



PROGRESS HARMONY DEVELOPMENT

Estd. - 1905

Monthly Newsletter

CSR Committee



Message from the Chairman

Dear Readers,

I am glad to share the eighth edition of CSR newsletter. Month of August was an innovative month in terms of CSR activities.

ONGC joined hands with Indian Mountaineering Foundation (IMF), the apex mountaineering body for cleanliness drives in the Himalayas, as their CSR venture.

Transgender in Haryana moved one notch higher by doing a strong advocacy for "Beti Bachao Beti Padhao" and "Swachh Bharat" campaigns. NALCO launched a scheme "Nalco ki Ladli" to support BPL girls in Bhubhneswar.

*CSR Committee, PHD Chamber organized a Seminar on **"Transforming Social Enterprises: Creating strategic linkages between farmers, businesses and techno-managerial agencies through CSR"** on 4 September, 2015 at PHD House, New Delhi. The Seminar was attended by more than 60 delegates. Mr. Yogesh Lohiya, Managing Director & CEO, IFFCO Tokio General Insurance Co. Ltd. inaugurated the Seminar and Special address was delivered by Dr. Balvir Talwar, General Manager-CSR-Bharat Heavy Electricals Ltd.*

For some more interesting articles and event details please reconcile with the eighth edition of CSR Newsletter.

We will be glad to have your article/publication in our newsletter and look forward to your suggestions and will like to keep you informed through our monthly newsletters.

Dr. Suresh Goyal

Chairman

CSR Committee

Few big firms to comply the CSR regime

The first year of implementation of the CSR Act 2014 has not shown the expected outcomes as was expected from the companies.

It was estimated that, if every company which falls under Companies Act norm, would spend the total 2% of their three-year-average net profit then a fund of Rs. 15,000 crore would be collected for societal development work but unexpectedly only a sum of Rs. 3, 500 crore is collected by the 30 Sensex companies. This is hardly one third of the expected target.

Hardly seven companies met the directives of spending 2 percent of their three-year-average net profit as per the CSR guidelines, namely, Mukesh Ambani-led Reliance Industries, ITC, Mahindra and Mahindra, Wipro, Hindustan Unilever, Tata Steel, Coal India and Infosys.

Many large enterprises failed to comply with the CSR norms by spending less than 2 percent in CSR; Although, they expressed inclination towards CSR work.

Two percent spending is directive in nature rather than mandatory but all these companies need to mention the reason of their non compliance in their CSR report, which will be examined by the six-member panel, led by Mr. Anil Baijal.

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CSR for Himalayas!

For the first time ever in India the CSR funds will be used to clean up the key water bodies in the Himalayas.

ONGC in association with Indian Mountaineering Foundation (IMF), the apex mountaineering body has targeted four regions, namely, Stok Kangri, Ladakh, J&K; Pindari Glacier, Kumaon, Uttarakhand; Bara Shigri Glacier, Rohtang-Batal-Kunzum Axis, Himachal Pradesh and Tapovan, Garhwal, Uttarakhand, to take the NAMOs 'Swatch Bharat' drive to the Himalayas. These four regions are also the popular adventure sports destinations.

Four small teams, led by an IMF expert and one representative from ONGC will start cleaning the garbage left behind by the trekkers from the road side villages, to the top of the mountains.

ONGC is providing the financial resources while Indian Mountaineering Foundation is serving as the apex mountaineering body for the cleanliness drive. The drive endeavors to clean glaciers and regions around, which will eventually result in clean streams and rivers.

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Transgender working for the societal good

A group of transgender have taken the lead towards working for the society in Nigdhu Village in Karnal district of Haryana. With this they envisage to stand in solidarity with “Swachh Bharat Abhiyan” and “Beti Bachao Beti Padhao” scheme introduced by the Prime Minister, Shri Narendra Modi.

The group visits the villages, at the occasion of child birth and marriage and cleans up the nearby areas. Jyoti Brar, the leader of this group, ascertains that with this initiative they are contributing their share for the societal good.

Under the guidance of Jyoti Brar, the group has been instrumental in doing strong advocacy for the balanced gender ratio by celebrating the birth of the girl child and sensitizing the parents.

Jyoti strongly believes that this campaign will help in changing the negative mindset of the villagers for the girl child and the villagers will also join hands in the cleanliness drive, eventually.

Jyoti Brar, with the team of ten transgender, advocates for a balanced gender ratio by promoting the birth of a girl child and also supports PM's cleanliness drive by cleaning up the villages.

Girls to be supported under “Nalco ki Ladli” Scheme

The scheme is a part of ‘Beti Bachao, Beti Padhao’ programme of Union Government.

The girls studying in the periphery schools of the company’s production units at Angul and Damanjodi will be benefitted.

Bright girls performing well in the academics will be supported under ‘Nalco Ki Ladli’ scheme as announced by CMD, Mr. Tapan Kumar Chand, National Aluminium Company Limited, the Navratna PSU, Under Ministry of Mines, Govt. of India and country’s leading manufacturer-exporter of alumina and aluminium, to mark the 69th Independence Day Celebration in Bhubneshwar. The targeted girls will be from the BPL families.

The scheme has been launched to be a part of ‘Beti Bachao, Beti Padhao’ programme of Union Government. The girls studying in the periphery schools of the company’s production units at Angul and Damanjodi will be benefitted by the inception of this scheme. This scheme is launched as part of the Corporate Social Responsibility welfare activity. Nalco has already spent around Rs. six crores for construction of 433 Toilets in 202 schools, under Swachh Bharat Abhiyan in Angul, Koraput and Vizag.

ONGC contributes Rs.1.30 Cr under CSR

Oil and Natural Gas Corporation Limited (ONGC) is contributing Rs.1.30 crore for the development in Kakinada.

The money was given separately through two cheques amounting Rs.86.39 lakhs and Rs.43.85 lakhs by ONGC Executive Director and Asset Manager Mr. Debasis Sanyal and General Manager (HR) Mr. R. K. Sarma to the city Collector in Andhra Pradesh.

Rajahmundry branch of ONGC is contributing this amount under Corporate Social Responsibility (CSR) programme to district Collector Mr. Arun Kumar. This is done for taking up several developmental programmes in the district.

While thanking them, the Collector appreciated the zeal of ONGC for spending in the developmental works and expressed that they look forward to receive such help from ONGC in future as well.

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SBI steps in the club of setting up a Foundation

The foundation has planned a budget of Rs. 175 crore annually, of which Rs. 130 crore will be from the bank and the remaining amount will be contributed by the subsidiaries.

Numerous companies have set up their foundations for their Corporate Social Responsibilities related activities in order to place the project based activities in the correct order for an effective implementation and monitoring. State Bank of India has recently launched SBI Foundation with the same purpose. The Foundation was inaugurated by Finance Minister, Mr. Arun Jaitely.

Mr. Jaitely applauded SBI for its contribution in previous schemes launched by the government, namely, Jan Dhan Yojna and Social Security Insurance schemes. He also appreciated the bank for leading the way in the market, in the social and economic programmes of the state.

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The foundation will be functional under section 80G of the Income Tax Act so that the funds received would be free from a tax of about 50%.

Event Corner

Seminar on Transforming Social Enterprises

Creating strategic linkages between farmers, businesses and techno-managerial agencies through CSR

4 September 2015, PHD House, New Delhi



L-R:

- Dr. Jatinder Singh, Sr. Secretary, PHD Chamber; Dr. Balvir Talwar, GM-CSR, BHEL; Dr. Suresh Goyal, Chairman, CSR Committee; Mr. Yogesh Lohiya, M.D. & CEO, IFFCO Tokio; Mr. Laxmi Prakash Semwal, Chairman, Shri Jagdamba Samiti; Mr. Saurabh Sanyal, Secretary General, PHD Chamber

CSR Committee PHD Chamber of Commerce and Industry organized a Seminar on Transforming Social Enterprises: Creating strategic linkages between farmers, businesses and techno-managerial agencies through CSR on 4 September 2015 at PHD house, New Delhi.

Mr. Yogesh Lohiya, Managing Director & CEO, IFFCO Tokio General Insurance Co. Ltd. inaugurated the Seminar. Dr. Balvir Talwar, General Manager-CSR-Bharat Heavy Electricals Ltd., Mr. Laxmi Prakash Semwal, Chairman, Shri Jagdamba Samiti (SJS) were few of the distinguished speakers who deliberated in the inaugural Session.



L-R: - Dr. Jatinder Singh, Sr. Secretary, PHD Chamber; Dr. H. S. Gupta, Director General, Borlaug Institute for South Asia (BISA); Mr. Vivek Prakash, General Manager - CSR, Jubilant Life Sciences Ltd.; Mr. Sudarshan Suryawanshi, CEO, Indian Society of Agribusiness Professionals; Dr. S. V. Kaore, Joint GM-Agriculture Services, Indian Farmers Fertiliser Cooperative Ltd. (IFFCO); Dr. Satyen Yaadav, President, Horticulture Produce Management Institute; Prof. Seema Bathla, Centre for the Study of Regional Development, JNU

Mr. Lohiya, in his Keynote address congratulated PHD Chamber of Commerce and Industry for giving a leading platform to the Seminar on Transforming Social enterprises; he opined that it is a very pertinent issue and plays an important role in connecting local Industries with the larger market by up skilling and upgrading them. Mr. Lohiya further reiterated that the directives of mandatory spending of 2% profits on CSR can largely benefit Social Enterprises.

Dr. Balvir Talwar, GM-CSR, BHEL shared the CSR initiatives taken up by the reputed PSU and also stressed others to work on the same line. Mr. Laxmi Prakash Semwal, Chairman, Shri Jagdamba Samiti gave a brief presentation of Social Enterprises- Apple Project and Himalayan Fresh Juice Pvt Ltd (branded as MOUNTAIN LOVE). Mr. Semwal spoke about the guiding principles and philosophy of the Social Enterprises launched by him in which farmers are the owners of their own enterprises.

Distinguished speakers who deliberated in the Technical Session were Dr. S. V. Kaore, Joint GM-Agriculture Services, Indian Farmers Fertiliser Cooperative Ltd. (IFFCO); Mr. Sudarshan Suryawanshi, CEO, Indian Society of Agribusiness Professionals; Dr. Satyen Yaadav, President, Horticulture Produce Management Institute; Dr. H. S. Gupta, Director General, Borlaug Institute for South Asia (BISA); Mr. Vivek Prakash, General Manager - CSR, Jubilant Life Sciences Ltd. and Prof. Seema Bathla, Centre for the Study of Regional Development, JNU.



About the PHD Chamber

PHD Chamber of Commerce & Industry, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth. As a true representative of the Industry with a large membership base of 48000 direct and indirect members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At a Global level we have been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities.



Dr. Suresh Goyal
Chairman
CSR Committee, PHD Chamber

Mr. Vinod Bansal
Co-Chairman
CSR Committee, PHD Chamber

For suggestions / queries please contact:

Dr. Jatinder Singh
Senior Secretary, PHD Chamber
jatinder@phdcci.in

Renu Rawat
Senior Asst. Secretary, PHD Chamber
renu.rawat@phdcci.in

Snigdha Bhushan
Executive Officer, PHD Chamber
snigdha.bhushan@phdcci.in

PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016
Tel: 91-11-26863801-04, 49545454 Fax: 91-11-26855450, 49545451
Website: www.phdcci.in E-mail: phdcci@phdcci.in

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