable foods in the city. It is at this farm that volunteers meet once a week to set up the composting project and educate people about urban farming.

About Bajaj Electricals CSR

Environmental sustainability has become an essential ingredient to business keeping this in mind, Bajaj Electricals Ltd. is very closely associated with the cause of conserving the environment for today and future generations.

The CSR activities at Bajaj Electricals are guided by the 4 pillars – Sustainability, Diversity inclusion, Employee volunteering and Community outreach.

Under our community outreach program for Ensuring Environmental sustainability we under take initiatives such as solar projects, off grid lighting, tree plantation, waste management and also support education and awareness on protecting the environment and environment friendly practices.
Inspired by the desire to meaningfully and wholeheartedly contribute towards the nationwide mission of enabling education and inclusive growth, Orient Bell Limited is proud to introduce Tiles that Educate for a brighter future ahead.

Recognizing education as one of the pivotal building blocks for a developed nation that continues to progress, Orient Bell’s CSR initiative takes a holistic approach towards improving the state of primary education in India. Crafting an innovative program to solve the persistent problems cropping up, Orient Bell Limited began their first project under this initiative in Uttar Pradesh’s Til Begampur. Revamping the classroom setting with educative yet aesthetically pleasing digitally printed tiles with alphabets, numbers and maps are plastered across the school. This aids children in learning and facilitates stronger recall value transforming teaching and inspires learning to increase student engagement, nurture young minds and ultimately, improve outcome. Aided by technological innovation, Orient Bell’s transformative mission has been realized with patented digital printing on the classroom tiles. Going beyond just the classrooms, the washrooms have been covered in patented germ free tiles that exemplify hygiene and sanitation.

One of the great but often unrecognized causes of willingness to learn is the environment itself – the kind of walls, chairs and colours we are surrounded by. After refurbishing the school environs in Til Begampur, Orient Bell has witnessed the impact created with an increasing number of teachers motivated to teach and an even greater number of children attending school with a newfound interest and zeal to learn. Making proper sanitation a reality, the project has also cultivated an environment where students, especially girls, can focus on learning without worrying about the lack of hygienic facilities.

Education is a binding force and the backbone of every society in this world. Yet, what matters the most is quality education, which still remains a distant dream for many. A plethora of government initiatives to provide access to primary education may be underway, but issues of equity, quality and access remain areas of concern — particularly in rural schools. Children in rural areas continue to be deprived of quality education owing to factors like lack of competent and committed teachers, dearth of infrastructure, and lack of sanitation.

Despite several efforts being made, the absence of systematic implementation and proper direction continue to yield the impact insignificant. According to Joint Managing Director, Mr. Madhur Daga, “Quality and access are major concerns with an increasing occurrence of single classrooms to educate students from more than one grade, fewer committed teachers and lack of proper learning material in the school. However, after Orient Bell’s initiatives of refurbishing the environment, the school witnessed an increase in the presence of teachers with an enthusiasm to educate & the attendance of the students also experienced a substantial rise.”

In view of such concerns, Orient Bell realized the need to uplift the education system in an exclusive manner and thus has taken up the responsibility to provide a brighter future for all alike.

Following the success of the school at Til Begampur, Orient Bell plans to expand the horizons of education across the country, with Ek Acha Bhavishya soon bridging the gap in 30 other schools.

The foundation for turning India into a strong nation has to be laid down at primary and rural levels, thereby making the need for quality education a prime concern. Fostering a haven for young minds to grow and excel by giving rural schools a holistic perspective and taking education to a whole new level, Orient Bell Limited is working towards realizing their dream of ‘Ek Acha Bhavishya’.

About Orient Bell Limited:
Orient Bell Limited was established in the 1970s, with its base in New Delhi. The company is one of the largest manufacturers of ceramic and vitrified tiles as well as the first to manufacture ultra-vitrified tiles in India. Orient Bell has a successful market share of 6.0% (7th largest) within the organized market segment, marking an overall market share of 50% in the tile market. It has launched a chain of signature showrooms to display the complete product range by aiding retailers in concept selling and is privileged to be associated with the premier construction and consultancy agencies of the country. Its new product design and development is a continuous process, which aids in providing an extensive product range in tiles with various finishes and textures. With specialty tiles for different applications, Orient Bell has the maximum number of patents for four varieties of tiles and counts some of the leading influencers, developers and government institutions as its customers.
GNFC wins the Golden Globe Tigers Award

Gujarat Narmada Valley Fertilisers & Chemicals (GNFC) won the prestigious Golden Globe Tigers Award for Excellence & Leadership in CSR in the category of ‘E-Payment Leadership’ for implementation of digital transactions in its township. The award recognizes “TIGERS” in marketing, branding CSR & social innovation, education & academic across leadership levels in individual and organisation that believes excellence is infinite, perfection has no limit and targets are milestones; not an end of the journey. A week ago, GNFC won the Golden Peacock Awards in the category of Innovative Product/Service for its cashless innovation. GNFC won from among 214 applicants including SMEs, Public, Private, Government Enterprises and NGOs for the year 2017. The Golden Globe Tigers CSR Award was given to GNFC at a gala ceremony of Golden Globe Tigers Night 2017 organized at the Pullman City Centre Hotel & Residences, Kuala Lumpur, Malaysia on 24th April 2017. The event was attended by global CSR leaders from over 43 countries.

The Golden Globe Tigers CSR Award was established by World CSR Institute. It follows a rigorous 3 level procedure of short listing and selection. The selection is done by independent assessors comprising experts in the field of Corporate Social Responsibility. This is followed by evaluation by academic council. A total of 30 applications were shortlisted, from which the executive council consisting of CMOs, HDRSs, COs, and VPs decided on the winners based on the impact, scale and replicability of the CSR initiatives. Among these, GNFC was selected as the winner for its outstanding leadership in the field of cashless payments.

GNFC emerged as the first fertilizer company in India to transition to cashless economy successfully. Company’s township in Bharuch, Gujarat became the first 100% cashless township of India. Township’s transition to cashless is a classic example of capturing value in a new way through steady transformation. It followed three precise and concise steps that began with trainings and digital literacy campaigns far and wide, followed by building and adapting infrastructure, and concluded with cross functional task force deployed for implementation, outreach and support.

PHDCCI & ACCI signs MoU to Promote Trade & Investments

PHD Chamber of Commerce and Industry (PHDCCI) and Anyang Chamber of Commerce and Industry (ACCI), Korea here on Friday signed a Memorandum of Understanding (MoU) to promote, strengthen and develop trade, investment as well as economic, scientific and technological collaboration with their business communities.

The MoU was signed here between President, PHD Chamber of Commerce and Industry, Mr. Gopal Jiwarajka and Chairman, Anyang Chamber of Commerce & Industry, Mr. Lee, Sang Ho, Mayor, Anyang City Hall, Mr. Lee, Phil Woon; Chairman, Anyang City Council, Mr. Kim, Dae Young and the Secretary General, PHD Chamber of Commerce and Industry, Mr Saurabh Sanyal were also present on the occasion among others.

The MoU also stipulates that the two Chambers would mutually assist and contribute towards the encouragement and expansion of trade and economic relations among entrepreneurs and will regularly exchange information of mutual interest on economy, foreign trade, trade rules and regulations, investment, customs as well as amendments pertaining to trade and investment legislations.

In addition, it also aims at rendering assistance in the organization or participation of business delegations in national, international and specialized exhibitions, information bureaus, symposia, conferences and similar events, taking place in India or Korea in a bid to improve and expand economic collaborations.
Supporting Prime Minister Narendra Modi’s vision of Skill India, Delhi Daredevils team met several candidates trained under Skill India at IL&FS Institute of Skills (IIS) in Okhla New Delhi. During the visit, Delhi Daredevil coach Rahul Dravid felicitated several candidates trained under Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

The Meet & Greet event organized in partnership with National Skill Development Corporation (NSDC) was also attended by several players including Sanju Samson, Mohammed Shami, Amit Mishra, Karun Nair, Jayant Yadav and Rishabh Pant. The players congratulated the candidates on successful completion of their training and emphasized the importance of skills such as fitness training, physiotherapy, dietician etc. which help them improve their game and perform better on the field. During the event, players also took a tour of the centre and appreciated the training facility at the center.

Rajiv Pratap Rudy, Minister of State (I/C) for Skill Development and Entrepreneurship, Government of India, also attended the event and interacted with the candidates. He also briefed team Delhi Daredevil on various initiatives under Skill India and wished them the very best for the upcoming matches.

Commenting on the occasion, Rajiv Pratap Rudy said, “It is a moment of great pride for us to see the candidates joining the skill training programme in such huge numbers. Skill training is the basic foundation for employability and to reap the complete benefits of our demographic dividend we need to encourage more and more students to join the skill training programs. We need to ensure that skill based training is made a part of the school curriculum at an elementary level itself in order to make India a hub for international work force.”

Congratulating the candidates, Rahul Dravid, Former Captain Indian Cricket Team and Coach Team Daredevils said, “We pleased to be a part of this great mission. Just like in cricket, one needs skills to perform best in all other fields too. Every job requires certain skill to standout of the rest. I wish all these candidates good luck for their future and I am sure the skills that they have honed through these courses will help them lead a better life.”

About NSDC
NSDC is a unique public private partnership, under the Ministry of Skill Development & Entrepreneurship, with a mandate to train 150 million people by 2022. Currently NSDC impart vocational training through its network of 300+ training partners and 40 Sector Skill Councils, who manages 5000+ training centres in more than 500 districts across the country.
Tata Capital, the financial services arm of the Tata group, in partnership with Habitat for Humanity India has built 40 new homes aimed at enhancing the lives of 200 people from the low income group adivasi community living in Dahanu, Maharashtra. The handover of 40 homes was carried out today at Dahanu by Mr. R. Vaithianathan, Managing Director - Tata Capital Housing Finance Limited and Mr. Mukul Dixit, Senior Director – Programmes and Operations, Habitat for Humanity India.

Access to safe and affordable housing has always been a key focus area for Tata Capital. Most tribals in the Dahanu block live in kuchha houses which are in a dilapidated condition and on the verge of collapse. These families do not have the resources to build, repair or improve their houses. Tata Capital and Habitat for Humanity India are committed to improving community life by providing shelter and support to this tribal group. The pucca houses built to support this community will help improve the health status and self-esteem of these families by giving them ownership of an asset. The children of these 40 families will also benefit from a healthier environment to play, learn and grow up in and will be motivated to attend school regularly.

The newly built pucca homes are constructed using bricks as the foundation, have one living room, a kitchen and a bathroom. This initiative by Tata Capital and Habitat for Humanity India is aligned with the Government of India’s ‘Housing for All’ and ‘Swachh Bharat Abhiyan’ schemes launched by the honourable Prime Minister Shri Narendra Modi, to build adequate shelter for all and to make India free of open defecation.

Speaking about the initiative, Mr. Rajan Samuel, Managing Director, Habitat for Humanity India said, “A large part of India lives in extreme poverty. A decent home opens the door to improved health, better performance in school, greater economic opportunities and increased community cohesion. Habitat for Humanity India has been a catalyst for such transformations. We aim to re-build the lives of these Adivasi families in Dahanu by giving them access to improved shelter and sanitation. We are thankful to Tata Capital for partnering with us.”

Gracing the occasion, Mr. R. Vaithianathan, Managing Director – Tata Capital Housing Finance Limited said, “The government’s ‘Housing For All’ scheme under the Pradhan Mantri Awas Yojna aims to provide affordable housing to the poor by 2022. We are determined to help achieve this goal and are pleased to be involved in this project with Habitat for Humanity, which endeavors to empower these tribal families with permanent homes. We recognize the need for building new homes for needy individuals in these areas. After witnessing the positive impact, we are pleased to announce that we have made a commitment to support the construction of additional 50 houses for the tribal families in Dahanu.”

Mr. Govind Sankaranarayanan, Chief Operating Officer – Retail Business & Housing Finance said, “Tata Capital has a wide portfolio of retail finance offerings catering to the varied needs of our diverse set of customers. The housing project in Dahanu is a unique initiative we have undertaken, in line with our endeavour to ‘do right’ and give back to society while supporting the Government’s vision of ‘Housing for All by 2022’. We are pleased to have lent a helping hand and look forward to provide more opportunities of home ownership.”

Mr. Avijit Bhattacharya, Chief Human Resources Officer, Tata Capital said, “Creating enriching & sustainable livelihoods has been the bedrock principle of Tata Capital’s CS policy and is in line with the Company’s brand promise to ‘Do Right’ by giving back to the society. The Dahanu housing project, initiated in October 2016, has helped improve the lives of the tribal families in the region by providing them with adequate shelter and a sanitation unit. We are pleased to support the Habitat for Humanity team in this project and will continue to improve the lives of similar communities across the country through various CS initiatives.”
Microsoft Philanthropies completes a year of empowering communities

Microsoft Philanthropies, created a year ago, recently reported its progress and contributions made in 2016 towards community development across the world. In India, Microsoft Philanthropies has invested significant time, money and effort over the last year and contributed a total of over 10 Million USD towards community development. This contribution includes both cash and technology investments to transform the way non profits deliver impact in India, offer educational opportunities to empower the next generation and extend support during humanitarian crises. Globally, it has committed more than $650 million in 2016 and impacted lives of more than 15 million youth across 58 countries.

Microsoft Philanthropies was created with a commitment to bring the benefits of technology to people who need them the most, as well as to nonprofit organizations that are working to address humanity’s most pressing issues.

“As India moves on the path of becoming a digitally empowered society, at Microsoft, we believe technology is a powerful force for improving people’s lives and solving India’s key challenges,” said, Madhu Khatri, Associate General Counsel, Microsoft India. “Over the years, we have seen how applying technology has revolutionized every business, industry and organization. Cloud computing has emerged as a vital resource for addressing the world’s problems, helping fuel breakthroughs across the full-range of economic and social challenges. These technologies will help serve the mission of Microsoft Philanthropies to drive digital inclusion and empowerment in India and across the world.”

With a foundation of more than 26 years of giving in India, Microsoft Philanthropies invests its strongest assets – the latest technology, dedicated and talented employees, its voice in advocacy, and financial resources – to advance a future that is for everyone, including –

Technology for Good: Microsoft has donated millions in cloud services to more than 142 non profits across India. Two impactful examples of a nonprofit making a difference with Microsoft Cloud is Akshaya Patra and Habitat four Humanity, that fight issues like hunger and malnutrition in India and works with low-income families to build new homes and incremental housing, respectively.

Employee Giving: In 2016, Microsoft employees supported the company’s giving efforts by contributing to support over 150 NGOs across India as part of the Annual Microsoft India Employee Giving Campaign.

YouthSpark - Empowering the Next Generation: In the last one year, Microsoft has provided training to more than 25,000 youth, of which about 13,000 have been placed in jobs, 1,100 have started their own entrepreneurial ventures and 2,600 were inspired to continue education and training in computer sciences across 22 states in India. Microsoft has also provided cash grant support to Nasscom Foundation and QUEST Alliance for investing in development of coding and computer science learning modules for training youth.

Humanitarian Action: As part of relief and humanitarian efforts, Microsoft took responsive action to provide aid for Tamil Nadu Floods. The company offered funding support for a six-month emergency response program with an aim to reach 800 households comprising approximately 4800 persons in the worst affected areas in urban locations of Chennai and rural areas of Cuddalore District and Kanchipuram District. Microsoft also helped with targeted technology solutions by providing free international calls for support via Skype.

About Microsoft India
Founded in 1975, Microsoft (Nasdaq “MSFT”) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more. Microsoft set up its India operations in 1990. Today, Microsoft entities in India have over 7,000 employees engaged in sales and marketing, research and development, and customer services and support across ten cities - Ahmedabad, Bangalore, Chennai, Delhi, Gurgaon, Hyderabad, Kochi, Kolkata, Mumbai and Pune.
Namami Gange: NMCG discusses CSR initiatives with corporate

In its bid to bring corporate houses on board in implementing Centre’s ambitious ‘Namami Gange’ programme, the National Mission on Clean Ganga (NMCG) held parleys with industry players to work out possible areas of co-operation between them.

During the workshop held on CSR activities a week ago, the NMCG delineated Ganga cleaning steps the government has taken to corporate representatives, who too shared ideas to further the cause of ridding the river of waste, according to an official statement issued by Union Water Resources Ministry.

Contributions to Clean Ganga Fund set by Centre are a notified Corporate Social Responsibility (CSR) activity.

Addressing the gathering, NMCG Director General U P Singh discussed with the attendees details of various on-going sewage treatment, river cleaning, bio-diversity and public participation projects under the Rs 20,000-crore programme before shedding light on areas of common interests.

The workshop was attended by representatives from central public sector enterprises and other PSUs like ONGCBSE -0.06 %, Coal India limited, BHEL 0.23 %, GAIL India LtdBSE 0.99 %, SAILBSE -0.50 %, NTPC LtdBSE 0.30 %, Oil India LtdBSE -0.25 % and Petronet LNG LtdBSE 0.14 %.

Besides, more than 20 public and private sector banks including SBI, Punjab National BankBSE 0.51 %, Bank of India, HDFC, ICICI, Yes BankBSE 2.91 %, OBC, UCO BankBSE 1.66 % and others took part in the deliberations.

Corporate companies like Aditya Birla Group, and Tata Sons also got fruitfully involved in the event and presented their views, the statement reads.

During the much productive interactive sessions, especially Q&A, various companies apprised about their existing CSR activities. Many expressed their willingness to work with NMCG in this sector and contribute to Namami Gange activities in five Ganga basin states, it said.

A Coal India LtdBSE -0.11 % representative said that as part of CSR activities, the PSU has devised a mechanism to transform waste generated from flower offerings into fertilizers and suggested working out an association on these lines with the NMCG.

Some similar CSR initiatives by GAILBSE 1.04 % (to make fuel out of plastic waste) and BHEL (construction of bio toilets) were also talked about during the workshop, which ended with a promise of optimism from all quarters.
Based on the trends in the CSR & Sustainability domain in India and with a commitment to promote and support the CSR & SUSTAINABILITY MOVEMENT in INDIA, I felt it is essential that a NETWORK of CSR PROFESSIONALS is set up in India as a National body professionals to strengthen CSR MOVEMENT of India, while empowering their individual careers. Based on his vision, the network is being initiated to be called, “CSR PROFESSIONAL NETWORK”.

The specific objectives of the network are:

a) To provide a forum for CSR professionals to network among themselves
b) To disseminate knowledge and information on CSR & Sustainability theory and practices
c) To support members of the network generate, acquire and continuously develop new knowledge in CSR & Sustainability through research and development
d) To lobby for policy formulation in the domain of CSR & Sustainability in India
e) To conduct Courses in CSR & Sustainability
f) To develop and monitor standards of professional excellence in CSR & Sustainability
g) To act as a clearinghouse for all referrals related to CSR & Sustainability activities in the country
h) To organize events for promotion of the profession and professionalism in CSR & Sustainability domain

The management of the affairs of the Network will be managed by an independent non-profit society registered under the Societies Registration Act 1860, represented by an Executive Board consisting of eminent CSR professionals from different parts of India. The process of registration is on. CSR Professionals from all over the country are invited to indicate their interest in joining the CSR Professional Network by filling up the form given below and mail it back to, info@csrvision.in. They can also fill in the form available at www.csrvision.in.

Note: The management of the network will be shifted to the governing body soon after the registration along with a separate web site to manage the affairs.

Dear Sir,

This is to convey my interest joining the CSR Professional Network and my required details are as under:

1. Name: ____________________________
2. Designation: ________________________________
3. Company: _________________________________
4. Postal Address: ____________________________
5. Email IDs: _______________________________
6. Phone Nos: (Land) ____________________, Mobile: ____________________
7. My vision of the CSR Professional Network: _____________________________
8. My proposed contribution to the network ________________________________

Signature: ______________________
Date: ______/_______/_____

Prof. Ranjan Mohapatra
President, VISION CONSULTING &
Chairman, VISION FOUNDATION
The 2017 Global Citizenship Report (GCR) is now available at csr.fedex.com. The report showcases how FedEx connects people, businesses and communities in ways that advance social and economic progress and environmental sustainability. Citizenship is a core part of the FedEx mission and business strategy, and the report updates the FY16 strategies, goals, programs and progress across the enterprise in three key areas: Economy, Environment and People.

**Highlights from the report include:**

**ECONOMY**

The global reach of FedEx — connecting more than 99 percent of global GDP — provides a unique opportunity to deliver a positive impact around the world, empowering individuals, communities and businesses large and small. In FY16, FedEx:

- Spent $9.2 billion with diverse, minority, women-owned and other small business suppliers, a 37 percent increase from FY15.
- Invested more than $46 million in charitable contributions, benefiting 97 communities toward our commitment to invest $200 million in 200+ global communities by 2020. In total, FedEx charitable contributions equaled $57.29 million.
- Hosted 51 FedEx Know and Grow events for small business owners to learn how to expand to global markets, reaching more than 5,600 participants and increasing the cumulative total of customers who have benefited from this program to 86,500 since 2009.

**ENVIRONMENT**

From upgrading air and ground fleets to empowering team members through EarthSmart programs, FedEx delivers industry-leading innovation to reduce the environmental impact. In FY16, FedEx:

- Decreased the greenhouse gas emissions intensity of the business by 5.7 percent from FY15 while growing revenue.
- Avoided more than 2 million metric tons of CO2e through fuel and energy saving initiatives across the enterprise — equivalent to the carbon sequestered by more than 1.9 million acres of U.S. forest in one year.
- Set a new goal to increase FedEx Express vehicle fuel efficiency 50 percent by 2025 from a 2005 baseline, after meeting the 2020 goal five years early.
- Brought three new on-site solar energy systems online at FedEx Ground facilities, bringing the total to 18 enterprise-wide, increasing on-site energy generation capacity by 1.5 MW and maintaining FedEx ranking as one of the top corporate users of solar power in the U.S. according to Solar Energy Industries Association.

**PEOPLE**

FedEx team members connect every day with customers and communities worldwide. FedEx fosters a diverse, safety first culture where team members receive the support, development and opportunity they need to deliver exceptional service and give back to local communities. In FY16, FedEx:

- Improved cross-operating company Lost Time Injury Rate by more than 7 percent from FY15.
- Retained 88 percent of full-time U.S. team members, up 8 percent from FY15.
- Received a ranking by Fortune magazine as one of the 10 Best Workplaces for African-Americans and one of the 100 Best Companies to Work For.
- Supported 20,875 team members who volunteered 93,175 hours in more than 500 cities during FedEx Cares Week.

**About FedEx Corp.**

FedEx Corp provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of $58 billion, the company offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world’s most admired and trusted employers, FedEx inspires its more than 400,000 team members to remain “absolutely, positively” focused on safety, the highest ethical and professional standards and the needs of their customers and communities.
Aetna, one of the nation’s leading diversified health care benefits companies, today released its 2016 Corporate Social Responsibility report. This year’s report provides an in-depth look into Aetna’s commitment to building a healthier world, community by community.

Aetna’s efforts to strengthen communities go beyond its breadth of work and are ingrained in the company’s values - integrity, excellence, inspiration and caring. By employing a key strategy of combining philanthropy, community engagement and policy leadership to improve health for both individuals and communities, Aetna is able to help develop a healthier community, a healthier nation and a healthier world.

In 2015, Aetna was recognized by Points of Light for the fourth year in a row by The Civic 50, an annual initiative that recognizes companies for their commitment to improving the quality of life in communities where they do business. Aetna’s employees, retirees and directors contributed more than $7.4 million and more than 430,000 volunteer hours to nonprofit organizations in the communities where they live and work.

Additional Aetna CSR achievements include:
• Provided information and resources to nearly 47 million people so they can make better informed decisions about their health care.
• Increased the minimum base wage to $16 per hour and introduced a new program that lowers out-of-pocket health care expenses for qualifying employees, which has increased employee engagement and decreased turnover.
• Launched the Healthiest Cities & Counties Challenge with major national partners, the American Public Health Association and the National Associations of Counties, to improve the social determinants of health in communities.
• Introduced employee wellness programs to demonstrate the value of a holistic view of health.
• Awarded $20 million in grants, adding to the nearly $480 million in grants and awards given since 1980.
• Hosted initiatives or programs to engage local communities at 100% of Aetna offices nationwide.

About Aetna
Aetna is one of the nation’s leading diversified health care benefits companies, serving an estimated 46.7 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services, workers’ compensation administrative services and health information technology products and services. Aetna’s customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates.
CARGILL Foundation Partnerships Reached More Than 300,000 Children in 2016

Partnering with local non-profits, Wayzata-based food, agriculture and nutrition company Cargill is investing in improving the way Minneapolis kids eat, learn and learn to eat well. In addition to funding education programs, the Cargill Foundation contributed more than $1.9 million in grants in 2016 to improve access to nutritious food and nutrition education for more than 300,000 children ages 2-12 in the Twin Cities.

Since 2013, Cargill has worked with more than 28 partner organizations and contributed more than $5.3 million, mostly in Minneapolis and its Northern and Western Suburbs. North Minneapolis, in particular, is known as one of the nation’s foremost food deserts.

“Although we are a global company, it is important that we have a focus on advancing nutrition locally,” said Tola Oyewole, director of the Cargill Foundation. “We are committed to our local community and decided one of the best ways for the Foundation to contribute is to focus on Cargill’s purpose to nourish the world in a safe, responsible and sustainable way.” The programs that received Cargill Foundation funding range from classroom education about the value of good nutrition to hands-on experience in community gardens and kitchens. Through the work of local non-profits, children and their families not only learn about nutritious food, they also learn how to grow and cook it.

Through its local partnerships, the Cargill Foundation places a special focus on the intersection of nutrition and education. “Hungry kids are not able to learn well,” said Oyewole. “When students are properly nourished, their ability to learn increases.”

One of the Cargill childhood nutrition grant recipients is Pillsbury United Communities, which provides nutrition education to children and families, and is now building North Market, a community grocery store that will serve as a hub for wellness, with integrated health and community resources. The store is designed to improve access to healthy food in North Minneapolis. “Cargill’s been very consistent in its funding and approach,” said Chanda Smith Baker, Pillsbury United Communities’ president and CEO. “That has allowed us year-over-year to build on the strength of the previous year. From a community perspective, that means continuity – the ability to be consistent in our work, and dependable for local families.”

About Cargill
Cargill provides food, agriculture, financial and industrial products and services to the world. Together with farmers, customers, governments and communities, we help people thrive by applying our insights and 150 years of experience. We have 150,000 employees in 70 countries who are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where we live and work.
The Hispanic Association on Corporate Responsibility (HACR) is pleased to announce that PepsiCo Inc. and Target Corp. will serve as Co-Host Sponsors for the 25th Annual HACR Symposium: The Power of Hispanic Inclusion™ taking place on May 1-2, 2017, at the Westin Book Cadillac in Detroit.

“We are thrilled to have PepsiCo and Target as Co-Host Sponsors of our 25th Annual HACR Symposium,” said HACR President & CEO, Cid Wilson. “Both companies have demonstrated a deep commitment not only to our organization but also to the advancement of Hispanics in Corporate America.”

The Annual HACR Symposium: The Power of Hispanic Inclusion™ brings together some of the nation’s most influential Hispanic leaders, government officials, and corporate executives to discuss and identify effective strategies and models for achieving greater inclusion and participation in the areas of Employment, Procurement, Philanthropy, and Governance.

“At Target, diversity and inclusion is an all-in, full-contact, participatory endeavor with our team and partners. Everyone has a voice and fulfills their role as a team member, as a guest and as a community based on what they are best positioned to impact. Our partnership with HACR helps us understand and fulfill the needs of the Hispanic guests and the communities we serve, and develop our Target team,” said Caroline Wanga, Chief Diversity Officer & Vice President of Diversity & Inclusion, Target.

About the HACR
Founded in 1986, the Hispanic Association on Corporate Responsibility (HACR) is the nation’s leading corporate advocacy organizations in the nation representing 14 national Hispanic organizations in the United States and Puerto Rico. Its mission is to advance the inclusion of Hispanics in Corporate America at a level commensurate with our economic contributions. To that end, HACR focuses on four areas of corporate social responsibility and market reciprocity: Employment, Procurement, Philanthropy, and Governance.

About PepsiCo
PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately $63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than $1 billion each in estimated annual retail sales.
NESTLÉ society Creating Shared Value and meeting commitments

Nestlé published the 2016 edition of its annual Nestlé in society: Creating Shared Value full report. It follows the summary version published on 7 March 2017 as part of Nestlé’s Annual Report. Guided by the company purpose to enhance quality of life and contribute to a healthier future, Nestlé works alongside partners to create shared value, thus contributing to society while ensuring the longterm success of the business. Nestlé’s Creating Shared Value (CSV) priorities are those areas of greatest intersection between the business and society, and where it can create the most value and make the most difference. These include: nutrition, rural development, and water, as well as environmental sustainability, human rights and compliance, and our people. These priority areas are used to identify issues material to Nestlé, and in turn inform the company’s 42 commitments. For 2016, Nestlé updated its commitments to include objectives to be achieved by 2020, ladder ing up to the company’s three overarching ambitions for 2030 in support of the United Nations Sustainable Development Goals (SDGs):

- Help 50 million children lead healthier lives;
- Help improve 30 million livelihoods in communities directly connected to the business; and
- Strive for zero environmental impact in its operations.

New for this year, the 2016 report looks at the linkages between Nestlé’s CSV approach and the 17 SDGs. The 2016 report was submitted for the Global Reporting Initiative’s (GRI) SDG Mapping Service.

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Toll Free No. : 1800 180 5129
It gives me immense pleasure in realising that 'CSR VISION' the pioneering initiative has completed FIVE YEARS of publication. The vision behind the publication of CSR VISION was to support the CSR & Sustainability movements in India, much before the Companies Act 2013 came into force making CSR mandatory. The vision of publishing India's first CSR monthly has become a reality only because of a divine grace. This is because, there have been many incidents around my CSR journey, which are not supported by logic or reasoning. Some of them include, while writing an article on CSR in 1997, when CSR was a little known subject, I wrote the last para with a forecasting – a prediction that CSR will be mandatory, which is; “After understanding the intricate relationships between CSR and the economic interests of a corporate entity, it can be said with conviction that a Socially Responsible Company does more good to its economic pursuits than the society. And the day is not far off, when Social Audits and Social Reporting will be mandatory.”

I am still not aware of any reason for me to predict in early 1997 that CSR will be mandatory in India. It was a flash of thought that passed through my mind during writing the last section and it was written. This prediction came true, when Section 135 of The Companies Act 2013 made Reporting of CSR activities mandatory. Even Social Audits have been made mandatory under the MGNREGA -2005.

Again, why did I get the opportunity, no one else, to draft the First Mandatory CSR Guidelines of the CPSEs (Central Public Sector Enterprises) in 2007 exactly after 10 years of prediction of the mandatory CSR and Social Audit laws in India. A bit of logic here that I had met, Dr. K.D.Tripathy, the then Joint Secretary for requesting to support the CSR CLUB that I had initiated to share CSR information and knowledge among member companies both public & Private companies. He appreciated my noble goals, but declined to advise CPSEs to join the CSR CLUB as it was not a government entity. But he seems to have remembered my interest and passion for CSR and experience in CSR Consulting work. Therefore, when the new Secretary took over and started formulating Guidelines for CPSEs, starting with Corporate Governance Guidelines and then CSR Guidelines, Dr. Tripathy remembered my interactions and felt that I was in an ideal position due to the work I had already done by that time, when CSR was a rarely heard term. Obviously, I was in a unique position, having published an article on CSR 10 years before 2007, having applied CSR principles in business consulting, had set up a CSR CLUB with one prominent CPSE member. Along with me, VISION FOUNDATION For Development Management (which was assigned the task for preparing the draft), founded by me was by that time a globally recognized development agency having been involved in policy research and advisory for most of the Ministries of Govt. of India and major UN agencies including The World Bank.

Thus began the journey of CSR Policy / Guideline preparation including the task of researching the suggestions received from various CPSEs on CSR. The brief from the DPE was to prepare a draft that should help CMDs of CPSEs be free from political interferences.

The draft was prepared and discussed internally among the top officials of the Department of Public Enterprises (DPE), feedback received, incorporated and finally the Secretary wanted to get a feedback from the users of the CSR Guidelines, the CPSEs. So the draft was presented to top CSR Heads / Directors / Executive Directors of CPSE along with key officials of relevant Ministries for their feedback before the draft is officially approved. The Draft CSR Guidelines was presented by me at SCOPE in a seminar organized by the Department of Public Enterprises at SCOPE, which was chaired by Secretary, DPE and the Chairman, SCOPE, attended by almost 40 officials from CPSEs and Ministries, SCOPE and allied agencies.

In the presentation, all the suggestions were accepted except that the CSR Heads of CPSEs to be a Director level officer. My logic behind this suggestion was that the CSR to gain ground in any management has to be strategically integrated with key business functions including HR, Marketing, Finance, Corp. Communications etc, and if the CSR head is not at a board level position, he would fail in getting the desired support that the subject deserves.

The point was appreciated, but the disagreement was on the ground that providing a Board level position will be too costly, not feasible for smaller CPSEs with limited CSR Budget. This was a genuine concern; therefore this point was kept on hold for an appropriate time in future.

The draft CSR Guideline presented in December 2007 and it waited almost two years till Mr. Bhaskar Chatterjee, joined as Secretary in December, 2009 and took keen interest in CSR. By that time I was impatient to wait further on my vision for CSR MOVEMENT that I visualized during the research for preparing. Due to long delay in CSR Guideline / policy of DPE, I had planned the India’s first National Conference on CSR in Delhi. Before launching the CSR conference, I met Mr. Chatterjee to brief him my role in CSR Guidelines, the plan to organize the CSR Conference and invite him to inaugurate as the Chief Guest. He readily agreed, not only to inaugurate, but also to support as a collaborator and write to all the CPSEs to participate in the workshop. Due to passionate support of Mr. Chatterjee, the
CPSEs participated in a big way, which was inaugurated by Mr. Chatterjee on 10th February, 2010 as the Chief Guest and Ms. Stuti Kakar, IAS, Addl Secretary, graced the workshop as Guest of Honour along with Dr. U.D.Choubey, DG, SCOPE and Mr. Arup Roy Choudhury, CMD, NBCc. The conference was a huge success, where the apprehensions of CPSEs about the impending CSR Guidelines were clarified by the Secretary. The quality of organization of the CSR Workshop inspired Mr. Chatterjee to let us organize the CSR Guidelines Launch Conference to be held shortly to be effective from 1st April, 2010.

I feel thankful to Mr. Chatterjee for making CSR MOVEMENT launched in India and helping me actualize the vision for CSR. As planned, CSR Guidelines-2010 of DPE was launched in the launch conference at Puri, Odisha on 9-10 July, 2010, which was organized by VISION CONSULTING, the Consulting outfit founded by me and registered with DPE as a training agency. Again this was a huge success, which was participated by all the top CPSSs.

By the launch of CSR Guidelines-2010 at Puri, the foundation of the CSR journey of VISION GROUP (VISION FOUNDATION For Development Management and VISION CONSULTING) and me as the professional was strongly laid. VISION FOUNDATION got involved in drafting the CSR Guidelines, VISION CONSULTING organized the conferences and I was the face of both as the founder & head. Based on this track record on CSR, I got a chance to work for the World Bank for drafting a strategy paper, focusing on the CSR trends, global & national and suggest the way forward, which added to the learnings during the CSR Guidelies preparations for DPE. After this, I had again the opportunity for drafting CSR Guidelines for the Ministry of Corporate Affairs for enabling companies adopt backward areas as a CSR programme. The draft seems to have been merged with the section 135 of the Companies Act, 2013.

On 11th July, 2010 at Puri, the day after completion of the two day launch conference, I had a detailed discussion with Mr. Bhaskar Chatterjee, Secretary, DPE about the future of CSR MOVEMENT in India and shared my vision along with action points, among which the first key action point was developing an infrastructure for CSR manpower to support implementation of CSR Guidelines in CPSEs. This action point demanded that we organize a national consultation in the form of a conference. He immediately agreed and suggested me that I prepare the concept paper for the conference and he would take care of the rest. He even suggested the conference to be held in Goa after the Puja holidays in November-December, 2010. This plan could not be executed as Mr. Chatterjee was on his last few months for retirement. 2010 ended without any CSR action by us and VISION CONSULTING organised the next CSR Workshop on 11 September, 2011 with sponsorship from few CPSEs, which was again huge success establishing a prominent position of VISION GROUP in Indian CSR space.

By this time, I was realizing that the entire CSR Space in India is dominated by a mindset of Ad-Hoc Charity, while the backbone of CSR Guidelines drafted by me was “Strategic CSR” and there is no exclusive media space to share knowledge and information on CSR & Sustainability. Again, in my draft CSR Guidelines submitted to DPE, I had submitted guidelines on CSR Planning, CSR Implementation and CSR Monitoring etc, which was not made a part of the approved CSR Guidelines 2010. I was sure that CPSEs will have problems in CSR implementation. Again, my articles published in Financial Express / Indian express was getting me good feedback indicating the need for exclusive CSR Media space.

Thus the idea of an exclusive CSR Media space germinated in my mind after the success of CSR Workshop in September, 2011. This dream finally materialized in May 2012 on the day of Akshaya Tritiya – one of the most auspicious day in Hindu Calender. The fact that the work for the making of Chariot of Lord Jagannath begins on this day, makes it more special. CSR VISION was launched with the blessings of Lord Jagannath on this auspicious day at the temple of Lord Jagannath, Delhi.

It feels that the Lord Jagannath is managing CSR VISION all these years in spite of all the usual challenges. But, at the end of five years, if I am asked to sum my experiences, I may say, professionally I am satisfied by laying a foundation for CSR MEDIA of India. But as a person, I am sad that Indian Companies are not growing up and spending CSR budget in an ad-hoc manner treating the CSR BUDGET as “ EXPENDITURE “ and failing to use CSR budget with a long-term, strategic manner treating CSR Budget as an “ INVESTMENT”. CSR is yet to be a part of the business strategy of Indian companies. However, with a optimistic note, I may say, India being a vast country, more time is needed to enable all stake holders to respond to the new law in an ideal way. It is also true that, change is a slow process. The present CSR scene is dominated by the noise of CSR AWARDS, not about Quality of CSR Planning, CSR Implementation & impact and overall CSR Management. Until and unless we improve the Quality of Management of this new domain of knowledge & practice, the potentials of this unique domain will not be actualized.

Policy making is not a one-time activity, it need be an ongoing process to support the change process that any policy initiates. The Department of Public Enterprises (DPE) had to modify the CSR Guidelines of 2010 in 2013, only after three years based on felt need. Its time for the Corporate Affairs Ministry to review the progress made by the country on CSR and initiate changes in the law.

CSR VISION has been working hard to make this change process as fast as possible and as easy as possible by providing relevant CSR knowledge and information at the earliest possible time. It is expected that the business leaders to be proactive and engage with CSR with the passion that it deserves and treat CSR as an investment, not as an expenditure.◆
Newly appointed CMD committed to internalize CSR

BEML
Deepak Kumar Hota
CMD, BEML

Companies can benefit from CSR laws through strategic integration of CSR with business

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Irresponsible politics blatantly visible

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Mahanadi Coalfields Limited
Lots done, more to do

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Incredible India demands
Responsible India

Corporate India Faces
CHALLENGE OF
CHANGE

Corporate Social Responsibility
Sustainable Business & Society

Revised Guidelines
- CSR – Sustainability

Jyothy Laboratories Ltd
Leader’s vision influenced CSR internalisation

Cochin Shipyard Limited
Taking CSR to New Heights

RICOH
Sustainability enshrined
Business Model

UNION BUDGET & SUSTAINABILITY
Budget should focus on Sustainable Development
and not limited to Social Security
CSR VISION – empowering CSR and sustainability is published as a pioneering initiative with a vision to support the CSR and Sustainability movements in India, much before CSR became mandatory under law. The vision is supported by a mission of sharing CSR knowledge and disseminating information on CSR practices.

In pursuance of this vision and mission the very first year of CSR VISION made an effort to generate awareness about CSR knowledge and promoting best practices on CSR in public and private sector companies.

WHY CSR VISION?
Sustainability movement induced by the changes happening in the world around us, wrt; global poverty, climate change and global terrorism, has called upon the corporate sector to play a pro-active role and conduct their businesses in a socially and environmentally responsible manner. The corporate sector, all over the world is responding positively and committing itself to do business with responsibility towards Society & Environment, leading to a global movement, called CORPORATE SOCIAL RESPONSIBILITY (CSR) & SUSTAINABILITY MOVEMENT. CSR practices are linked to Environmental, Social and Governance (ESG) practises, which influences the sustainability of Business and Society as an integrated system.

LEADING FIFTH YEAR : 2016
CSR VISION started its publication in May 2012, two years before the mandatory CSR law came into force. Thus, clearing the way for a movement on CSR and Sustainability. The movement was duly validating the vision behind the CSR VISION. The journey started with a passion for leading and supporting movement in India backed by experience of drafting CSR polices for Government of India and the World Bank.

The experience of first successful four years may be summed up as laying a foundation of CSR media to support

“A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place.”
— Philip Kotler, Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause

Importance of CSR

- The importance of CSR increases with globalization as both investors and customers have become very sensitive to societal and environmental issues.

- CSR helps business organisations to:
  - Impulse their relationship with local communities.
  - Increase the branding of the organisation.
  - Building a good corporate image for themselves.

- CSR minimises the negative impact of business activities and create wealth and value for shareholders and community as a whole.

It’s been three years of my association with CSR VISION magazine as a reader, CSR VISION is a small part of my life because unlike other magazine it don’t publish same genre of news or stories. I wish CSR VISION team a big congrats and appreciation. Keep us motivating like this!

Rindu Kashyap, Credit Co-ordinator (BOB)

Heartiest congratulation! to the team of CSR VISION for their successful completion of five glorious years. Keep it up like this. I wish them good luck and best wishes and many more achievements.

Divyanshu Bharti, Student

A Great Congratulation to the team of CSR VISION for completing the journey of 5 years in CSR region....! I have been a regular reader of your magazine, it encompasses different topics either it’s about social welfare or environmental conservation. Even it girded about Elder Abuse which is just a repercussion of society being immoral. Keep elevating more wider and sensitive topics like this to make people more conscious.

Vidya Bharti, Student

Holding on to the principles and sustaining expectations all along, requires the RIGHT mix of dedication and enthusiasm. Congratulations, CSR VISION for completing 5 glorious years while keeping it all RIGHT. These years reflect the potential and hard work you all have put into. The effort is always worth appreciation. Keep going on and all the best for future!

Pranjal Bhaskar, Software Er.
The business of business should not be about money. It should be about responsibility. It should be about public good, not private greed

— Anita Roddick

The first year of CSR VISION, 2012 received overwhelming support from the readers for the initiative and compliments from Government, specifically the Ministry of Corporate Affairs, which appreciated the effort of CSR VISION in filling a long felt gap in the business/corporate magazine segment.

Thus, CSR VISION created a milestone by its very presence with the range of contents on a subject, which is mostly confused and more so being published every month. It focused on the needs of the readers in an emerging CSR space in India. It was a huge challenge for majority of readers in 2012 to comprehend CSR, therefore CSR VISION used the Cover Story and Cover Page as strategic tool to convey the key messages to the target group and tried to provide them the relevant knowledge and information. In the initial year editorial team gave importance to CSR Knowledge which was fundamental and essential for Companies. Cover Stories on “CSR Communication”, “CSR Collaboration”, “Linking CSR with HR”, “Corporate Communication and Marketing” and “Corporate – Community Bridge” etc were published to promote awareness about CSR knowledge. Then CSR VISION covered companies those embraced CSR whole heartedly and worked on it with a good amount of enthusiasm like Lanco Group, CONCOR, Canon India, etc. covering CSR related News and article of India and abroad, work done under CSR were also covered to get our readers close to CSR domain.

CSR movement in India. This experience of four years led to identification and addressing fundamental social economic challenges through CSR such as Fake Medicine and Elder Abuse etc. These issues are too deep rooted, in need of wider awareness and sensitization to induce correction. The year 2016 has been eventful in this regard of innovation constructive action in area of fundamental developmental challenges. The issue wise journey during the fifth year is summarised below.

The cover story of the first issue of the fourth year was ALIMCO who has come a long way since then; from an Army Outfit, to a government system led production facility for...
YEARS 2013...

The second year strengthened the foundation laid by CSR VISION in first year. Along with cover stories of companies and targeting social issues, this year the editorial team decided to work particularly on CSR and Sustainability theme “Managing Environmental Bottom Line”, “CSR in Coal mining Industry”, “Tourism as a CSR domain - Incredible India demands responsible India”, “Can responsible business be ethical”, “Wellness–an ideal CSR Domain”.

“SAIL and Indian Institute of Corporate Affairs – dawn of an era” are the two major corporate stories covered in the year 2013.

Steel Authority of India Limited is not just a public sector undertaking or one of the seven Central Public Sector Enterprise (CPSEs) of India with Maharana Status. It is a part of India’s political and economic history having its roots in the formative years of an emerging nation – India and has played a key role in building India’s modern infrastructure. The leadership commitment of Community Developed at SAIL is a trend, which needs to be respected.

Covering Indian Institute of Corporate affairs (IICA) by CSR VISION in November 2013 took our content selection to higher level. With the title “Dawn of a new era as IICA, Indian Institute of Corporate Affairs has played a key role in drafting section 135 (which deals in CSR) of the Companies’ Act 2013. IICA is also assigned the task of preparing an enabling environment for implementation of the section 135, thereby playing a key role in laying a foundation for this new era of mandatory CSR.

To conclude the year 2013 marked as the historic year as CSR law got enacted and came into force. CSR VISION became a powerful media space for promotion of the CSR law.

CSR spending on environment, women empowerment declined in 2015-16

The Corporate Social Responsibility (CSR) expenditure of corporate India continues to see a bias towards health, poverty, sanitation and education related activities, which take up almost 63 per cent of the Rs 9,822 crore total CSR spend in the country.

The government data put out in Parliament shows decline in funding related to environment, women empowerment and slum development. The total spend on these accounted for only 11 per cent of the total CSR expenditure in 2015-16, as compared to almost 19 per cent in 2014-15.

For instance, expenditure on category related to slum area development in 2015-16 was just Rs 9 crore, a far cry from Rs 123 crore spent last year.

Initiatives related to encouraging sports, art and culture and contributions to the Clean Ganga fund also seem to have lost sheen. 

Source –The Economic Times
Fake medicines market forms a big portion of India's domestic drug market, and it is one of the highest growing markets in the country. CSR VISION always focuses on issues which were not addressed by others. The cover story of July was on FAKE MEDICINES with the title “Fake Medicine Kills! All Over The World. Do You Want To Die? Brand Owners Need Be Responsible. One takes medicine to live, not to die. But in India, lakhs of people die taking medicine, which is fake and abundantly available in the market.

One can take poor quality food, if one is dying out of hunger, but will anyone take fake medicine, even if one is dying. Still, crores of people all over the world take poor quality medicine, containing less than desired doses of medicine and even completely fake medicine containing no medicine at all, but spurious material including distilled water.

YEAR : 2014...

2014 was the year for giving recognition to all those companies, involved in CSR and Sustainability with passion. ALIMCO was selected in this segment as an ideal CSR partner for corporate India. The Kanpur based public sector Company under the Ministry of Social Justice and Empowerment, ALIMCO is committed to design, manufacture and supply of quality rehabilitation aids & appliances for orthopedically, visually & hearing impaired persons at reasonable cost to the entire satisfaction of the customers / impaired persons through continual improvement in design, process & technology adhering statutory and regulatory requirements. Organising camps in their areas for distributing aids and appliances to all needy disable persons to stand for them.

Few more companies were covered in the third year like EdCIL, EGIS. Schneider India, SJVN, GVK, APOLLO TYRES, JYOTHI LABORATORIES etc. Being a small PSU, Educational Consultants India Limited (EdCIL) used 3% of Company’s profit under CSR when it was supposed to be 2% according to law. Having established credentials in Education Sector for providing quality services at a reasonable cost, EdCIL has diversified in the other areas of Social Sector (Health, Agriculture and Rural Development) and has been accepted as a preferred organisation for undertaking consultancy assignments. GVK is one of the most renowned infrastructure company better known for social engagement through many activities.

JYOTHI LABORATORIES entered the backward areas of states like Kerala, West Bengal and Assam for tax breaks but eventually got deeply involved in the upliftment of the remote villages which were devoid of basic amenities like medical, education, sanitation and utility. Each of these State Governments acknowledges the efforts of JYOTHI LABORATORIES in not only raising the living standards of the people but also making them self-sufficient and productive personalities.

APOLLO Tyres has adopted CSR as a part of its business in 2000 much before the mandatory CSR era. APOLLO focussed on health, environment and community. The biggest achievement was taking initiative for spreading awareness and prevention of HIV-AIDS. The company believes that if undertaken in the right spirit and process, social initiatives can be a long term risk mitigator and help manage key business and operational challenges. This framework clearly revolves around the principle of 3 I’s i.e. Involve, Influence and Impact stakeholders.
water, dirty water, chalk powder, soil etc to match the look of the original medicine. Obviously, they die or suffer from further complications. As per reports, millions of people are dying all over the world including India. The counterfeit drug industry is estimated to be worth $200 billion a year and has been defined as the “The crime of the 21st century” (ACG Report 2003). INTERPOL reportedly estimated that, while more than 65,000 people were killed in over 40 years in transnational terrorist incidents, the estimates of deaths caused by fake medicines range from tens of thousands to hundreds of thousands annually. According to INTERPOL, large sums of money are involved with these transnational criminal enterprises. Fake drug makers, who run this deadly trade undercover, use sophisticated tools and technologies and are well equipped to operate stealthily. A recent New York Times article points to India as one of the countries at the forefront of the problem, selling fake drugs locally and online to unsuspecting consumers worldwide.

Unfortunately, in India, no one seems to care, neither the company’s manufacturing the brands of medicine, which are being faked, duplicated to cheat and kill the consumer to make easy money in the name of their brand, nor the Government, expected to ensure delivery of safe medicines.

Nearly 400 companies together shelled out about Rs 5,857 crore towards corporate social responsibility (CSR) activities in two years. Under the Companies Act, 2013, a certain class of profitable companies is required to spend at least 2 per cent of their three-year annual average net profit towards CSR works in a fiscal. The norm came into effect on April 1, 2014.

An assessment of CSR expenditure of 172 companies indicates that these firms spent Rs 3,360 crore in 2015-16 against the mandated Rs 2,660 crore on such activities, Minister of State for Corporate Affairs Arjun Ram Meghwal said in a written reply to the Rajya Sabha. In 2014-15, 226 companies spent a total of Rs 2,497 crore, less than the mandated amount of Rs 3,499 crore, on CSR activities.

Source – The Economic Times

I congratulate to CSR VISION for the fifth Annual issue and also would like to request you to give attention to the remotest areas of India where CSR awareness is much needed.

Anjali, Student

I have been reading CSR Vision since its first issue and find it incredibly useful. With every other issue, I find the content excellent - a terrific read. I always make time to read it and usually save back copies. Keep up the good work.

Anuradha, Researcher

I wish great success and infinite reach of these quality information and knowledge through this best medium as CSR VISION magazine. I also wish those all team members of CSR VISION, who give their best to make this product the best!

Aman, Student

I am very happy to know that, CSR VISION has completed its 5th year. People associated with CSR VISION should feel proud. I too, feel proud to associate with this mission from the beginning. As we have got an honour to publish nation first print magazine on CSR & Sustainability, this is our duty to sustain and take the credibility of this magazine on top. I specially thank the editor in chief of this magazine, Prof Ranjan Mohapatra to come out with such product which is not just a medium of communication but also update us with all CSR happening.

Vikas, Former member of CSR VISION

If you can shift your thinking away from merely selling and into building trust instead, even if it costs you a few bucks in profit, you’ll begin to see opportunities you never imagined once you understand what it means to ‘wow’ that customer by giving them more than they expected!

— Chris Zane, Business Owner and Author

“A business that makes nothing but money is a poor business.”

Henry Ford
Why should you ADVERTISE in CSR VISION?

It improves the impact of:

1. Advertising Budget
2. Corporate Communication Budget
3. HR & Training Budget

Combined Impact
The year 2015 was a year of providing the readers new possibilities, generally not thought of as CSR activity? The June 2015 issue of CSR VISION published its cover story with the titled “Responsible Policing – a potential CSR domain”, normally considered as a domain, beyond CSR. The main objective of this cover story was to generate awareness among corporates about possible initiatives they can take for promoting responsible policing under CSR. CSR VISION also proposes GOI to consider inclusion of Responsible Policing in schedule VII of Company’s act.

RICOH – a Japanese MNC in IT products and services where sustainability is a part of its DNA, was on our July, 2015 cover story. It was selected with the objective of sharing with our readers about the business potentials of sustainability oriented products and services. Month of August 2015 would have been incomplete without devoting the issue to “The Missile Man of India – Dr Avul Pakir Jainulabdeen Abdul Kalam” – a legend, a modern Rishi. India rarely has any politician, even a President or scientist whose sudden demise made almost the entire India shed tears. He also led a frugal life, which was reflected during his stay in the stately Rashtrapati Bhavan.

In the month of August, 2015, India witnessed a stormy session of the Parliament where the entire session was washed out due to determined effort of oppositions parties who demanded the resignation of two CM’s and one Cabinet Minister. CSR VISION with the title “Responsible Business needs Responsible Parliament” in September, 2015 issue urged all political parties to have a collaborative and consultative process in the Parliament and allow the Parliament to function, to debate and to legislate and support the passing of important legislations like GST and Land Acquisition Bill, crucial for the country. October, 2015 issue focussed on Sports as a potential area, where companies can adopt activities for promotion of sports under CSR. With the title “CSR and Sports – everyone must play”, explains Sports not only benefits health, character building of individual but also benefits nation by community development. CSR VISION believes that the Companies under CSR can build a sporting culture in India by promoting Sport among the citizens.

The December 2015 issue was with a cover story on “Rule of Law – CSR justice” or “Rule of Law” is an essential tool for development. Sustainable development, human rights and access to justice”. Article 14 of the Constitution ensures for Equality before law and states that “The state shall not deny any person equality before the law or the equal protection of the laws within the territory of India”. The December 2015 issue was with a cover story on “Political CSR - the emerging global trend”.

January 2016, CSR VISION promises its readers to deliver the best through its content. The first month of the year and the first issue of 2016 covered an Indian PSU that has grown leaps and bounds in terms of profitability and CSR – Western Coalfields Limited. It has adopted CSR as a strategic tool for sustainable growth. The Company has prepared its CSR VISION 2020 for carrying out future CSR activities and prepared a timeline for it. All these make WCL a great story for CSR VISION. In the month of February, 2016 the editorial team decided to connect CSR with environmental challenges primarily ‘Climate Change’. Challenging the abilities of the leaders of both developed and developing countries. CSR VISION urges Indian Companies to innovate and find out methods of developing environment friendly products, services for satisfying the consumer needs and wants, while innovating to develop environment friendly process for producing products at low cost.

February and March, 2016 may be remembered as “Politics in University”. The JNU episode over anti national slogans shows that one’s love towards their own country is dwindling. CSR VISION believes that it is an urgent call of the country to promote patriotic feeling among its citizens. And the best way is to make them feel proud of their country. With the title “Promoting Patriotic Culture – essential CSR Activity for India Today” was the topic of Cover Story of March 2016. The month of April, 2016 was with the cover story on MACCAFERRI, an 135 year old Multi National Company providing innovative engineering solutions for environmental sustainability with the title “MACCAFERRI offers Environmental Solutions, India needs. The mission of MACCAFERRI is to become a leading international provider of advanced solutions to the civil, geotechnical and environmental.
to the consumer and control illegal manufacturing and sale of fake medicine. Primarily, it is the TRUST developed by the brands, which makes the consumer buy the medicine, therefore the brand owners have a primary responsibility to protect the consumer.

Thus, we all are prone to death due to fake medicine, in addition to many other calamities. BE AWARE, FAKE MEDICINES ARE AROUND TO KILL.

The month of August 2016 of CSR VISION was with the cover story on ESSCI (Electronics Sector Skills Council of India), Passionate leadership committed to make an impact

Skilling Indian youth, the dream of Prime Minister Modi is in its path of fruition through a huge national infrastructure headed by the Ministry for Skill Development & Entrepreneurship (MSDE) and led by Sector Skill Councils on the ground. Among the sector skill councils, Electronics Sector Skills Council of India (ESSCI) is a prominent one, as the electronics industry has huge growth potentials in India markets as well as export markets. Electronics touches almost every aspect of our lives today; therefore the skill requirement is obvious. Appropriately so, the Policy for Electronics 2011 envisages an ambitious growth of the electronics industry to 400 billion USD from the current 68 Billion USD and expects to attract 100 Billion USD in investments, achieve net zero import, create a market of 50 Billion USD for higher-end electronics and design and to create 28 million jobs for the manufacturing and electronics services sector in the country. This target obviously demands a robust skill sector to support the planned growth targets of the industry. Though, Electronics Sector Skills Council has gained a strong foothold in the industry it has to go miles to achieve its goal. At this juncture, there is a win-win opportunity for both ESSCI and

To build and sustain brands people love and trust, one must focus—not only on today but also on tomorrow. It’s not easy...but balancing the short and long term is key to delivering sustainable, profitable growth—growth that is good for our shareholders but also good for our consumers, our employees, our business partners, the communities where we live and work, and the planet we inhabit.

— Irene B. Rosenfeld, CEO Kraft

Congratulations on producing a high quality magazine on different segments, bulging with interesting content and a ‘must read’ for people like me. CSR Vision always includes a mix of relevant and up to date features covering the width of our print and online interests. Well-written by strong contributors and thought provoking, it gets the relevance of magazines in a digital age where the role of the editor in providing longer form articles plays to the strength of print as a “sit back” medium.”

Atul Mishra, Consulting Editor Media Reacher, DD News, New Delhi

Thank you so much for putting out such a fabulous magazine. We can say that this is the best magazine ever, I am a regular reader of this magazine and ready for next issue. I really appreciate all those beings that are associated with CSR VISION.

Arjun Negi, Himachal

CSR VISION has established itself as an elite magazine with many innovative and eye opening stories. Congratulations to the team for the selection of stories and themes.

Nimisha Saikia, Assam

The CSR umbrella is huge and crowded, CSR VISION defines every news of CSR in a very smart way. From highlighting any company with their CSR initiatives, covering news from both national and international level, to sharing stories of individual effort or group effort to bring a change to the society through CSR or beyond.

Samrat Singh, Chandigarh
the CSR eligible corporate both in public and private sector, where CSR eligible companies get a credible and competent CSR implementing partner and ESSCI get funding support that it needs to achieve its ambitious targets. It may be said that ESSCI has the right credentials to establish itself in the growing CSR domain in India. It has taken first few key steps, establishing its credentials in the country. ESSCI has started making the right noise, at the right time, at the right places. It is only a matter of time ESSCI consolidates its position in the CSR space in India. It only has to keep moving in the direction it has started out with. CSR eligible companies will soon find out ESSCI as an ideal CSR implementation partner.

The fifth issue of the fourth year came out with a cover story on BEML limited (formerly Bharat Earth Movers Limited) is a prominent Bangalore based PSU active in manufacturing and supplying equipment’s to core sections of the economy including mining and construction, defence and aerospace, rail and metro, apart from export activities. Typical of an engineering company with four manufacturing units, the CSR activities are centered on in this manufacturing units. BEML established before 50 years and involved in a public sector environment which are adapting to the provision of the mandatory CSR law. In this process of adapting CSR as a strategic CSR process from the social welfare orientation of public sector, the role of CMD is extremely crucial.

The October 2016 cover story on Strategic & Transformative CSR- For Empowering CSR Movement. It was felt essential to do a story on this topic to generate awareness among all stakeholders of CSR in India. The issue aims to invite all corporate leaders to involve themselves in solving National problems to make a difference while benefitting their personal interest. “CSR is essentially a strategic response of business to the changing expectations of stakeholders” as said by Prof Ranjan Mohapatra, Chairman Vision Foundation. Profile and expectation of stakeholders change over time. Thus in the Era of Responsibility and the presence of informed stakeholders, the business benefits are expected to come through social and environmental benefits. Therefore it is wise for businesses to look for their business benefits through social and environmental benefits with at the micro level and also at the macro level. While strategic CSR at the micro level will benefit business along with micro-level social and environmental benefits, the macro level CSR initiatives can promote transformative solutions to societal and environmental problems - benefitting the business in a big way. For example, a mining company providing free education and health facilities to win the trust leading to disruption free mining is an example of strategic micro level CSR. Another company like GVK developed a technology based ambulance system to ensure emergency medical support to ensure emergency medical support to people in remotest part of the country in 15 minutes (urban areas) and 25 minutes (rural areas), serving 25000 emergencies per day which is an example of transformative CSR. Today the country need corporate leaders to involve themselves in solving macro level problems that may include challenges in governance, corruption, and similar other challenges and to work with government an equal partners applying their professional competence and commitment for making a difference.

The November issue carried a Cover Story on Formulating CSR Strategy as a supplementary to the October 2016 issue on Strategic CSR. This story talks about a real challenge of limited leadership commitment. The invisibility of Corporate Leaders in addressing national challenges may be social or environmental speaks of the level of commitment of Corporate Leaders even in the era of mandatory CSR. Today the country need corporate leaders to involve themselves in solving macro level problems that may include challenges in governance, corruption, and similar other challenges and to work with government an equal partners applying their professional competence and commitment for making a difference.

Ratan Tata “A lot of money is less effectively used than it could be because an organisation has not done enough research. Today, a large amount of philanthropy in India is deployed in traditional forms like building a temple or a hospital. India has to move into a more sophisticated form of philanthropy that is designed to make a difference rather than building edifices.” I think many CEOs would say that they are doing it [CSR] because it is required. But if we can get even a small number committed to make a difference, I think we will get projects that will be showcases of what one can do with such funds.”

— Ratan Tata
In the month of December, CSR VISION covers South Eastern Coalfields Limited, a mini ratna Mining Company with operations in 6 districts of Chhattisgarh and 3 districts of Madhya Pradesh. Since inception, it had an impressive record of surpassing its own production figures, creating new bench mark for coal production, every year. Coal companies are generally prone to community resistance for undertaking mining activities. Therefore CSR is an important tool in the hands of Coal Companies for mitigating potential community resistance. SECL seems to be undertaking CSR sincerely with a genuine intent. CMD Mr. Reddy as a true visionary has been focusing on CSR as a catalytic tool in his hands for achieving societal goals which by default supports the achievements of corporate goals.

During financial Year 2015-16, SECL produced 137.93 Million Tons of Coal, thus registering a growth of 7.52 % over last year. It holds a colossal position in the Indian coal mining sector with an estimated geological coal reserve of 63,014.83 million tons in its command area as on 1.04.2015, which is more than 20 % of the total geological coal reserves in India. SECL is committed to making an impact on the social and environmental parameters relevant to its operations. However, there are immense possibilities for energizing SECL team through involvement of the employees in CSR activities. This can help both, the social development parameters while improving the employee productivity through increase in motivation level.

The month of December and January may be remembered as ‘demonetisation’. There is too much political heat in the country in the name of demonetization. Prime Minister Narendra Modi’s decision to ban high-value banknotes as part of efforts to stamp out corruption will have a profound and positive impact on India’s economy. So the CSR VISION covered Demonetisation in the January issue with the title “Responsible Politics Vs Black Money Control”.

CSR Vision has become an encyclopedia of CSR domain, well researched and beautifully articulated.

Tanmay Choudhry

In an age where it seems all news has become tabloid, the CSR VISION stands out as one of the most professional and comprehensive magazine. Here’s how it works; open it up and go through the prominent Editor-in-Chief. Then you run through the pretty detailed table of contents. Next up is news briefs, in case you haven’t been keeping up with the major CSR news. Then, some editorials on the main subjects of the current issue. In terms of editorial style, I find the CSR VISION is quite palatable.

Deepa Chikara, Ghaziabad

CSR VISION consistently impressive standards and high-quality of content mean its worth taking up every issue. It is always a pleasure to see the coverage of events and initiatives amongst such esteemed company.

Parth Borkotoky, Assam

I not only hope but I am very much confident that CSR Vision will bridge the gap, and also will help to minimize the economic inequality ratio in India as well.

Hema Rawat, Uttar Pradesh

CSR PEOPLE; if you haven’t discovered CSR VISION magazine, you’re missing out required reading – thoughtful and beautiful.

Nkita DEY, Kolkatta

CSR Vision is the best magazine to showcase business and political affairs in the context of society. Political CSR is something that is new which is still unexpected in India. Its language is crispy and comprehensible for everyone.

Kiran, Uttarakhand
money and demonetization to control the black money. Black Money control was a major electoral promise of BJP to score political points against congress, which was loaded with number of corruption scams including 2G, Chopper Gate, Coal Gate etc Prime Minister Modi was being taunted for not acting on his promise to bring back black money from foreign banks hidden by corrupt Indians and put them in the accounts of every Indian.

Now, in a country with multi-party democracy, where each political party more bothered about its survival and growth than the interest of the country. The defeated political parties now in opposition are more focused on pulling the Government down by questioning its decisions and initiatives. Even if, in private they would agree to the decision of the Government. The question to the government to prove that there was any surgical strike in Pakistan speaks for itself. Knowing very well those Indian Army official statements can’t be questioned and questioning Indian Army, you are damaging the credibility of Indian Army and giving an opportunity to Pakistan to feel empowered in its perennial act of falsehood. In this backdrop, the decision to Demonetization 500 and 1000 notes on 8 November 2016 is an extremely bold decision beyond the imagination of any opposition party. So the opposition started opposing demonetization. In this case, the opposition was more severe as their own black money was going down the drain in front of their eyes. This helplessness is obviously getting converted into anger as evident in the language and tone of attack by opposition leaders, even attacking Prime Minister Modi personally, bringing the standard of politics to a new low.

February 2017 issue covered the CSR activities of Mahanadi Coalfields Limited (MCL). MCL is a premier public sector unit in Odisha with highest CSR budgets in comparison to other PSU’s in Odisha. It is headquarter at Burla in Sambalpur district of western Odisha, an underdeveloped area. Therefore the high expectation of the people of Odisha in general and western Odisha in particular is obvious. In addition to this the communities of the area affected by the mining activities expect a larger share of benefits. Mahanadi Coalfields Ltd (MCL) is a subsidiary Company of Coal India Limited, and the largest coal producing and profit making company in India having “Mini Ratna” status of Government of India with effect from 15 March 2007. MCL is operating in the State of Odisha, with its Corporate Hq at Burla, Sambalpur District. There are Two Coalfields namely Talcher Coalfield and Ib- Valley Coalfield. Talcher Coalfield is located in Angul District at about 200 km from the MCL, HQ and 150 Km from State Capital Bhubaneswar. Ib- Valley Coalfield is located in Jharsuguda and Sundergarh Districts about 80 kms to 130 kms from MCL, HQ.

MCL has achieved highest ever 137.901 Million Tonnes (MTe) of coal during the year 2015-16 against previous year’s production of 121.379 Mte, registering a growth of 13.61%. Off-take of coal during the year 2015-16 was 140.234 MTe.
I like the Editor-in-Chief and Leadership Tips of CSR VISION. They are quite inspiring. Every manager must try to imbibe them.

Sanjay Kumar, Pune

Dear CSR Vision Team,

We are delighted and glad to hear that your magazine has completed 5 successful years, and it is indeed a matter of joy. It is with great pleasure we congratulate you on this success, it is a testimony of everyone’s hard work and dedication.

Today, your magazine is one among the top circulating magazines in the country in CSR sector. The credit goes to everyone in your team. We admire you and your team, for aiding the magazine accomplish this feat. We hope the magazine continues to grow from strength to strength to reach greater heights in future, and provides insightful content to its passionate readers as it has been doing with each passing day.

The Akshaya Patra Foundation

CSR Vision justifies the CSR domain in a strategic way, covering all the aspect of news and also motiving the ones to do their bit to the society.

Rohit, Delhi

Against previous years off take of 123.003 Mte With a growth of 14.01%. MCL has achieved all-time high Gross Sale Value of Rs 20599.85 (Including STC) against the previous year’s Gross Sale value of Rs 15693.71 Crore registering a growth of 31.26%The Profit before Tax (PBT) for the year under review was Rs 6260.43 Crore against previous year’s PBT of Rs 5314.24 Crore. The profit after Tax (PAT) for the year under the review was Rs 4184.74 Crore against last year’s PAT of Rs 3554.10 Crore. Thus it may be said that MCL has done a lot, more to be done by integrating CSR processes with the entire organisation processes specifically the employees.

The eleventh issue of CSR VISION, 2016 covered the CSR activities of JAKSON Group, a prominent family owned business registered in 1947 as an electrical trading company. It has come a long way and established itself as a leader in Indian power industry. As per PwC’s Family Business Survey 2012-13, 78% of Indian family enterprises support various community initiatives. Rightly so, Jakson Group has been involved in supporting various community activities since long. Sameer Gupta, CMD is personally committed to charity inspired by his life experiences. The mandatory CSR law under section 135 of The Companies Act 2013 has induced the JAKSON to shift from a Charity Mode to CSR mode. Jakson Group is an integrated power solutions company offering a range of products and services that help customers effectively meet their diverse needs in a safe and sustainable manner. The company is driven by its core values of building enduring relationships and its vision to be a trendsetter in energy solutions. JAKSON operates three key market facing businesses – Powergen & Distribution, Solar and EPC Contracting & Defence. The diverse energy solutions portfolio ensures that their customers remain at the forefront, now and into the future. The group has an extensive presence in India with 2000 employees, 4 manufacturing facilities, 1 Global Training Centre, 22 Sales Offices, 2 Service centers and a wide network of channel partners and dealers. The group has also made investments in other sectors like hospitality and education

A special story - “Elder Abuse” was the cover story of April issue. Elder Abuse is a serious problem hiding under the carpet like a bomb to explode. India needs to act fast. No Indian can think of disrespecting any God, leave aside abusing them. But, unfortunately the trend of abusing elders considered more respectable than god, is increasing. Respecting elders is a fundamental pillar of Indian civilization and culture, like fundamental rights of the Constitution. Elder abuse is therefore weakening the foundation of Indian civilization and culture which obviously leads to a darker future. The huge youth population considered to be demographic dividend in favour of India will become a demographic liability in a few decades if the trend of Elder Abuse is not controlled. The Hon’ble Prime Minister of India, Shri Narendra Modi may have presented a role model of respect to elders and parents by touching the feet of his mother, but there is a huge challenge of this ideal being practiced in every household. The breaking of family systems and dwindling family values need be resurrected. The veracity of this challenge need be comprehended and all potential contributors need to act. The government programmes has not delivered the desired results. This confirms that more innovative and aggressive efforts are needed which can come from Corporate Houses under their CSR.

To summarise the above journey of CSR VISION - the first and most respected CSR publication in India. It may be said that CSR VISION has laid a good foundation for CSR media in India. It has supported the CSR movement in its initial years and promoted strategic CSR approach for making Corporate and Community work together as win-win partners. CSR movement in India is challenged by history of adhoc charity through sustained campaign for strategic & transformatory CSR. Therefore it will take long for establishing strategic and transformatory CSR approach in Indian CSR space, primarily because change is a slow process. However it will be our effort to engage corporate leaders and policy makers to move fast in this direction of change. So ‘Miles to Go!’
Youth Participation for a Representative Democracy

Dr. Bhagbanprakash (Senior Advisor), India International Institute of Democracy and Election Management (IIIDEM) Election Commission of India

On 18th December’2009, the United Nations General Assembly adopted a Resolution (A/Res/64/134) proclaiming the year 2010 – 2011 as the International Year of the Youth (IYY) for the second time in 25 years. The first IYY was in the year 1985 subsequent to which India had piloted its first National Youth Policy and created a separate Ministry dedicated to the youth. The country also had its youngest Prime Minister during this period, who had taken the first initiative for enacting a National Youth Policy.

While the banner theme of the first IYY was three dimensional, i.e., Participation, Development and Peace, the second IYY focus was two dimensional i.e. –Dialogue and Mutual understanding. The three key objectives of the second IYY were to:
(i) Create awareness and commitment,
(ii) Mobilize and engage in increasing youth participation and partnerships and
(iii) Connect and build bridges among different sections of youth for social cohesion.

The agreed slogan on this 25th Anniversary year of the IYY was – “Our Year, Our Voice”. India’s National Youth Policy, 2003, recognizes the need for developing among youth “qualities of citizenship” (4.2) and “effective participation” of youth in “decision making processes (5.1). Thus the best and manifest indicator of their voice and choice is through effective participation, which implies that they turn up in large number at the polling booths and use this empowering instrument and medium to register and articulate their voice and views on public affairs.

The 21st century India of today is blessed with half a billion strong mega young generation of hope and it is time for putting them at the top of democracy promotion and electoral participation. About 42% of youth in the country are in the age group of 13 to 35 and the number is growing. It is estimated that by 2025 India will be the youngest nation of the world as an average Indian will be only 29 years old by that time. Bulk of the increase in the country’s working age population will be in the relatively younger age group of 20-35 (Economic Survey, 2011-2012). The emerging demographic scenario would also influence the democratic profile of the country.

If elections and voting are connected by an umbilical cord the youth are its organic base and life line. Together they help in the emergence of a responsive moral society that avoids coercion and force in decision making, codifying values and norms into laws, reiterating the primacy and privacy of individual voters and building a strong linkage with human development. Elections are also the epicenter of the democracy universe. Yet election by itself cannot ensure democracy. Therefore, we need to strengthen the four basic pillars or principles on which democracy rests. These are: popular control, political equality of all citizens, constitutional government and individual freedom. Multi-party elections and Voting is the process guided by these principles that empowers the citizens and ensures lasting peace. This process enables citizens to choose their own leaders from time to time and determine their own destiny. Elections lose relevance without voters.

Soon after independence and since 1952, general elections in India, both at national and state level, continue to be the largest democratic exercise and experiment in the world, providing access to eligible voters to exercise their choice and voice in a free, fair, peaceful environment facilitating peaceful change of power. Youth voters have been a major stakeholder in this process. Electoral democracy of various hues also continues to be the subject of political theory and science, the young students study, debate and discuss with their teachers in class rooms and campus. Voting is practicing this knowledge in the real field of action completing the KABP chain. It provides the first opportunity to the young people to break the long years of role
of youth participation is not reflected in the age profile of Parliament and Legislatures. A report says with just 53% of its members under the age of 55, the 16th Lok Sabha has become India's oldest ever. India's parliament has been growing steadily older over time, as the data compiled by PRS Legislative Research and shared with The Hindu, shows. It says there are just 71 new MPs who are under the age of 40 and another 216 are under the age of 55. In comparison, 212 members are between 56 and 70, and another 41 are over 70. In comparison, the first two Lok Sabhas had the highest proportion of young MPs under the age of 40.

In order to reverse this trend, a historic attempt was made in 1988 when the 61st Constitutional Amendment Act, was passed in Parliament lowering the minimum age of voting from 21 to 18, which came into effect in March, 1989. This important piece of legislation, since then, has been transforming millions of young Indians from passive subjects to active citizens but has not succeeded in influencing the corresponding age profile in the Parliament.

The attitude of this segment of the population towards democracy would determine the relevance of our adult franchise system. Now, demands are growing to further reduce the voting age down to 16 years in view of rapid maturing of the young people in a knowledge and information society fuelled by the impact of globalization.

The future of democracy in India would depend on the degree and extent of youth participation in the electoral process and youth representation in the decision making structures and it is in the fitness of things that a demographically younger country should be represented by a younger leadership. For that to happen, the waiting queue of young voters at the polling booths has to be longer than other age groups. Proactive participation of youth always contributes to both social change sustainability of democracy. It also confirms legitimacy of electoral process and elected representatives. The 18 year old youth voters would not vote on their own unless and until they are enabled to develop a positive attitude towards politics and a stake in public affairs and are made aware of and informed on the reasons behind why they should participate in elections and voting.

The concept of 'participation & representation' as a human right was first recognized in Universal Declaration without any reference to democracy. Exercising this right to participation – directly or through freely chosen representatives – is considered the basic norm and standard to which a number of other substantive human rights are related. The ‘Mantra’ of people's participation has five dimensions i.e. information, motivation, mobilization, organization and creative action leading to mass engagement in the decision making processes. It succeeds only when the actions and initiatives are youth-owned, youth-driven and youth-led. Green shoots of democracy and development can take roots only through this process.
**PLAY**
Venue: Alliance Francaise: Delhi
*Man Disposes, God Proposes* is an Indian adaptation of John Mortimer's comic drama - *The Dock Brief*. Himaqat Qureshi is charged for murdering his fun-loving wife. All the evidence is against him and he is sure to be convicted.

**PLAY**
Venue: Kamani Auditorium: Delhi
*Chakravyuh* does not confine ‘Chakravyuh’ to just a war-craft and takes it to the level of a complete philosophy. This play explores the episode of killing of Abhinayu in ‘Chakravyuh’ formation and all the questions, myths, ideologies and convictions related to it at many levels.

**FOOD**
Venue: Chawri Bazar Metro Station: Delhi,
Event: Looking to ditch the capital city’s crowded pubs and cafes? Explore the alleys of Old Delhi on their specially curated night food tour and relish the taste of its mouth-watering array of cuisines.

**CONCERT**
Venue: D.Y. Patil Stadium, Navi Mumbai
The wait is finally over! It’s true - Grammy award winner and global pop sensation Justin Bieber is making his way to India.

**TREKKING**
Venue: Majnu Ka Tilla: New Delhi
This summer, escape the heat and find yourself amidst nature! Explore the old temples, relax by the river bank, hike inside the Himalayan forests and experience an amazing weekend full of exciting stories and activities.

**PHOTOGRAPHY**
This is a photography immersion (walk) designed to capture the myriad hues, moods, streets, buildings and portraits of Old Delhi including Chandni Chowk and Chawri Bazaar.
Meeting Point: Chawri Bazaar Metro Station Gate No. 3.
VISION FOUNDATION is a professional Development Support agency involved in:

- PROVIDING PROFESSIONAL MANAGEMENT SUPPORT to:
  - Development Institutions (Government & Non-Government) and
  - Corporate CSR Divisions Programmes

- EXECUTION OF INNOVATIVE DEVELOPMENT PROGRAMMES & CSR PROJECTS

ACTIVITIES:
Activities of VISION FOUNDATION include the following:

1. IMPLEMENTATION of model & innovative development programs
2. CAPACITY BUILDING TRAINING: Training of Trainers & Training of Beneficiaries and
3. POLICY / DEVELOPMENT RESEARCH: Research on various development policy issues and Evaluation of programs
4. ADVOCACY: Organizing Workshops & Conferences on social development issues to promote development solutions
5. CSR EVENTS: Organizing events for bringing Corporate and Social Sector coming together for mutual benefit.

CLIENTS / PARTNERS:
International Agencies: UNDP, UN-APCTT, World Food Programme (WFP), UNICEF, The World Bank
Ministries of GOI:
International Agencies: OXFAM, CARE, International Organisation for Migration, SOS, International, CCA/SIDA,
State Govt. / Agencies: NDMC, Government of Delhi, NABARD, SIDBI,
Corporate Sector: Tech-Mahindra Foundation, NHPC, MMTC

CREDENTIALS:
- CSR: Did pioneering work by drafting the CSR Guidelines for the Deptt. Of Public Enterprises, GoI and also Drafted CSR Guidelines for Corporate Sector for Ministry of Corporate Affairs (GoI) on, Corporate Adoption of Backward Areas, promoted CSR among NGOs and corporates
- Empanelment: The World Bank, major Ministries of GOI and Planning Commission
- Global recognition from EXPO 2000, Hannover, Germany for its work on Livelihood for tribal, rural & slum women
- Drafted India’s first “Bye-law for Cattle Dung Cooperative” and got the draft approved from Haryana Govt.; set up India’s first All Women Cattle Dung Cooperative under the first byelaw
- Drafted National Social Audit Framework for the Planning Commission, which is already adopted by leading states
- An innovative project on sustainable livelihood received Global recognition as an EXPO 2000 project as one of 52 projects in the world.

Website: www.visionfoundationindia.org | E-mail: foundation.vision@gmail.com, info@visionfoundationindia.org
PRIOYANKA CHOPRA TROLLED FOR HER DRESS AT MET GALA: Priyanka Chopra’s walked the Met Gala 2017 red carpet in a dramatic trench coat gown by designer Ralph Lauren. While many fashion critics applauded PeeCee’s bold pick, Twitterati were quick enough to come up with the meanest memes possible to troll her gown’s massive train on the red carpet.

RISHI KAPOOR SLAMMED THE NEW GENERATION: Veteran actor and an active Twitter user, Rishi Kapoor has slammed young Bollywood actors for not turning up at the funeral of late Vinod Khanna.

PUNJAB LADY POLICE SUB INSPECTOR WEDS HER LADY LOVE: Breaking the norms Officer Manjit Kaur went ahead and married someone from the same-sex at Pucca Bagh, Punjab and wishes are pouring in.

THE BEAUTY OF INDIA THEY WON’T SHOW YOU: A Facebook page called The Uncanny Truth Teller 2, shows three beautiful women in saris, wearing traditional Indian jewellery and posing for a picture. The Facebook post is directed at Indians’ obsession with fair skin colour.

SOCIAL MEDIA TRENDS OF THE MONTH
Now catch us online.

We are excited to announce that we are accessible through our website.

Read updated stories and what is going on around the CSR world, interviews of eminent CSR professionals, and inspiring stories of various leaders from our society. Take tips from our leaders in our Leadership tips. Pick your suitable job from the list of CSR Jobs available in famous companies.

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EMPOWERING SUSTAINABILITY
by
Promoting Responsibility

CSR VISION - the first monthly magazine in the area of CSR & Sustainability targeted at the Decision Makers and CSR Professionals in Corporate Sector, Policy Makers in Government and Social Sector organizations and leaders. The magazine covers the topics such as policy issues, CSR best practices, corporate challenges in CSR, social problems caused by corporate functioning, social expectations from corporate, global trends in CSR, Interview of eminent personality relevant in CSR domain, CSR & Sustainability Report review, CSR News & views etc.

We invite thinkers and writers to share their experiences with us.

Come! be a part of the movement!

CSR VISION
Empowering CSR & Sustainability
www.csrvision.in
Baahubali 2: Roaring at the box-office

Two years ago, Director SS Rajamouli did not just make a film but a world of its own. Baahubali has received huge appreciations from everyone. Every section of the audience just wants to see this film on the first day of its release. Keeping these huge expectations in mind, the makers made the second part Bahubali 2: The Conclusion, directed by SS Rajamouli, is not only roaring at the box-office, but it has also become a source of inspiration. Well, Bahubali was a grandeur where the vision of the director was limitless. The feeling is beyond words, expressions and descriptions. The question – Why Kattappa killed Baahubali? – had generated lot of curiosity about the story of Baahubali 2. Many wondered how SS Rajamouli would maintain this mystery throughout the movie. Rajamouli has done it with his amazing screenplay, which is engaging and entertaining right from the beginning till end. The climax is fantastic and stunning.

Star Performance
Prabhas and Rana Daggubati have delivered outstanding performances in Baahubali 2 and the battle between the two is the highlight of the movie. In fact, it is their show all the way in the movie. Anushka Shetty, who did not have much scope in the first installment, has got more screen presence in part 2. She looks very glamorous and she is sure to leave you spellbound with action scenes, say the viewers. Unlike first part, Tamannaah Bhatia has less screen presence, but she impresses you with her stunts in the climax of the movie. Ramya Krishnan, Sathyaraj and Nassar have got decent screen presence in Baahubali 2 and they have delivered brilliant performances, which are also among the assets of the film.

Baahubali 2 Review – Technical Team
Baahubali 2, which has been made with a whopping budget of Rs 250 crore, has rich production values, which are on par with Hollywood standards. VFX, songs, background score, cinematography, action choreography, dialogues and editing are just mindblowing and they are far better than the first installment of the Baahubali.
Where is clean Politics?
To,
The Circulation Department, CSR VISION
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Lajpat Nagar-IV, New Delhi-110024

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4. One Year E-Magazine 12 Issues: Rs. 1000/- (Rupees One Thousand Only) / 400 USD.

To receive the magazine through courier or speed post. Actual charges may apply and will be charge from the subscriber.
**Nivedita Choudhary**

Flight Lt Nivedita Choudhary became the first woman from the Indian Air Force (IAF) to summit the Mt. Everest – and the first woman from Rajasthan to achieve this feat. It was in October 2009 that, she joined the squadron in Agra, chanced upon a broadcast calling for volunteers for IAF’s women expedition to the Everest. She volunteered, without realising that, three years later, she would do what no woman in the air force had ever done.

**Punita Arora**

Punita Arora is the first woman in India to don the second-highest rank, Lieutenant General of Indian Armed Forces, as well as the rank of Vice Admiral of Indian Navy. Earlier, she was the commandant of the Armed Forces Medical College in 2004, the first woman at the helm of the institute. She also co-ordinated medical research for the armed forces as additional director-general of Armed Forces Medical Services (AFMS).

**Anjana Bhaduria**

Anjana Bhaduria is the first woman to win a gold medal in the Indian Army. She applied to an advertisement for the induction of lady officers into the Army through the Women Special Entry Scheme (WSES) and was accepted into the first-ever batch of women cadets in the Indian Army in 1992. Excelling in every field during the training, she was chosen for the gold medal.

**Divya Ajith Kumar**

Divya Ajith Kumar beat 244 fellow cadets (both men and women) to win the Best All-Round Cadet award and get the coveted “Sword of Honour,” the highest award given to a cadet of the Officers Training Academy, criteria includes P.T. tests, higher P.T. tests, swimming tests, field training, service subjects, obstacle training, drill tests, cross-country enclosures etc. The first woman to win this honour in the history of Indian Army.

**Padmavathy Bandopadhyay**

Padmavathy Bandopadhyay was the first woman Air Marshal of the Indian Air Force. She was the first woman officer to become an aviation medicine specialist, the first woman to conduct scientific research at the North Pole (she studied the physiology of extreme cold acclimatization during the late 80s) and the first woman to be promoted to the rank of Air Vice Marshal and, last but not the least, she was awarded the Vishisht Seva Medal for her meritorious service during the 1971 Indo-Pak conflict.

**Deepika Misra**

Deepika Misra In 2006, Deepika Misra became the first IAF woman pilot to train for the helicopter aerobatic team, Sarang. It was during her passing out parade at Air Force Academy in December 2006 that Deepika Misra, then a Flight Cadet, first fell in love with the aerobatic displays by the Surya Kirans and Sarang, IAF’s fixed-wing and rotary-wing aerobatic display teams respectively.
NASSCOM Foundation (Delhi & Bangalore)

OFFICER - CSR

Experience: 2-4 Years
Education: Any Postgraduate
Knowledge / Skills
- Have proven expertise in BR/CSR and Sustainability and be well versed in current trends in this discipline
- Experience in writing, public relations and messaging on topics related to BR/CSR
- Strong communication and presentation skills along with the ability to actively interact and communicate with stakeholders
- Ability to build and maintain relationships and partnerships with outside organizations and with senior executives

HDFC Bank Ltd (Mumbai)

MANAGER - CSR

Experience: 2-4 Years
Education: Post graduate qualification in Social Work or a relevant diploma/degree in Sustainability or CSR is desired
Knowledge / Skills
- Experience in grassroots program management including planning and budgeting (experience in education, training and Rural Development will be an added advantage)
- Ability to travel extensively in rural locations.
- Good communication and networking skills
- Knowledge of basic excel and MIS management

Janwani (Pune, Maharashtra)

SENIOR PROJECT OFFICER – CSR

Experience: 5-6 Years
Education: MBA
Knowledge / Skills
- Responsibilities: Relationship management in CSR projects and PMC projects, MIS and documentation, Report writing and presentations, project execution and monitoring
- 5 to 6 years of professional work experience on a relevant profile, Experience of working in NGO and Environment would be preferred.

Larsen & Toubro Limited (Coimbatore)

ASSISTANT OFFICER - CSR

Experience: 5-6 Years
Education: Any Postgraduate, MBA
Knowledge / Skills
- Project Implementation
- Senior Management
- Resource Allocation
- Strategic Planning
- CSR Finance Planning
Substance
Charisma can exist without substance, but only for a very short time. Flashy and glitzy behavior may capture the attention of people, but eventually they will want something substantial beneath the facade. A charismatic leader must not only talk the talk, but also walk the walk. Charm gets him the face time, and substance closes the deal.

Self-monitoring
One of the attributes of charismatic leaders is that they often tend to watch themselves. They are aware of their powerful personality, and the fact that their followers are watching them constantly. For this reason, they consider it important to portray a good image of themselves to their followers. This can be achieved only with self-monitoring.

Self-improvement
A charismatic leader understands that he has certain qualities that make him different from others, and that these are the qualities that get him attention and make him charismatic. So he also knows how important it is to continually improve himself.

Relationship building:
“it’s all about who you know.” smart leaders know that there is a lot of truth to that saying. leaders understand the value of building long-lasting relationships with people in their industry and make a point to pursue partnerships whenever they can. Building a network of valuable people is critical for your long-term success.

Understanding of opportunity cost:
Leaders know that many situations and decisions in business involve risk and there is an opportunity cost associated with every decision you make. An opportunity cost is the cost of a missed opportunity. This is usually defined in terms of money, but it may also be considered in terms of time, person-hours, or any other finite resource.
The Appointments Committee of the Cabinet has approved the following appointments:

<table>
<thead>
<tr>
<th>Name</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANIL SRIVASTAVA, IAS (1985)</td>
<td>has been appointed as Advisor (JS level) in NITI Aayog, on lateral shift basis.</td>
</tr>
<tr>
<td>JATINDRA NATH SWAIN, IAS (1988)</td>
<td>has been appointed as Joint Secretary in the ministry of New And Renewable Energy.</td>
</tr>
<tr>
<td>UPMA SRIVASTAVA, IAS (1988)</td>
<td>has been appointed as Joint Secretary in the Ministry of Civil Aviation</td>
</tr>
<tr>
<td>K VINAYAK RAO, IRAS (1987)</td>
<td>has been appointed as Member (Finance) (JS level) in Delhi Development Authority (DDA)</td>
</tr>
<tr>
<td>DR SANJAY KUMAR PANDEY (IAS)</td>
<td>has been appointed as Private Secretary to Arun Jaitley in the Defence Ministry.</td>
</tr>
<tr>
<td>SIDDHANTA DAS, IFS (1982)</td>
<td>has been appointed as Director General (forests) and special secretary in the Ministry Of Environment, Forests And Climate Change.</td>
</tr>
<tr>
<td>AMIYA KUMAR DAS, IOFC (1998)</td>
<td>has been appointed as Assistant Director General (Director Level) in NATGRID under the Ministry Of Home Affairs</td>
</tr>
<tr>
<td>MAYANK BISHT, IDAS (2001)</td>
<td>has been appointed as Director in Directorate General Of Supplies and Disposal under Commerce Ministry.</td>
</tr>
<tr>
<td>HARDEEP SINGH PURI</td>
<td>has been appointed as chairman, Research And Information system for Developing Countries (RIS).</td>
</tr>
<tr>
<td>HEMA JAISWAL, ISSO (2004)</td>
<td>has been appointed as Deputy Secretary in the Department Of Food And Public Distribution.</td>
</tr>
<tr>
<td>BIBHUTI BHUSHANA DASH, IOFS (1999)</td>
<td>has been appointed as Director in the Ministry of Tourism.</td>
</tr>
<tr>
<td>NARINDER CHAUHAN, IOFS (1985)</td>
<td>has been appointed as ambassador of India to Philippines.</td>
</tr>
</tbody>
</table>
I am shocked to see the condition of our elders in the cover story of April issue forced me to write. The topic which is so intense and sensitive was neglected by our society without realizing the fact that, from the source they started the life-cycle and come to this level of life is their parents to whom after a certain age they take it as a burden. People needs to realize the fact that they will also come at this phase of life. Very well drafted the issue of elder abuse. Appreciable work done by the editor.

**Nidhi Kashyap, Bihar**

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CSR Vision consistently impressive standards and high-quality of content mean it is worth picking up every issue. It is always a pleasure to see the coverage of events and initiatives taken by the esteemed companies.

**Riaz Ahmed, Bangalore**

---

An essential step taken by the Vedanta group by building ‘Nand Ghars’ for the women and children. It’s good to know that Menka Ghandhi herself visited the place.

**Dilip Joshi, Gurgaon**

---

The Governance watch of April issue is very thoughtful and questionable matter for the people of Uttar Pradesh. Whether this will lead to a positive result or negative.

**Santosth Singh, Uttar Pradesh**

---

I was aware of these elderly cases as they often make to the headlines. However, the survey reports in this cover story of April took me to a surprise. The data pretty much clarifies how alarmingly such atrocities are growing and becoming like a trend in our society! Facing abduction at such age, and everything else that couldn’t get worse, one could wish for nothing but death! It made me grieve in pain as I went through every line that read about all those false expectations and tortures that they underwent.

**Tanishq, Delhi**

---

Detailed, thought provoking and essential reading the April issue on Elder Abuse.

**Nemi Rao, Mumbai**

---
Indian Oil is India’s highest rated Fortune 500 and a flagship Maharatna national oil and gas company with business interests straddling the entire hydrocarbon value chain – from refining, pipeline transportation and marketing of petroleum products to Research & Development, Exploration & Production, marketing of natural gas and petrochemicals.

South Eastern Region Pipelines with Head Office at Bhubaneswar is the newest and youngest region carved out in Pipelines Division recently. Indian Oil took this historic decision of forming new region considering the ever expanding energy scenario in this South Eastern Region comprising of 5 states viz., Odisha, Chhattisgarh, Jharkhand, Andhra Pradesh and Telangana.

South Eastern Region Pipelines is presently operating cross-country pipeline network of crude oil and refined product of length 1150 km and capacity of 17 Million Metric Tons Per Annum (MMTPA) including recently commissioned Paradip-Raipur-Ranchi Pipeline and is in the process of laying and commissioning of further about 1800 kms pipeline in the form of Paradip-Hyderabad pipeline, Paradip-Haldia-Durgapur pipeline transporting crude oil, refined petroleum product, Liquefied Petroleum Gas (LPG) with additional capacity of 5 MMTPA and augmentation of existing crude oil pipeline in the state of Odisha, Chhattisgarh, Jharkhand, Andhra Pradesh, Telangana and part of southern West Bengal; further adding about 4.5MMTPA.

In the year 2016-17, South-Eastern-Region Pipelines (SERPL) had major interventions under Corporate Social Responsibility in the state of Odisha by providing for clean drinking water in affected areas through borewells & overhead tanks, LED powered solar street lights and furniture to needy schools.

In the year 2017-18, SERPL is looking forward to work in the field of providing safe drinking water and protection of water resources, healthcare and sanitation, education and employment enhancing vocational skills and empowerment of women and socially / economically backward groups in the state of Odisha, Chhatisgarh and Jharkhand.
By 2020, India is set to become the world’s youngest country with 64 percent of its population will in the working age group.

Gap between supply, demand of well-trained employee is huge and it is growing

Electronics Sector Skills Council of India (ESSCI) for skill development in electronics systems from design to manufacturing including service

**Our Vision:** Facilitate world class ecosystem for Industry oriented skill development in electronics sector.

**Benefits of ESSCI to the Industry**
- Council will be a nodal body that will understand the skill requirements and would ensure development & delivery of world class skills.
- Reduced in-house training cost and abundant availability of industry ready resources.
- Improve productivity of resources.
- Higher standards in delivering quality of Service as per NOS and delivery a mechanism for industry relevant training.
- Platform for promoting CSR.

**Values**
- Standardization the training requirement are per NSQF framework.
- ESSCI has created National Occupation Standards (NOS) & Qualification Packs as per industry requirement.
- Assessment done as per Global Standards and Certification.
- Training are outcome based and it gives the trainees livelihood opportunity.

**ESSCI has developed qualification packs for potential job roles in 14 Sub - Sectors of Electronics**
- Consumer Electronics | IT Hardware | Communication & Broadcasting | Passive Components | Solar Electronics | Industrial Electronics | PCB Assembly | Strategic Electronics | LED Lighting | Automotive Electronics | PCB Manufacturing | Active Components | Medical Electronics | PCB Design

**Partners**
- Promoter Associations
- Associates Members
- Industry Stakeholders
- Training Institutes/ Universities (Public & Private)
- State Governments

**Research & Analysis**
- LMIS (Labour Market Information System)

**Training**
- Acquisition of knowledge skills & competencies.
- Outcome based Trainings.
- Curriculum Design.
- Training the Trainer
- Training Delivery.

**Accreditation & Certification**
- Streamline certification & Assessment framework
- Setup Centre of Excellence

**Skilled Resource**

**ESSCI is also working with various schemes by GOI / State Govt**

**Promoted by Six Electronics Associations**

**Financial support by:**

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