

SUSTAINABLE SOCIAL INSIGHTS

CSR | ESG | SUSTAINABILITY



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ABOUT NATIONAL CSR NETWORK



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KEY NEWS ON CSR, ESG & SUSTAINABILITY

ODISHA'S POLICIES CAN CONTRIBUTE TO UN SUSTAINABLE DEVELOPMENT GOALS: ARABINDA PADHEE

The state government has invested in an array of initiatives for raising farmer welfare on a sustained and sustainable basis...

GUJARAT CHIEF MINISTER'S PIVOTAL DECISION FOR THE SUSTAINABLE DEVELOPMENT OF URBAN AREAS AND THE WELFARE OF THE PUBLIC

Gandhinagar, 14 December 2023: Chief Minister Shri Bhupendra Patel is adopting a new approach aimed at improving the Ease of Living of the citizens by focusing on numerous public welfare projects across the towns and cities of the state...

HOW SEBI'S STRINGENT SUSTAINABILITY REPORTING MANDATE IS PROVING TO BE A CHALLENGE FOR TOP LISTED COMPANIES

Sebi's stringent BRSR Core sustainability reporting mandate looks to enhance transparency while combating greenwashing. But meeting these might be a challenge for many top listed companies.

In 2021, the Securities and Exchange Board of India (Sebi) took a big leap in promoting sustainable practices in companies by introducing a framework for reporting such actions. These incorporated the environmental, social and governance (ESG)...



INDIA COP 28: ALL THE UPDATES

India's participation at COP28 was not just about negotiating climate agreements; it was also about shaping a sustainable future that aligns with the country's developmental aspirations...

ESG PREDICTED TO CONSTITUTE 34 PER CENT OF INDIA'S DOMESTIC AUM BY 2051: STUDY

The report said that this surge is poised to be propelled by ESG-centric sectors, which include Renewable Energy, Electrical Vehicles, Green Hydrogen, and Climate Tech....



Note: All of these headings are clickable and will redirect you to the full article when clicked. Views are of the authors.

INNOVATIVE CSR PROJECT- TAMIRA SAKTHI



Tamira Seva Thittam-: Bridging Government Schemes and Community, A project of Vedanta Ltd-Sterlite Copper, Thoothukudi- Tamil Nadu

1.0 PROBLEM STATEMENT:

State and central Governments have introduced a number of schemes for the eradication of poverty, economic development of vulnerable communities, health, livelihoods, social security etc. However, insufficient communication and outreach programs can result in eligible beneficiaries being unaware of their entitlements. Further, in remote or marginalized areas, geographical challenges such as difficult terrain and limited transportation infrastructure can make it logistically challenging to reach communities with government services and support.

It was found in our areas that community members often lost up to about five days of wages in the process of applying for and following up in order to avail the Government scheme. Many members expressed their frustration with the complex process and long follow-up needed.

2.0 Why This Project

The Project “Tamira Seva Thittam” aims

to link Government Schemes to eligible communities, and achieve the vision of State and Central Governments, and develop a Win-Win situation for the community as well as the government.

3.0 MODE OF IMPLEMENTATION

145 Schemes from State and Central Governments were identified by the Tamira Seva Thittam project team, who then shared this information with the community in the village and explaining the benefits, eligibility, and further processes involved in each of these. Below Poverty Line, unorganized sector employees, salt pan workers, People with Disability category etc. were specifically targeted.

The Project team identifies eligible people for various schemes and takes care of distribution relevant forms to their homes, provides help in filling and submitting the forms physically or online to concerned Government departments, and following up till the benefit is received.

Year of Inception: November 2021 to till date

NGO Partner: Disaster Management Trust

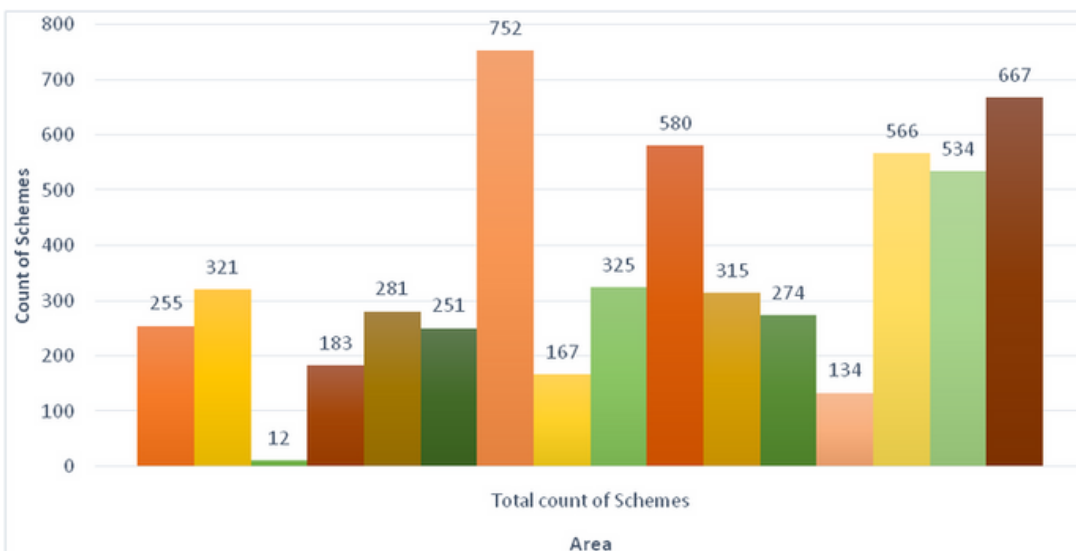
4.0 IMPACT:

The following table sets out the outcomes of the project:

S. No	Scheme	Ministry	Social Security Value (In Lakhs)	Type of Benefits	Counts	Sum of Beneficiaries
1	Aadhaar linked to Mobile Number	Ministry of Electronics and Information Technology	NA	NA	58	58
2	Chief Minister's Comprehensive Health Insurance Scheme (CMCHIS)	Ministry of Health Department	5.0 Lakhs/Per annum/Family	Medical Treatment in Govt. and Private Nursing Homes	2167	7666
3	e-Shram	Ministry of Labour & Employment Govt. of India	2.0 Lakhs/Per	Accidental Insurance to Unorganized Sector Employees	2777	2777
4	IPPB Insurance	Ministry of Communication	10.0 Lakhs	Accidental Insurance at affordable cost (399.00 per annum)	58	58
5	National Health Card	Ministry of Health & Family welfare- Govt. of India	5.0 Lakhs/per Annum/Per Family	Medical Treatment in Govt. and Private Nursing Homes	513	513
6	Old age Pension Scheme	Social Welfare dept. State Govt of Tamil Nadu	0.12 Lakhs/Annum	Monthly Pension	9	9
7	PM Cares Children	Ayushman Bharath- Govt. of India	3.0 Lakhs/Children	Financial Support	1	2
8	PMJJBY	Ministry of Finance- Govt. of India	2.0 Lakhs	Accidental Insurance scheme from Individual's Bank account	3	3
9	PMSBY	Ministry of Finance- Govt. of India	2.0 Lakhs	Life Insurance from Individual's Bank Account	5	5
10	Tamil Nadu Labour Welfare Board	Labour Welfare board- TN State Government	1.0 Lakhs	Accidental Insurance	12	12
11	Widow Certificate	Social Welfare Dept. State Govt of Tamil Nadu	NA	Basic doc. For Social Security schemes	5	5
12	Widow Pension	Social Welfare Dept. State Govt of Tamil Nadu	0.12 Lakhs/Annum	Monthly Pension	11	11
					5617	11045

5.0 LOCATION WISE BREAKUP:

Area	Total count of Schemes
Therku Veerapandiyapuram Panchayat	255
Meelavittan	321
Pandarampatti	12
Sankaraperi	183
Silverpuram	281
Madathur	251
Ayyanadaipu Panchayat	752
Vadakku Silukanpatti Panchayat	167
Sillanatham Panchayat	325
Saminatham Panchayat	580
Rajavinkovil Panchayat	315
Pudhur pandiyapuram Panchayat	274
Therku Silukkanpatti Panchayat	134
Coastal	566
Mappillaiyurani panchayat	534
Tuticorin City	667
	5617



6.0 SUPPORT IN RE-BUILDING LIFE AFTER COVID



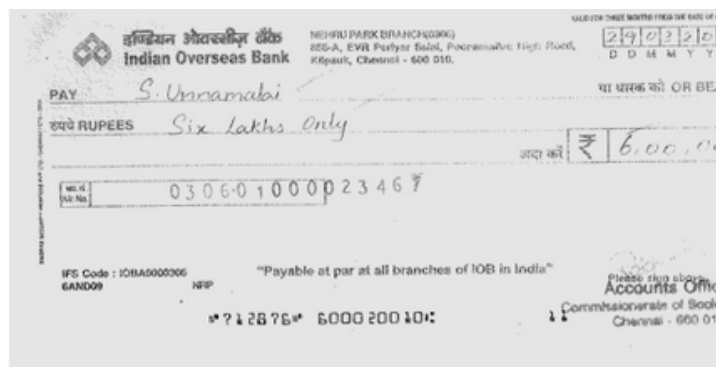
(Mrs. Unnamalai Veerakumar while receiving cheque)

I am writing this letter with immense gratitude to express my heartfelt thanks for the invaluable support I received through the Tamira Seva Thittam. My name is Mrs. Unnamalai Veerakumar, and I am a beneficiary whose life has been profoundly impacted by the assistance provided, particularly in availing 6 Lakhs from the PM Care for Children scheme.

The past year has been an incredibly challenging period for my family as we navigated the devastating effects of the Covid-19 wave-2. Tragically, we lost our pillar of strength, my husband Mrs. Veerakumar. In the aftermath of this profound loss, the burden of

ensuring the education and well-being of my children became a daunting challenge.

The timely and generous support extended through Tamira Seva Thittam, facilitating the availing of Rs. 6 Lakhs from the PM Care for Children scheme, has been nothing short of a lifeline for us. This financial assistance has significantly alleviated the economic strain and allowed me to provide for the education and future of my children, ensuring that they can continue their studies without compromise.



The impact of your support extends beyond the monetary value; it has provided emotional solace, a sense of security, and the assurance that my children's education will not be compromised due to the challenges we faced.

7.0 LINKING SCHEME FOR DIFFERENTLY-ABLED



My name is Anitha from Naianarpuram village in Ottapidam block, and I am a beneficiary who has experienced firsthand the positive impact of your efforts in bridging communities and government schemes.

Living with a disability brings its own set of challenges and navigating through bureaucratic processes for entitlements can often seem like an insurmountable task. However, thanks to the exceptional work carried out by your CSR project, the gap between community needs and government schemes has been effectively bridged.

The tireless efforts of your team in advocating for individuals under the disability category have made a significant difference in my life. The disability pension, which seemed like a distant dream, has now become a

reality, providing financial stability and a sense of security for me and my family. Your project's commitment to facilitating access to government schemes for the disabled is truly commendable.

Beyond the tangible benefits, your project has fostered a sense of empowerment within our community. It's not just about receiving financial assistance but also about breaking down barriers and dispelling the stigma associated with disability. The awareness campaigns and advocacy work undertaken by the project team have helped create a more inclusive and understanding environment.

I want to extend my deepest appreciation to every member of the CSR project team, The State & Central Governments who have made this impactful initiative possible. Your dedication to improving the lives of individuals with disabilities is creating a positive ripple effect, fostering a more inclusive society.

9.0 Financials from Nov-2021 to Till Date

30.77 Lakhs

10.0 LINKING THE PROJECT WITH UN SDGS

S.No	SDG	Awareness programs and availed schemes
1	SDG-1 No Poverty	<ul style="list-style-type: none"> • Pradhan Mantri Jeevan Jyoti Beema Yojana • National Social Assistance Program (NSAP) • National Rural Employment Guaranteed Scheme
2	SDG-3 Good Health and Well being	<ul style="list-style-type: none"> • National Health mission • Pradhan Mantri Jan Arogya Yojana • Chief Minister's Comprehensive Health Insurance Scheme
3	SDG-5 Gender Equality	<ul style="list-style-type: none"> • TN Chief minister's two female children protection scheme
4	SDG-8 Decent Work and Economic Growth	<ul style="list-style-type: none"> • e-Shram – Social Security for Unorganized sector Employees

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DOING IT BETTER: MONITORING OF CSR PROJECTS

By Dr. S K Gupta, Chief Executive Officer, ICAI Social Auditors Organization



1.0 THE PERSPECTIVE:

Since the CSR Law came into force in 2013, there has been a lot of conversation on spending across companies, social issues that have got the maximum funding and attention, and industry trends in spending. While financial measurement is an important indicator of CSR uptake, the purpose of CSR – social impact, equally needs to be measured to understand how much of a difference the programs made on the ground.

Monitoring and Evaluation (M&E) of corporate social responsibility (CSR) initiatives is critical to understanding what works and what does not achieve desired outcomes. Given the large and growing body of research on CSR, there is an increasing need for rigorous, high-quality M&E to ensure that CSR initiatives achieve their objectives and make a positive impact. There are several tools and methods that can be used to assess the effectiveness of CSR programs. M&E can help organizations to identify areas where their CSR initiatives have the most impact and areas where improvements are needed.

It can also help benchmark the performance of CSR programs against other initiatives within the organization and the wider industry.

2.0 MONITORING OF CSR – CONCEPT

The word "monitor" is derived from the Latin word meaning to 'warn'. Monitoring is a continuous / periodic review and surveillance by the CSR department at every level of the implementation of an activity to ensure that input deliveries, and other required actions, work schedules, targeted outputs are proceeding according to plan. Availability of a 'plan' is a pre-condition for monitoring. Another way of defining monitoring is that it is a process of measuring, recording, collecting, processing and communicating information to assist project management decision-making.

To be precise and brief, monitoring system is an information system for management decision-making. Monitoring is a periodically recurring task that allows results, processes, and experiences to be documented and used as a basis to steer decision-making and

learning. It is a progress-checking mechanism created to see whether the project is on track and meeting the outputs set, within the time limits as mentioned in the project design and implementation plan.

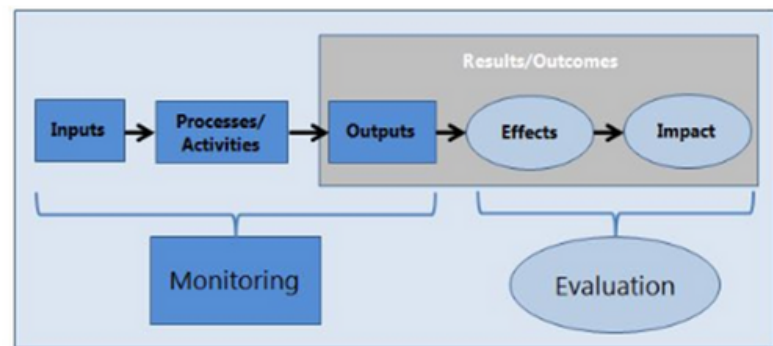
Monitoring of CSR activities helps corporations in learning from past experiences, improving delivery system of CSR activities they undertake, systematic planning and optimizing resource allocation and measurement of results as a part of accountability to the key stakeholders. However well a CSR programme or project has been conceived and planned, if the implementation is not proper, it will result in inefficient and wasteful loss of resources.

A number of CSR programmes and projects have been undertaken in various sectors. Review of many of these suggests that monitoring and appropriate mid - course corrective measures are central to achieving project goals. In the light of the above, Monitoring and Evaluation (M&E) is increasingly recognized as an indispensable tool.

The CSR department requires the following information to keep track of CSR programme and to guide its course of action:

1. Diagnostic information (why a situation is as it is)
2. Implementation information (physical and financial or input information)
3. Utilization information
4. Impact information
5. Situation information, and
6. Information for review

3.0 ELEMENTS IN MONITORING



Framework for Monitoring and Evaluation

The purpose of a CSR programme is to convert a set of RESOURCES into desired RESULTS. Resources are INPUTS and results are OUTPUTS and OUTCOMES

- **Input:** Goods, funds, services, manpower, technology and other resources invested in a CSR project .
- **Output:** Certain things happen immediately, and certain things ultimately, while certain things in between these two (intermediate).
- **Effect:** It is the outcome of the use of the project outputs above. The realization of expected effects in a project will lead to desired impact .

- **Impact:** It is the outcome of project effects or ultimate results (broad long term objectives – e.g. Standard of living and reducing poverty both at individual and community level.

4.0 STRUCTURING A CSR MONITORING PLAN

Following factors need to be kept in mind while formulating a monitoring and evaluation framework for a CSR project:

- **Track relevant Information only:** Monitoring tools often end up capturing a lot of information that is not required or has no potential use for the program. The idea behind should be to collect only necessary information that is required to ascertain whether the project is on track.
- **Selection of Appropriate Data Collection Tools:** Selection of tools with respect to the requirement of the nature of the project is a vital component in any monitoring and evaluation framework. It is well known fact that one size does not fit all, in the same way, the tools selected have to be as per the nature of the project, budgetary constraints and available time line.
- **Clear roles and responsibilities:** It is imperative for any good monitoring and evaluation framework to assign specific roles & responsibilities within the project team personnel. Data management roles should be decided with input from all team members so that everyone has the same understanding and knows the indicators they are assigned while are supposed to track.
- **Indicators should be SMART:** The indicators to be decided for any monitoring and evaluation plan should be SMART (Specific, Measurable, Accurate, Realistic & Time Bound). This implies that it should be specific in terms of what it wants to measure/assess, measurable quantitatively/qualitatively, able to accurately capture data, based on realistic parameters as per the on-ground situation and should have a specific time line.
- **Create a Comprehensive Analysis Plan:** The accurate analysis of data is a key component for the success of any monitoring and evaluation plan. The analysis of quantitative and qualitative sets of data requires different sets of competence and it is imperative for the data analysis

personnel to be well versed with both of them.

- **Qualitative vs quantitative measurement:** It is important to quantify progress through numbers that directly indicate the value being delivered or the situation being improved. Today, there are standards available for everything one can measure quantitatively – in education, healthcare, skill development and so on. However, Qualitative assessments help us to really get to the bottom of the quantitative data and understand these numbers. Have an ongoing rigorous system for collecting quantitative data. Once in a quarter or so, structure your operational reviews such that qualitative inputs help contextualize the quantitative data.
- **Verification through Triangulation of Data:** One of the most important factors to be kept in mind while designing of the monitoring and evaluation framework is that the data collected needs to be verified from multiple sources both through primary and secondary research. This is imperative in order to increase the authenticity and accuracy of the data.

- **Sharing of Data with Relevant Stakeholders:** The data collected and the resulting analysis should be shared with all the relevant stakeholders. This will ensure that the data collected and analysed leads to real time change/course correction on the ground or leads to better planning and design of future similar projects.

5.0 CONCLUSION:

Monitoring for CSR isn't that different than monitoring for other issues faced by a company, but it does require careful attention to how issues are changing. If companies are going to commit to socially responsible practices, they need to embrace how these topics can change over time and be ready to adapt. Monitoring can help make these changes seem less sudden, if you have the information at hand, you can plan.

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WEBINAR ON

ESG INSIGHT FOR NGOS OPPORTUNITIES & CHALLENGES IN INDIA

11.01.2024 | 3:00 - 5:00 PM

SPEAKERS



Ms. Garima Dutt
President, CSR - YES BANK
CEO - YES Foundation



Ms. Poonam Sharma
Vice President/Head -
CSR and Sustainability
PI Industries Ltd

TOPICS TO BE COVERED:

- Understanding ESG
- Implication of Regulatory Changes
- ESG Implementation Strategies for NGOs
- Funding and Partnerships

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For any Question & Query, write at:
prerna.gupta@nationalcsrnetwork.in

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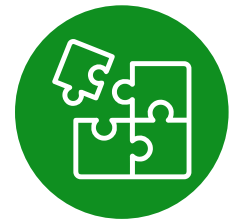
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Intercative platform for CSR Stakeholders



Insights & Solutions to address pain points





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ALLIANCE: Corporates, NGOs, Academia & Government

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