



*An initiative of Strategic CSR Alliance*

# **SUSTAINABLE SOCIAL INSIGHTS**

**CSR | ESG | SUSTAINABILITY**

**OCTOBER'23**



## **IN THIS EDITION:**

---

### **KEY NEWS: CSR, ESG & SUSTAINABILITY**

**P20 Summit In New Delhi Concludes Successfully**  
**CSR funds can breathe new life into India Tourism**

### **BEST PRACTICES (CSR INITIATIVES)**

**#TogetherWeRise - Mahindra & Mahindra (AutoFarm Division)**  
**Every Life Matters - Kokilaben Dhirubhai Ambani Hospital**  
**Better World Initiative - Genpact**

### **VIEWS**

**Girl Child Education - Jakson Group**  
**The Sustainability of Development Initiatives Without Social Development is Elusive - Dr. Suhas Wani**

## **ABOUT NATIONAL CSR NETWORK**

---



**Ms. Meena Raghunathan**  
Editor, Sustainable Social Insights  
Former Executive Director,  
GMR Varalakshmi Foundation



**Ms. Prerna Gupta**  
Compiler, Sustainable Social Insights  
Assistant Director,  
National CSR Network



# KEY NEWS ON CSR, ESG & SUSTAINABILITY



## **P20 SUMMIT IN NEW DELHI CONCLUDES SUCCESSFULLY**

New Delhi, October 14: The two-day P20 Summit in New Delhi concluded successfully on Saturday, with Lok Sabha Speaker Om Birla thanking all the dignitaries for their contribution to the success of the event in India.....

## **NIIF TEAMS UP WITH JAPANESE STATE- BACKED BODY FOR ESG BETS IN INDIA**

India's quasi- sovereign fund, the national Investment & Infrastructure Fund (NIIF) on Wednesday said that it has setup a bilateral vehicle in partnership with Japan Bank for International Corporation (JBIC), a policy based financial institution backed by Japan's government, to invest in India's environmental preservation sector.....

## **CSR FUND CAN BREATHE NEW LIFE INTO INDIAN TOURISM**

The Archaeological Survey of India (ASI) recently launched version 2 of its 'Adopt A Heritage' program.

The aim is to enable CSR investments in heritage conservation and leverage these sights for tourism development.....



## **CSR: MOU SIGNED WITH THE GOVT OF TAMIL NADU, UNDER THE NAAN MUDHALVAN SCHEME, TO SKILL 5,000 YOUTH IN SALES AND MARKETING**

Hindustan Coca-Cola Beverages Private Limited (HCCB), one of India's leading FMCG .....



## **CSR: RAILWAY STATIONS IN INDIA ARE BEING MADE MORE ACCESSIBLE FOR THE SPECIALLY-ABLED WITH CSR SUPPORT**

to make railway stations more accessible for people with visual, hearing.....

## **UNICEF EXECUTIVE DIRECTOR CATHERINE RUSSELL VISITS INDIA TO SPOTLIGHT PROGRESS ON GLOBAL GOALS FOR CHILDREN**

On her visit to New Delhi and Lucknow, UNICEF Executive Director commends the efforts of frontline community workers to improve health services for women and children...

# MAHINDRA & MAHINDRA (AUTO FARM DIVISION)- CSR



## VISION

We strive to move beyond mere philanthropy and invest in impactful social programs that actively promote betterment. Our CSR vision aligns with our core purpose and focuses on three key constituencies – women, youth and farmers. We support them through innovative programs, in the domain of Skill Development, Water Conservation Livelihood enhancement through sustainable agriculture practices.

***Our core purpose, "Only when we enable others to rise, will we rise," drives our approach to CSR.***

In F23, our key CSR project focused on empowering women and youth through skill development initiatives, supporting farmers and rural communities through water conservation initiative & sustainable agriculture practices.



YOUTH



ENVIRONMENTAL &  
RURAL DEVELOPMENT



WOMEN'S  
EMPOWERMENT

M&M-  
Auto Farm  
Division  
Key CSR  
Initiatives  
of F23

## VOCATIONAL TRAINING FOR YOUTH

- ***In F23 4500+ youth across 5 states trained to secure better employment prospects.***
- ***30% were women were engaged in diverse training programs, ranging from automotive technician, tractor drivers to sewing operators.***

Recognizing the importance of youth skilling, we have taken significant strides in empowering young people through various youth training and skilling initiatives. These initiatives aim to equip young individuals with the necessary knowledge and abilities to contribute effectively to a sustainable and resource-efficient society.

We have collaborated with multiple NGO partners to offer vocational training in skills like automotive technician, IT, retail, industrial courses and farm mechanization across 5 states of India. The training approach involved centre-based learning, on-the-job exposure, and placement assistance.

## **BREAKING THE PLOUGHSHARE CEILING**

Women's work in agriculture is often unrecognised and undervalued, and they face significant gender-based barriers that limit their productivity and income. One of the significant challenges that women farmers face is the lack of access to modern farm equipment such as tractors which have become essential tool for modern agriculture and can significantly increase productivity and reduce labour costs. Even when women farmers have access to tractors, they may not be trained in their operation.



**Geeta Devi – Trainee from Jaipur**  
**Post training, she sold her livestock to**  
**buy an old tractor to plough farmland**

This is why the need for women farmers to learn tractor driving was felt. This skill can help women farmers increase their income.

Our Program “**Livelihood Through Farm Mechanization**” which was launched in the year 2022 had trained 720 beneficiaries out of which 232 are women and 100% are first-time tractor drivers in their family. 100% of trainees have received a permanent license.

## **RISE FOR ‘WATER FOR ALL’**

- ***In F23, more than 158 Water harvesting structures were established and renovated.***
- ***3455+ Lakh Liter water harvested through water structures.***
- ***4978 Ha land treated for soil and water conservation intervention.***
- ***9900+ Farmers and community members have been benefitted through water conservation.***

Extreme weather events are leading to water scarcity across the globe. Any imbalance between the demand and supply of water disturbs the natural, social and financial ecosystems. Hence, water conservation is essential not just to mitigate business risks but also societal risks. Mahindra- AFS have been working towards various natural resource management project across diverse geographies with the objective of preventing soil erosion, improving soil health and increasing

water tables through enhancement and creation of various water structures which will lead to water availability impacting enhanced green cover and increased in crop productivity thus leading to sustainable livelihood and holistic community development.



**Glimpse of Project Pani-  
Community Pond Rejuvenation  
At Village -Berda, Ajmer**

***Maharashtra, linking 900+ women for sustainable livelihood means.***

- ***30 SHGs were formed and established linkages with government schemes.***
- ***Women generating income through making soft toys, mushroom farming, Jute bags, artificial jewellery, Knit cloths etc.***
- ***400+ women farmers were trained on setting up vermi-compost units, developing kitchen gardens and adopting modern farming practices.***



**Glimpse of Durga Self Help Group  
at Mohali- trained in  
manufacturing Jute bag**

### **PRERNA- EMPOWERING WOMEN**

- ***In F23, 1100+ women across 6 states were supported under this initiative.***
- ***Trained and strengthened women led FPOs for improved market linkages in Madhya Pradesh***

Project Prerna is an empowering model and is based on working with women farmers for major crop productivity enhancement and farm mechanization to

ensure improved income. The Project support various initiatives focused on economic support, digital support, livelihood generation, adopting modern agri practices and social upliftment aspect



**Glimpse of Vermicompost preparation at Chhindwara, MP**

of the women are provided exposure to good agricultural and farm mechanization practices to augment their farm-based livelihood. The flagship intervention PRERNA is an integral part of various projects which includes training and advisory services on soil health, access to gender friendly farm equipment, linkages to government welfare support initiatives, resource efficient agriculture methodologies for enhancing crop productivity.

Entrepreneurship support is provided to women for establishing FPOs and also strengthening existing SHGs to take leap in establishing small scale business which is the need of the hour for progressive rural economy.

### **ABOUT MAHINDRA**

Mahindra & Mahindra Ltd. is the flagship Company of the Mahindra Group. Our core business is mobility products and farm solutions. At Mahindra, driving positive change through business has been a part of our definition of success. Since 2005, we have voluntarily contributed 1% PAT towards CSR, and smoothly transitioned to contributing 2% average net profit as per the New Companies Act, 2013. By bringing together nation-building and future-facing industries and communities, we are co-creating a positive world where each one of us enables the other to Rise. This approach aligns perfectly with our philosophy of #TogetherWeRise, where collaboration and shared values drive us towards a common goal of a better world. We are committed to making a positive impact on the world around us – both within and beyond our factories and offices. We are committed to undertaking comprehensive, well-planned, and long-term social interventions that positively impact vulnerable and marginalised communities and the environment.

# EVERY LIFE MATTERS – A CSR INITIATIVE BY KOKILABEN DHIRUBHAI AMBANI HOSPITAL



Author: Dr. Dhaval Bhatt, General Manager Clinical Administration  
Kokilaben Dhirubhai Ambani Hospital

## ABOUT THE HOSPITAL

**Kokilaben Dhirubhai Ambani Hospital** is a 750 bedded quaternary care hospital established at Mumbai through a charitable trust by the name of Mandke Foundation.

This hospital has been established with the vision of being, 'A global healthcare institution that combines the best in medical treatment, with strong ethical principles, and a culture of care and compassion.' The main motto of the organization is '**EVERY LIFE MATTERS**'.

With these values in the background the hospital has been working for the last 14 years balancing sustainable charity for the underprivileged community while pursuing the path of clinical excellence. The hospital is located at one of the prime suburbs of Mumbai and is built as a 1 million square feet, standalone building housing all facilities under one roof. It is equipped with state of art technology like high end radiology, robotics, radiation therapy etc. The care model of the hospital is also

unique with respect to the usual one practiced in Mumbai city, as all the doctors/ specialist working at the Kokilaben Dhirubhai Ambani Hospital as work on full time basis, unlike the visiting model widely practiced in the city. Care is provided by these highly specialized doctors based on standardized care pathways and monitored outcomes. The hospital has earned significant reputation in the western part of India and has received various state as well as national awards / accolades for its services. The hospital also prides itself for having several international and national accreditations like NABH, NABL, NABH – Blood bank etc., and being the only hospital in Mumbai with international accreditations like JCI & CAP.

## CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES:

Kokilaben Dhirubhai Ambani Hospital, with an intent to give back to society has embarked on the mission to make healthcare services in the field of pediatric cardiac care, thalassemia treatment, congenital hearing disability, cancer care, accessible, affordable and outcome benchmarked.



The main objectives of this Corporate Social Responsibility initiative with the tagline ‘**Every Life Matters**’ are:

- To make a difference in the health & well being of community
- To provide access to care for critically ill patients without any barriers
- To reach out to the community for detecting their needs
- To create sustainable programs with global benchmarks

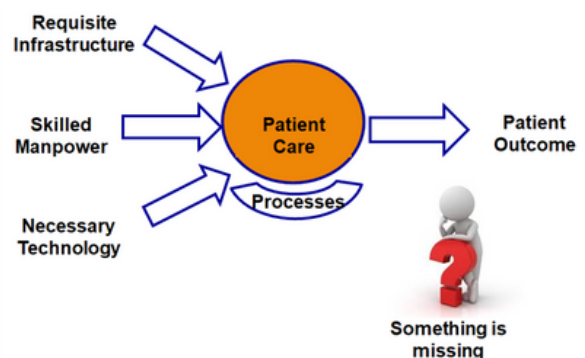
Under this CSR Initiative, Kokilaben Hospital has envisaged following comprehensive programs for giving back to society:

1. **Touching Little Hearts** – Conducting corrective surgeries / procedures for congenital heart diseases.
2. **Freedom from Thalassemia** – Carrying out bone marrow transplants for the Thalassemic children
3. **Project SUNO** – Cochlear implant surgeries for kids suffering from loss of hearing and loss of speech due to congenital inability to hear
4. **4 Cs Program** – Contain, Combat, Conquer, Cancer provides diagnostic, surgical, chemotherapy, radiation & rehabilitative care for the patients

The latest program initiated by the hospital is paediatric orthopaedic deformities correction and rehabilitation.

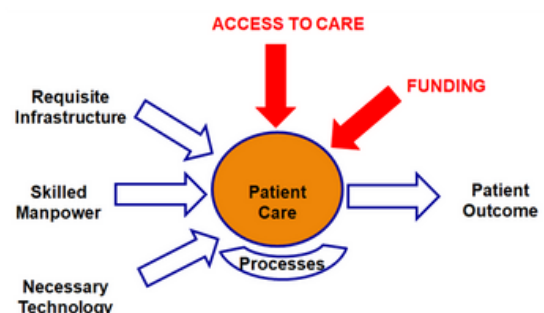
**TYPICAL HEALTHCARE MODEL VS. EVERY LIFE MATTERS MODEL:**

A typical healthcare model consists of bringing together infrastructure, technology, and skilled manpower through standardized processes to provide patient care and get the desired outcomes as illustrated in the diagram below.



Typical Healthcare Model

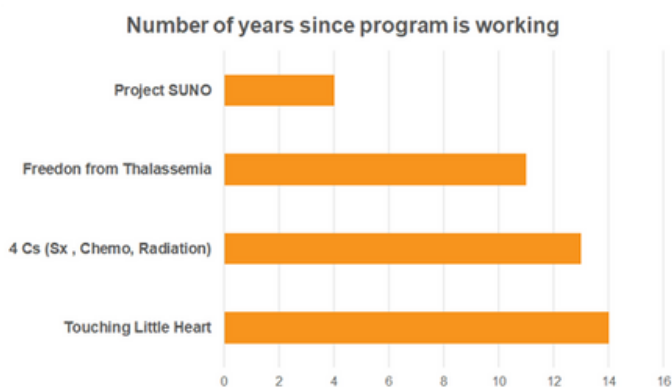
But it misses the two main components- accessibility and continuous funding to make healthcare services available to patients from across various strata of the community.



Every Life Matters Healthcare Model

The model on which healthcare services provided at Kokilaben Dhirubhai Ambani Hospital through 'Every Life Matters' takes of these two additional attributes i.e. increase in accessibility for patients from across all strata of society, and no denial of care to any person for the want of finances, thereby ensuring sustainable funding for all the four dedicated programs mentioned.

These four programs have been initiated at various stages of the life cycle of the Kokilaben Dhirubhai Ambani Hospital, and thus each program has been operating for a different time period, with the oldest being Touching Little Hearts and the latest being Project SUNO.



**Timelines for Operation of various CSR Programs under 'Every Life Matters'**

## **KEY TO SUCCESS FOR EVERY LIFE MATTERS**

All the four programs of Every Life Matters, - follow the mantra of

improving accessibility for patients in need, ensuring sustainable funding for the programs and constantly monitoring and improving the quality of services provided to the patients enrolled under these programs. The various initiatives carried out to meet these objectives are mentioned:

### **Improving Accessibility to Care**

- Community Outreach
- Screening and Early Detection
- Patient Education
- Staff Sensitization
- Being sensitive to Social and Cultural Needs of the patient

### **Ensuring Sustainable Funding**

- Adopting Idiom 'Charity Begins at Home'
- Partnering with like minded organizations / individuals
- Maintaining Transparency (Financial as well as related to Outcomes)
- Demonstrating high quality patient outcomes
- Genuine and timely recognition of contributions

### **Addressing Cost vs Quality Dilemma**

- Top management's assurance to bridge cost related gaps
- Non-discriminatory care pathways and guidelines adopted

- Creating dedicated clinical and nonclinical teams for every program
- Strict adherence to SINGLE USE DEVICE POLICY
- Constant emphasis on skill development of key staff members
- Periodic Outcome Monitoring
- Participating in peers / international quality improvement data sharing collaboration
- Encouraging innovative practices to reduce length of stay for the patients

### QUANTUM OF SERVICES PROVIDED THROUGH EVERY LIFE MATTERS

The philosophy adopted for delivering all the four programs of Every Life Matters was based on the Hindi idiom 'VAMAN to VIRAT', which means to start small but sure, and transform into a big entity. True to this philosophy, all the programs under Every Life Matter have started by servicing small numbers of patients and have grown by leaps and bounds once the processes and outcomes were standardized.

#### **Number of patient beneficiaries:**

Overall, around 25,000 patients have benefited under the 4 programs

under Every Life Matters since its inception, of which 49% have availed services of Touching Little Hearts; 45% of patients have availed services of 4 C (Contain, Combat, Conquer Cancer); and the remaining 6% patients have availed services of Freedom from Thalassemia and Project SUNO. Freedom Thalassemia and Project SUNO are relatively new programs and the awareness about them is being percolated to the communities

### NATIONAL OUTREACH OF EVERY LIFE MATTERS

The aim of all the programs under Every Life Matter has always been to make them pan India initiatives, so that people from across the country can avail the benefits based on the domicile state data available for the four programs, it is evident that these programs have provided benefits for patients from 21 states of India.

**Touching Little Hearts:** 43% of the total beneficiaries have been from Maharashtra, whereas the remaining 47% have been from 17 other states, of which Gujarat and Madhya Pradesh, Orissa, Rajasthan and Karnataka, have significant share.

**4 Cs Program:** Under this program approximately 40% of the patients have been from the state of Maharashtra, closely followed by Gujarat, West Bengal,

Madhya Pradesh and Chhattisgarh. The most attractive proposition for this program has been the ability of Kokilaben Dhirubhai Ambani Hospital to diagnose, treat, rehabilitate, and palliate cancer.

**Project SUNO:** Under this program approximately 27% of the patients have been from the state of Maharashtra, closely followed by Gujarat, West Bengal, Madhya Pradesh and Chhattisgarh. This program has been able to diagnose, treat, rehabilitate, and restore the hearing capabilities of the young patients, so that they start leading a normal life.

**Freedom from Thalassemia:** The outreach for this program has been to 13 states of our country, mainly focused on western part of our country covering patient from states like Maharashtra, Gujarat, Rajasthan, Madhya Pradesh.

Apart from the focused CSR Programs, Kokilaben Dhirubhai Ambani Hospital is involved into various other community outreach activities including:

- Congenital Heart Diseases Screening Camps
- HLA Camps
- School Camps – Hearing Loss

- Cancer Screening Camps
- Patient Education Lectures
- Pediatrician Training Initiatives
- Volunteers Training Program
- RBSK Participation – Clinical Support provider

The hospital has also initiated 3 onco-care centres providing radiation and chemotherapy services at Akola, Gondia & Solapur.

### **SUSTAINABILITY AND FUNDING FOR THE PROGRAMS:**

True to the Idiom that ‘Charity Begins At Home’, Kokilaben Dhirubhai Ambani Hospital through Mandke Foundation has been regularly funding and subsidizing the expenses related to the programs.

However, the need of the community is so large that it was soon realized that more funders, donors, and sponsors need to be on-boarded for ensuring continuous sustainability of these programs. Keeping this philosophy in mind the hospital has been successful in partnering with like-minded NGOs, Corporate Groups, PSU companies, Government Agencies as well as Individual Donors. As of date, Mandke Foundation manages CSR relationships with more than 100 such donors organizations, agencies as well as individual donors.

The foundation ensures complete transparency with respect to cost estimates, patient selection criteria, actual utilization of the amount with the donors and sponsors. The donors and sponsors are provided periodic updates about the clinical outcome of the patient on regular basis. The foundation also arranges various donor-meet programs and maintains continuous communication with the donorsto build relationship and enthuse them about the noble cause that they have embarked upon.

### **CONTINUOUS FOCUS ON QUALITY & CLINICAL OUTCOME IMPROVEMENT:**

The hospital continuously tracks the clinical outcomes of the patient's availing services under the four programs and benchmarks the same with Global Outcomes. The hospital has developed various outcome audit parameters like: Average Length of Stay, Case Complexity, Ventilation, ICU Stay, Infection Control, Mortality, Morbidity, Blood Usage, 5 Year Survival Rate (in case of cancer) etc.

The hospital has also tie-ups with various international organizations International Quality Improvement Collaborative (IQIC) with Boston Childrens Hospital, Children's Hospital of Philadelphia, Society of Thoracic Surgeons Database, etc. to carry out benchmarking studies. Through these collaborations, there is exchange of various clinical data and the outcomes of Kokilaben Dhirubhai Ambani Hospital are benchmarked and compared with the Global ones. This exercise gives deeper insights and cross-learning for continuously improving the clinical quality and outcomes.

### **Future Aspirations:**

All the CSR programs envisaged by Kokilaben Dhirubhai Ambani Hospital have been running successfully for a period of time, but there are many more clinical programs to be developed and a lot needs to be done to increase awareness on prevention of certain diseases and bringing our social changes in the community behavior, including spreading awareness about avoiding consanguineous marriages, avoiding late-age pregnancies to prevent congenital heart defect in children etc. The younger generations needs made aware about the need for

checking thalassemia traits before marriages to prevent children begin born with Thalassemia,- hence a concept of RaktKundali matching is being propagated. The hospital is also working on developing economic neonatal transport unit through use of rental cars for safe transport of neonates to the tertiary care

hospital, in collaboration with various players from automobile industries.

The special CSR programs run by Kokilaben Dhirubhai Ambani hospital under the title of Every Life Matters have made considerable impact on the life of the needy patients all across the country.. And this is only the beginning!



# “BETTER WORLD INITIATIVE – A GENPACT CSR FLAGSHIP PROGRAM



Genpact is in the relentless pursuit of a world that works better for people. Part of that pursuit is the belief that every person has the power to make a profound impact on individuals, on communities, and on society.

Many of the largest societal issues such as climate change, hunger, lack of education, unemployment, homelessness, and inequality cannot be solved overnight, but there are steps each of us can take and skills we can contribute in a collaboration to bring change. ‘Better World Initiative’ strongly believes in leveraging Genpact’s strengths of process excellence, design thinking, data and digital skills combined with domain expertise for transforming non-profit organizations, their programs, and the lives of beneficiaries to generate replicable, sustainable, and scalable change.

It recognizes that for non-profits to stay relevant in today’s world, they need to reimagine their operating models, upskill their teams, leverage technology, and deploy practices which will make them more efficient and scale in an impactful manner.

Started in 2016, Better World Initiative is an innovative program, investing in development of non-profit organizations by providing access to pro-bono consultants for a yearlong assignment. The goal is to bring a transformational change in processes and structures, enabling non-profits scale sustainably. The program complements the effort of the development sector with the best practices from the corporate sector to drive sustainable transformation. So far, Better World Initiative has delivered 219+ pro-bono transformation consulting projects with 125+ non-profits reaching out to 17.5 million lives.

## TRANSFORMATION JOURNEY OF BWI NON- PROFITS PARTNERS : TWO CASE STUDIES

### **Enabling an ecosystem for helping youth become successful Agri-Entrepreneurs in Odisha’s tribal areas-**

In 2018 Odisha Government, Pradan in collaboration with other CSOs introduced Agriculture Entrepreneurship (AE) Promotion

Scheme to identify and incubate 1000 local Agri Entrepreneurs (AE) as value enablers in the agricultural supply chain, targeting access to farm inputs and market for two lac marginalized and small women farmers in Odisha.

**Situation:** AE Model was tested in a few locations, but expanding it required strong and defined processes for smooth execution,- in order to get the program off the ground at the pace needed. Embedding the experience and digitization were also important to scale effectively, keeping in mind team bandwidth struggles. There were also anticipated risks related to candidate retention, economic viability at individual level, and the large-scale implementation which were critical for successful implementation.

**Better World Contribution:** The team at Better World initiative designed the customized Incubation model considering the youth with different personas, keeping in mind socio-economic background and market factors ensuring trade fitment and reduced dropouts. To ensure quick wins and boost the entrepreneurs' confidence in the early stage of business, mapping of crucial value chain actors under the partnership framework was done so that the program hub

could continuously engages and creates a supporting ecosystem which would help AEs flourish.

Better World Consultant, working on the project adapted the optimal utilization of available resources whilst designing the process for scheme implementation and reporting to the government.

Some of the successes project witnessed included:

- An effective measurement system was introduced to evaluate the program.
- The scheme application process was digitized, reducing the time taken for review of applications and process them from 32 to 7 working days.
- An early warning system was built-in to flag youth who might be at risk of dropping out or who needed additional assistance to pursue their goals and become successful entrepreneurs.





As the consultants completed their consulting assignment, the team at BWI ensured the dashboard required for reporting of the program to the government; self-reflection exercise to ensure timely project delivery; process standardization and skill transference to partners. In fact partners are allowed to replicate the solution for similar projects funded by their institutional partners.

***"Processes are more streamlined along with clarity in each step. Digitization of processes will now help us move to a web platform"***.- Kirtti Bhushan Pani, Principal Integrator, Pradan

### **What gets measured gets improved!**

*Building Capacity to measure the impact and scale.*

Srujna, a Mumbai based non-profit provides livelihood opportunities, it provides training, income opportunities, including awareness on various areas, educational coaching to women across India, and acts as a bridge between these community-based women collectives and the external market so that they can earn their independent income by themselves.

**Situation:** Srujna aims to exit these

community-based collectives. To achieve this, they ensure these groups are sustainable over a period to take charge of the business opportunities created for them. For this, Srujna needs to come up with a constant monitoring plan, However Srujna lacked a proper Management Information System (MIS) to track partner (SHG/ community-based women collectives) business performance and thereby the overall impact created through this initiative.

**Better World Contribution-** BWI helped the partner define its problem statement and helped them to identify the entire process journey and document it as a first step. With this visibility, the BWI team was able to develop metrics at every level (input, output and Impact). The next step was to develop mechanisms for data capturing for each of these metrics. The consultant at BWI had designed standardised templates, and wrote operational definitions for each metric. It was important for the organization that it could aggregate outreach and impact data at a dashboard level with quick access to information which would help create action plans to improve partner/ collective performance and take informed decision for the program.

The BWI intervention helped the partner with,

- Integrated MIS along with an automated dashboard
- Streamlining data for strategic decision making during each stage of implementation – training, to group business set up etc.
- Establishing a scalable model, the solution was piloted with the end beneficiary group.



***“A monitoring and evaluation system is a crucial component for mapping the effectiveness and progress of the program. During the community visit, we measured the increase in self-confidence of women; one woman shared that after earning a stable income she could voice her opinion to which political party to vote for.***

***This proved that our livelihood model leads to women’s overall growth, women’s group making empowered choices and ultimately impacting the community”.*** -Jyotika Bhatia, CEO & Co- Founder Srujna

### **ABOUT GENPACT**

Genpact is a global professional services firm that delivers the business outcomes that transform industries and shape the future. We partner with the world's most innovative companies to turn their biggest challenges into opportunities, resilience, and growth – from creating hyper-connected supply chains to transforming experiences for their customers and employees.

To know more about the Genpact Better World Initiative please visit:

<https://www.genpact.com/purpose/better-world-initiative>



# INTERVIEW ON THE OCCASION OF INTERNATIONAL GIRL CHILD DAY

**With**



**Ms. Radhika Arora**

Group Head CSR &  
CPO, Jakson Group

Radhika Arora is the Group Head CSR & CPO for Jakson Group, a diversified energy and Infrastructure company having expertise in Distributed Energy, Solar Energy, EPC, Hydrogen, Hybrid & Battery Energy Storage Solutions. In addition to HR, she also heads Administration & facility management, EHS, and CSR for the group. As a group CPO, she is responsible for defining the strategic roadmap for people initiatives that include recruitment, talent management, organizational development compensation and benefits, training & development amongst others. With a total of close to 19 years of work experience in the HR space, Radhika is a change leader, a problem solver, and an enabler of personal and professional excellence. She has a special interest in HR digitalization, talent skilling, and diversity agenda. Prior to Jakson, she was associated with a giant energy public sector company – Bharat Heavy Electricals Ltd. for a decade and with Sony India for seven years. She is a Management Graduate from Ramaiah Institute of Management, Bangalore, and has a degree in BSc from St Johns College, Agra.

**How can girl child education be aligned with broader development goals and sustainable development goals?**

Girl child education can serve as a catalyst for broader development goals and sustainable development goals. When girls receive quality education, they become informed and empowered individuals who can actively participate

in their communities. This, in turn, promotes economic growth, social equity, and gender equality, aligning perfectly with the ideals of sustainable development.

**What message or advice would you give to young girls aspiring to pursue their education against all odds?**

To young girls aspiring to pursue education against all odds, I would say, "Your determination is your greatest asset." Regardless of the challenges you face, your education is a path to self-empowerment and a brighter future. Seek support from mentors, believe in your potential, and remember that education is a tool that can change your life".

**How does gender in equality affect the educational opportunities available to girls, and what can be done to address this issue?**

Gender inequality can hinder girls' educational opportunities due to societal norms and prejudices. To address this issue, we must challenge stereotypes, promote gender-sensitive curricula, and provide financial incentives for families to educate their daughters. Empowering

women in communities and encouraging discussions about gender roles can help create a more inclusive educational environment.

**What can individuals and organizations do to contribute to the cause of girl child education, both locally and globally?**

Individuals and organizations can contribute to girl child education by funding scholarships, donating educational resources, and supporting mentorship programs. On a global scale, advocacy for girls' education through awareness campaigns and partnerships with NGOs can have a significant impact. Locally, volunteering, mentoring, and creating safe spaces for learning can also make a meaningful difference.

**What role can communities, parents, and schools play in ensuring girls receive a quality education?**

Communities, parents, and schools all have essential roles in ensuring girls receive a quality education. Communities can organize awareness campaigns, establish support networks, and celebrate the achievements of educated girls as role models. Parents should prioritize their daughters' education and encourage their interests. Schools must provide safe and inclusive environments, addressing issues like bullying and discrimination to ensure girls feel comfortable learning.

**Could you share success stories or examples of initiatives that have successfully promoted girl child education?**

Ans - In Jakson Group's initiatives like the Early Learning Center at Phaltan, Greater Noida, and Kalsar, we've witnessed remarkable transformations. Our initiatives have not only educated girls but have also empowered them with self-defense skills, improved health and sanitation awareness, and addressed gender-related issues through awareness sessions. The success stories from these programs reflect the profound impact of a comprehensive approach to girl child education.

---

# THE SUSTAINABILITY OF DEVELOPMENT INITIATIVES WITHOUT SOCIAL DEVELOPMENT IS ELUSIVE

**With**



**Dr. Suhas P Wani**

Former Director – Asia and  
Founding Director, IDC  
at ICRISAT, India

Dr. Suhas P. Wani Former Director – Asia and Founding Director, IDC at ICRISAT, India. Also served as Visiting Professor at UoA, Edmonton, and a Member of the Sustainable Agriculture Advisory Board (SAAB), Unilever, U.K. Currently, he has served as intl. Consultant, ADB Manila, FAO, IFAD, and currently serving as Advisory Board member for the JSW Foundation, and S.M. Sehgal Foundation. Has contributed six Strategy papers for the PMO including for DFI, Soil Health Mapping, and published 675+ research papers. He is awarded several awards by Gol, China, and Vietnam as well as recognized as the 50 Most Impactful Leaders in Water & Water Management as well as Rural Marketing.

The greatest challenge of the 21st century is to feed the ever-growing human population which has already reached 8.1 billion and is expected to reach 9.8 billion by 2050, with limited land and water resources globally. This challenge gets further aggravated due to global warming and the impacts of climate change, changing food habits, and increasing degradation of land and

other natural resources. India is the most populated country with 1.41 billion population. With decreased water availability of <1500 cu m per capita per year, it has joined the league sustainability community participation of water-stressed regions.

On the international scene, food is becoming an important issue due to impacts of climate change, as well as conflicts among countries which has disrupted supply chains. International bodies like the United Nations have shared a blueprint for peace and prosperity for people and the planet, now and into the future. They are striving to achieve sustainable development for all by 2030 through an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

In India, government as well as NGO programs and corporate social responsibility (CSR) initiatives as well as several other developmental initiatives are striving to achieve impacts on the ground in terms of reducing poverty, enhancing water availability through efficient management, equity, gender parity, improved health, education, increasing food & nutrition security, infrastructure, etc. ESG (Environment, Sustainability, and Governance) are becoming important aspects in the implementation of all projects.

Social development is an important pillar of sustainability.. Community participation(moving from consultative to cooperative to collaborative to collegiate level) is an important key to the success of any initiative. Gender equity or gender empowerment is very critical for enhancing active participation. Good leaders ensure through various means to reach to collegiate level with the community being involved actively from the conceptualization stage on equal footing rather than adopting top-down approach.

In India, in the agricultural sector, large yield gaps are observed mainly because of a lack of extension support to farmers. As per the National Sample Survey (NSS) only 49 % of farmers receive extension support and existing government machinery serves only 11% of farmers.

The other 38% get support from other agencies such as NGOs, corporates, seed companies and dealers, etc. 51% of farmers do not get any support The main cause is a top-down approach adopted by project personnel largely due to pressures to achieve outputs in a short time. It is well-know that in education, nutrition, health, livelihood improvement, skill development, income generation, etc., women play a very critical role and we see that in all successful projects in terms of adoption, impacts and sustainability, women play a very active and important role. The same is also evident in the case of the Farmer Producers Organizations (FPOs).

It is when social capital development and empowerment of women are achieved that technical interventions can be absorbed suitably, resulting in a better adoption rate as well as the impact on the ground. High level of community participation ensures the success and sustainability of a project, and facilitating social capital development ensures the development of the other remaining four capitals viz; physical, institutional, economic, and environmental.

Obviously, an integrated approach is a must and a one-stop solution is needed by the communities. Empowerment of communities can be achieved through

knowledge-based entry-point activities benefitting all the sections of the community rather than the money-based interventions, and efforts for fuller participation need to be made right from the first community meeting where usually only the leaders speak and a large section of the community plays a passive role. This is well-proven and reported in watershed

development projects across the nations as well as in other successful projects in the areas of education, women's livelihoods, nutrition, and sanitation including the current initiatives of the GoI (Government of India) viz; Swachh Bharat, cleanliness of trains, awareness building during Covid for appreciation of Covid warriors, etc.



# NATIONAL CSR NETWORK



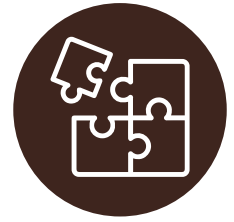
Section 8 Company



Industry led & managed organisation governed by a strong Advisory Council



Interactive platform for CSR Stakeholders



Insights & Solutions to address pain points



## OUR AAA APPROACH

**ADVISORY:** Strategy, Need Assessment, Baseline Survey, Reporting

**ALLIANCE:** Corporates, NGOs, Academia & Government

**ASSESSMENT:** Impact & SROI

For suggestions and feedback, Connect with us :



[info@nationalcsrnetwork.in](mailto:info@nationalcsrnetwork.in)



[info@nationalcsrnetwork.in](mailto:info@nationalcsrnetwork.in)



+91 9211111068