

SUSTAINABLE SOCIAL INSIGHTS

CSR | ESG | SUSTAINABILITY



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NCN'S SURVEY

- What strategies do you believe would be most effective in bringing more small NGOs into the CSR fold as implementing agencies?**
- How corporates can become more aware of development priorities and processes?**

ABOUT NATIONAL CSR NETWORK



Ms. Meena Raghunathan

Editor,
Sustainable Social Insights

Former Executive Director,
GMR Varalakshmi Foundation



Ms. Shivika Kanojia

Compiler & Designer,
Sustainable Social Insights

National CSR Network



KEY NEWS ON CSR, ESG & SUSTAINABILITY

[ECONOMIC SURVEY: CORPORATE CSR SPENDING SURGES BY 53% BETWEEN 2017 AND 2022](#)

India's commitment to Corporate Social Responsibility (CSR) has seen a significant rise, with spending increasing by an impressive 53% between 2017-18 and 2021-22 financial years.



[GRI LAUNCHES NEW SERVICE TO HELP REPORTING COMPANIES COMPLY WITH CSRD SUSTAINABILITY REPORTING STANDARDS](#)

India's commitment to Corporate Social Responsibility (CSR) has seen a significant rise, with spending increasing by an impressive 53% between 2017-18 and 2021-22 financial years.

[ECONOMIC SURVEY 2024: CORPORATE CSR SPENDING ROSE FROM RS 17K CR IN FY18 TO RS 26K CRORE IN FY22](#)

Union Budget 2024: The Economic Survey 2024 noted that the role of the corporate sector has never been greater than it is now. In 2014, spending by companies on social purpose programmes was made mandatory through a new provision under Section 135 of the Companies Act 2013. The survey noted that the CSR spending increased by an impressive 53% between 2017-18 and 2021-22 financial years.

[BUDGET 2024: COMPANIES TO USE CSR FOR 10% OF INTERNSHIP COSTS](#)

Union Finance Minister Nirmala Sitharaman has announced a new government scheme under Budget 2024, which will require companies to use their Corporate Social Responsibility (CSR) funds to cover 10% of internship costs.

This initiative aims to create opportunities for one crore youth in the top 500 companies over the next five years. As part of the scheme, interns will receive a monthly allowance of Rs 5,000 and a one-time assistance of Rs 6,000.



CSR INITIATIVES BY PI INDUSTRIES: Addressing Challenges to Access, Affordability and Preventive Healthcare Awareness for Communities in Rural Areas



Background

With its purpose of “*Reimagining a Healthier Planet*”, PI Industries has been striving to make a sustainable and positive impact in the lives of communities around its operations as well as other geographies. Company’s CSR philosophy revolves around the principles of Caring, Sharing and Growing.

Fostering a robust CSR focus, our commitment extends to empower underprivileged rural communities majorly in areas around our operations and even beyond. Aligning with Sustainable Development Goals, our CSR approach is grounded in meticulous needs assessment, delving deep to understand the challenges, and then deciding our CSR programs. We prioritize community engagement, forging meaningful connections with key stakeholders to collaboratively shape our programs. This plays an important role in sustainability of these initiatives.



Problem Statement

An in-depth needs assessment was conducted around our operations to gather insights, needs, challenges and opportunities, enabling us to plan targeted interventions that make lasting impact. Around 70% of the households had no awareness or access to any opportunities to enhance their income; about 44% of the households located in those villages fall below the poverty line; and about one third of the community do not have access to toilets, which highlights the health risks associated. Access to finance was a major obstacle to income generation, adversely impacting the overall well-being of families.



Theory of Change

People were unable to access primary healthcare on time. It was crucial to create awareness about sanitation, nutrition, preventive and curative health care among the people which would ultimately lead to the overall well-being of the community. It was important to bring a change in the mindset of people to reach out to the nearest physician for timely diagnosis and cure of the disease, rather than treating it at home.

PI Foundation, with the aim of improving community health care, has taken various health care initiatives. With consistent efforts, it has created awareness in the community about health care.

Steps in the project

PI Foundation, the implementation arm of PI Industries for their CSR initiatives, launched relevant initiatives with an objective to bridging the gaps to affordable healthcare for the underprivileged communities.

Based on needs assessed, PI Foundation is implementing various initiatives to provide information and services towards healthcare services such as:

- PI Foundation in partnership with GVK – EMRI has equipped 3 Mobile Medical Units which support rural communities with last mile healthcare facilities, and provide information about various entitlements. This eliminates the transportation cost, making healthcare not only affordable but also accessible to the communities. Multiple health camps are also organized in collaboration with key stakeholders which adds to effective implementation of the initiative.



PI Foundation has partnered with Rotary club of Ankleshwar to support running a Blood Bank which meets the crucial blood related needs of local communities and ensures timely access of blood in medical emergencies.



- PI Foundation has constructed and maintains upkeep of school toilets to ensure students have hygienic infrastructure, and is supporting nutrition program for children in 66 anganwadis, which aims to reduce malnutrition amongst children. There is a special focus to educate adolescent girls on nutrition, and their overall wellbeing.
- ‘Saving Little Hearts’ project in partnership with Aishwarya Trust is dedicated to screening and treatment for congenital heart defects (CHD) which affect nine out of 1000 newborns and is one of the leading causes of infant mortality. Through this project, we are able to save young lives by making the CHD treatment accessible to children from unprivileged families.

Monitoring and evaluation processes

We have an effective technology-based system for the monitoring of the projects. Complete patient data is recorded using a mobile application and is then analysed for understanding the patients’ health issues. This aids in the detection of any disease specific to a village or any epidemic that emerges in the region and is immediately reported to the government authorities for appropriate action.



Every month, health camps are held for the children receiving CHD treatment. The telephone check-up module with a questionnaire tracks end to end information of the patient on a biannual basis. Overall, we track the beneficiaries physically, through tele-check modules, field visits, quarterly impact reports, impact stories and fund utilization reports.

Outcomes and impacts

These initiatives have been implemented in more than 64 villages across 3 states i.e. Gujarat, Tamil Nadu, and Haryana. Project Swasthya Seva has served over 7.11 lakh people till date and in FY 2023-24, more than 89,600 people benefitted. Through the Blood Bank initiative, more than 14,200 people benefitted in FY 23-24 and overall so far more than 55,200 people have been impacted.



Wellness camps are organized periodically and cover a wide range of health concerns. In FY 23-24, our vision care intervention covered more than 6,200 children who have received vision screenings and treatments for common eye conditions.

Congenital heart defects are a significant cause of mortality among children. In FY 23-24, we treated 12 children with heart defects at an early stage and 85 children so far.



Challenges faced

The most significant step in providing health care is conducting health camps in villages which enable people to access healthcare. But at times, conducting health camps is a challenge if there is mistrust from the communities, or get cancelled or delayed due to political situations.

When Project Swasthya Seva was initiated, the community was reluctant to accept and trust the services as we were serving free of cost and there were a few local doctors who tried to create difficulties as they saw the free services as a threat. But with consistent efforts, the community has started trusting us and is availing benefits from the project.



Sustainability and Exit Strategy

The health initiatives have brought a shift in the mind of the people about their perspective towards health entitlement especially for women and children, and has impressed on them the importance of preventive health care which will aid them so that they reach out to health care facilities on time. The health camps and construction of toilets in schools have created awareness about malnutrition and the significance of clean restrooms especially among adolescent girls. This will help them to take adequate nutrition for themselves and inculcate hygienic habits when they grow up.

We are collaborating with relevant stakeholders to improve and expand the capabilities of the rural health Sub-centres located in nearby villages so the majority of primary health care needs of the community can be addressed through these Sub-centres in the future.

The projects have contributed to SDGs -promoting good health and well-being (SDG-3).

Impact story

Divyashri, a toddler from Vellore, Tamil Nadu had complaints of recurrent upper respiratory tract infections, weight loss and fever during a free paediatric camp. She was diagnosed with aortic overriding issues in her heart. The family could not afford the treatment due to financial challenges and approached Aishwarya Trust for support.

Post all requisite check-ups, the child underwent surgery through the support of PI Foundation. Post-surgery the child is active, and her motor/cognitive functions are normal, the child is leading a normal healthy life, and the family spends quality time together.

CSR INITIATIVE BY JK CEMENT:

Transforming Communities



INTRODUCTION

JK Cement is dedicated to enhancing the quality of life in the communities it serves through its comprehensive CSR (Corporate Social Responsibility) and CER (Corporate Environmental Responsibility) initiatives. These efforts focus on five key areas: Education, Health, Livelihood, Environment, and Rural Transformation. Over the years, these programs have benefited over 250,000 individuals across India, promoting sustainable development. With a presence in over 1,000 villages across seven states, including Rajasthan, Uttar Pradesh, Haryana, Gujarat, Karnataka, Madhya Pradesh, and Delhi JK Cement has significantly impacted communities through targeted interventions and sustainable practices.

Education

JK Cement's CSR journey began with a strong emphasis on education, benefiting over 5,000 students annually. To improve educational accessibility and quality, JK Cement collaborates closely with the Education Department to support and develop government schools and institutions in these areas.

The efforts include providing infrastructural support and essential learning materials, significantly enhancing the learning environment. In the last financial year alone, JK Cement collaborated with more than 750 government schools, in seven states including Rajasthan, Uttar Pradesh, Haryana, Gujarat, Karnataka, Madhya Pradesh, and Delhi to enhance education and its accessibility.

"Shiksha Prerana Merit Scholarship,"



Scholarship to Student to School Children

The company has also established five schools and one university in Rajasthan, Madhya Pradesh and Karnataka, providing quality education in some of India's most remote locations.

Moreover, JK Cement's scholarship programs for meritorious students have enabled over 10,000 students to pursue higher education, contributing to the creation of a skilled and educated workforce.

Inauguration of 2 renovated schools with the e-classroom setup including bench desk.



Upgradation of Government School

By focusing on both infrastructure development and scholarship opportunities, JK Cement ensures a comprehensive approach to educational support, fostering long-term growth within the communities it serves.

Health

JK Cement's healthcare initiatives are a cornerstone of its CSR efforts implemented across all locations, aimed at providing both preventive and curative healthcare solutions to ensure comprehensive care.



Mobile Health Unit

Preventive health care programs are designed to promote long-term well-being and reduce disease burdens. These initiatives include mobile health units that travel to remote areas, providing essential medical services and health education/awareness to more than 75,000 beneficiaries annually. General medical camps offer routine check-ups and screenings, while behavior change sessions and capacity-building for health workers ensure that communities are equipped with the knowledge and skills to maintain good health.



Health Camp

The Sparsh Sanitary Pad Project in Rajasthan, is a key initiative that not only provides sustainable livelihoods by employing around 25 local women in the production of sanitary pads but also raises awareness about menstrual hygiene among 50,000 women and young girls. This project fosters better health practices and promotes economic empowerment.

Curative health initiatives of the company focus on addressing immediate health needs and improving access to healthcare services. JK Cement organizes around 45 specialized health camps annually, focusing on eye care and providing critical services to thousands of individuals, ensuring early detection and treatment of vision problems. They also support 7-10 local or government health institutes with necessary medical equipment, enhancing their ability to provide quality care. The nutritional support program for TB patients in Uttar Pradesh has benefited over 2,500 individuals, aiding their recovery and improving overall health. Additionally, they provide emergency medical relief services to address urgent health crises and support chronic disease management, supporting critically ill patients for advanced medical services every year. By integrating preventive and curative strategies, JK Cement ensures a holistic and sustainable approach to improving community well-being.

Livelihood

Empowering individuals through skill development and vocational training is a cornerstone of JK Cement's livelihood initiatives, impacting around 1,5000 individuals annually.



Training of Farmers

These programs target both farm-based and non-farm-based livelihoods, fostering sustainable income sources and economic independence within the community.

In the agricultural sector, educating farmers on advanced techniques has significantly boosted crop yields for over 5,000 farmers, enhancing food security and economic stability. Additionally, cattle breed improvement initiatives in three states have substantially increased the income of 15,000 farmers through improved dairy farming practices.



Training of Women on Tailoring Skills

Vocational training programs focus on empowering youth and women, with over 1,500 individuals receiving training each year through JK Cement's ITI institutes and community-level courses. These courses offer certifications in skills such as sewing, tailoring, and fashion designing, promoting self-reliance and economic independence. Participants significantly contribute to their households and communities.

JK Cement's livelihood initiatives provide valuable opportunities for rural communities, fostering growth and self-sufficiency.

Environment

Riverfront Construction



Before

After



JK Cement's commitment to environmental sustainability is evident through its green initiatives, impacting more than 1,000 villages across multiple states. These programs create lasting positive effects by addressing critical issues like water conservation, afforestation, and renewable energy.

A cornerstone of their efforts is making communities water-positive. Through projects like constructing check dams, rainwater harvesting systems, and water recharge structures, these initiatives have significantly improved water availability in many villages, boosting agricultural productivity and enhancing overall quality of life. This also ensures water resources for present and future generations.

Our large-scale plantation drives result in planting over 10,000 saplings annually, increasing green cover and mitigating climate change effects. These are complemented by community gardens, providing sustainable nutrition and beautifying local areas.

Additionally, installing solar lights in public spaces enhances safety and visibility while reducing reliance on non-renewable energy sources. Every year, such initiatives run in an average of 15 villages, reflecting JK Cement's commitment to promoting renewable energy and reducing the carbon footprint of the communities we serve.

Rural Transformation

JK Cement has made substantial strides in rural transformation, significantly impacting local infrastructure and fostering community development. These efforts are designed to improve the quality of life in rural areas, making them more resilient and self-sufficient. With a presence in 750 villages across seven states, their projects benefited more than 250,000 individuals last year.

Rural transformation initiatives focus on enhancing village infrastructure by constructing roads, community centers, and sanitation facilities. These improvements have resulted in better access to resources and services, thereby enhancing the overall connectivity and functionality of rural areas. For instance, better roads have directly impacted accessibility, allowing farmers to transport their produce to markets more efficiently, thus increasing their income.



Installation of cloth bag vending machine

Similarly, new sanitation facilities have led to improved public health outcomes, contributing to the overall well-being of the community.

Additionally, efforts to provide access to clean drinking water have raised health and hygiene standards in rural communities. By installing advanced water purification systems and implementing sustainable water management practices, JK Cement has ensured that thousands of villagers now have access to safe and potable water, significantly improving their quality of life.

Conclusion

JK Cement's comprehensive social impact initiatives reflect its unwavering commitment to sustainable development and community well-being. By focusing on health, education, livelihood, environment, and rural transformation, JK Cement has positively impacted countless lives. These initiatives not only enhance the quality of life but also foster a sustainable future for the communities it serves. Through its efforts over the last financial year, JK Cement has demonstrated that CSR and CER can be powerful catalysts for positive change.

JK Cement is dedicated to the holistic development of the communities in which it operates. As a part of these communities, their prosperity directly influences the company's success. Guided by the philanthropic vision of its founders, JK Cement remains firmly committed to its responsibilities towards society, stakeholders, and the environment.



CSR INITIATIVE BY CHILD HEART FOUNDATION:

Mewat District Project



INTRODUCTION

Child Heart Foundation (CHF) is a one among few non-governmental organisations which are totally focussed on children with heart disease. CHF was founded by a paediatric cardiologist and six heart-warrior parents in 2013 in Delhi and registered as a Trust. Over the years, we have impacted the lives of many families through seven different programs, all of which are designed to fill in the gaps in this area. The free services include community awareness, medical camps, confirmatory echo diagnosis, treatment, and training of paediatricians in echocardiography. Seven echo machines have been donated and twenty paediatricians in different government hospitals in Delhi and Punjab have been trained. Core programs and impact include screening over 15000 children, getting 425+ children treated for various heart diseases, providing foetal echo services to more than 7000 pregnant women for detecting foetal heart disease. CHF has worked with all government hospitals in Delhi NCR.

CHF's work is critical because Congenital Heart Diseases (CHD) are the most common birth defect in the world, and are the leading cause of mortality from birth defects. According to a systematic review and meta-analysis conducted in 2011, the number of reported cases of CHD has increased over the years going up from 0.6 per 1000 live births in 1930 and 1934 to 9.1 per 1,000 live births after 1995. Currently, CHD occurs in approximately 1% of all live births worldwide, i.e., approximately 13 lakh children are born with one or the other form of CHD across the world in a year.

In India specifically, the burden of this disease is enormous, because of the high birth rate. An estimated 180,000 infants are born with CHD every year. Of these, 60k to 90K suffer from critical CHD requiring early intervention.

However, only about 15K heart surgeries are performed on infants every year in India. In this way, every year many children lose their lives to this disease. According to some studies, approximately 10% of current infant mortality in India may be accounted for by CHD alone.

This pool already has many young adults, primarily because of lack of health awareness and inadequate healthcare facilities in our country.

CHF's Mewat District Project:

Background: Niti Ayog has described Mewat district of Haryana as an aspirational district based on the social, economic and health status of this district. Mewat is divided into three sub divisions (Nuh, Ferozpur, Jhirka and Punhana) which come under Faridabad division. Mewat is an economically backward and politically marginal district. The CHF team visited Mewat a number of times to meet the Government authorities, local NGOs and community there. These visits gave us a clear picture about the gaps in healthcare, especially infrastructure and manpower in hospitals. There are few private clinics here and there. This gap between the people and healthcare facilities often has fatal consequences as a number of diseases in children remain undiagnosed and unattended.



Project objective:

Looking at the above, it was decided to take up a project in this area to provide treatment to 15 neonates and children (0 to 18 years) for the diagnosed heart disease from underprivileged families in aspirational district of Mewat in 4 months timeline.

Problem Statement

Our goal was to provide confirmatory echo diagnosis to children who were suspected to have heart disease, these children were identified through our medical camps in community managed schools, and orphanages.

Post the confirmed diagnosis, these patients and their families were handheld through the treatment process by our team. By providing financial, emotional support the families were uplifted from despair. Our intervention also included community awareness about the disease.

Steps included:

1. Meeting with the local RBSK (Rashtriya Bal Swasthya Karyakram) team, organising medical camps in the community and schools, identifying suspected cases from these camps.
2. Coordination between our Delhi center and the local CHF representative for travel for the confirmatory echo screening of the suspected cases
3. Registration of children who are diagnosed with any type of heart disease after completion of due diligence documents which include Ratio card, BPL card, Adhaar cards of parents, birth certificate of child, CHF Poverty Index, consent forms of parents.
4. Counselling of the parents regarding the diagnosis and way forward.
5. Scheduling the hospital admission, hand holding the family through the process.
6. Follow up till 18 years of age of the child.
7. Besides these above steps, our team was involved in community awareness throughout the project duration.

Screening details-

Medical camps: 6, Total children screened: 655, Suspected cases: 32, Confirmed cases: 22, Children provided treatment: 15



Monitoring and evaluation processes:

The monitoring mechanism of all the proposed activities happened through each patient's documents including:

1. Beneficiary forms with patient details, family details, contact number, disease diagnosis.
2. Pictures and videos taken during CHD awareness sessions in health camps, including images of flyers, banners and posters etc
3. Diagnosis report of the patients after echo
4. Registration into CHF HRIDAAN treatment program
5. Hospital bills, discharge summary, patient testimonials, pictures of admission and discharge



Outcomes and impacts:

1. Saving lives of 15 children who were diagnosed with different type of heart defects.
2. Helping these children grow up as healthy adults who can live a normal life span
3. Bringing hope and happiness to the 15 families who due to financial constraints are unable to save their child
4. Creating community awareness in approximately 4000- 5000+ people regarding early screening, diagnosis and treatment of CHD
5. Four months was a very short and challenging timeline for this project but the activities organised and implemented have left a significant impact on the lives of people.



Challenges faced

It was tough work to convince the general population on the importance of getting their child screened at our medical camp. Illiteracy is one of the major issues at Nuh. Home births and marriage within the family has resulted in major genetic disorders and hereditary carryover of major diseases. We came across many families who don't want to get any evaluations done and feel it is very cumbersome to get their child treated in a far-off place like Delhi. Our team did its best by educating the community through various awareness sessions including outside the mosque post-prayers when the community is together and possibility of knowledge penetration is maximum. Our NUH field coordinator belonged to Nuh and knew the people there, and this helped us in talking to the people and getting their attention. There was also gender disparity with parents of girl children who are not willing to get their child treated or diagnosed if they suspected the child might have to go through surgery and get a scar. Myths and superstition prevailed, and local quack treatments were often seen as better than allopathic advice. The local district hospital has no diagnosing facility so even if the RBSK team gets a few suspected cases through their community surveys, they are unable to get the children diagnosed and treated.

Sustainability and exit strategy

As this was a short duration project, we look forward to the renewal as our work has created a ripple in the community, people have become aware of our process and program. Observing any telltale symptom in their new born or adult child, they travel to our center in Delhi to get their child screened for any underlying heart disease.

For further sustainability we have to work as follows:

1. Involve the State and District RBSK team, plan capacity building sessions with them, handhold them in community outreach and in organising and being part of the medical camps
2. Installing an Echo machine in the district hospital, training the in-charge paediatrician in echocardiography, hand holding over a period of one year.
3. Start doing the functional echos of suspected cases in the district hospital, share and confirm the images and diagnosis with our CHF training program mentors.
4. Once confirmatory diagnosis is done, plan treatments in nearest hospitals which have a pediatric cardiac unit
5. Organise extensive community awareness and outreach.

6. Treatment costs can be borne by the Government health schemes.

7. Once this process gets standardized, the screening and diagnosis will be easily managed at the district hospital on its own, thus making this project self-sustainable.



SURVEYS CONDUCTED BY NCN

INTRODUCTION

The National CSR Network prioritizes engaging with stakeholders to understand critical areas of concern to them. As a part of this, surveys are undertaken periodically to 'get the pulse'. In the last few months, we did surveys on two critical areas of corporate social responsibility: integrating small NGOs into the CSR ecosystem; and enhancing corporate awareness of development priorities.

The first survey focuses on identifying strategies to effectively bring small NGOs into the CSR fold. It evaluates the potential impact of four key strategies: capacity building workshops, simplified compliance processes, networking platforms, and increasing the visibility of small NGOs. The aim is to determine which approaches can most effectively leverage the local expertise and grassroots capabilities of small NGOs to achieve sustainable CSR outcomes. By analyzing responses, the survey seeks to identify the optimal strategies for enhancing the engagement and effectiveness of these organizations within the CSR framework.

The second survey explores how corporations can become more attuned to development priorities and processes. It examines the effectiveness of various methods, including training and workshops, stakeholder feedback loops, cross-functional teams, and industry networking. This survey seeks to uncover the most effective ways for businesses to stay informed about current development priorities, adapt their strategies accordingly, and ensure that their CSR initiatives are aligned with broader societal goals. By understanding these methods, the survey aims to provide actionable insights for corporates to enhance their responsiveness and contribution to development efforts.

Together, these surveys address the critical need for a more inclusive and informed approach to CSR, highlighting strategies for integrating small NGOs into CSR initiatives and improving corporate understanding of development priorities. The findings offer valuable guidance for fostering stronger partnerships between corporates and NGOs and for creating a more effective and responsive CSR landscape.

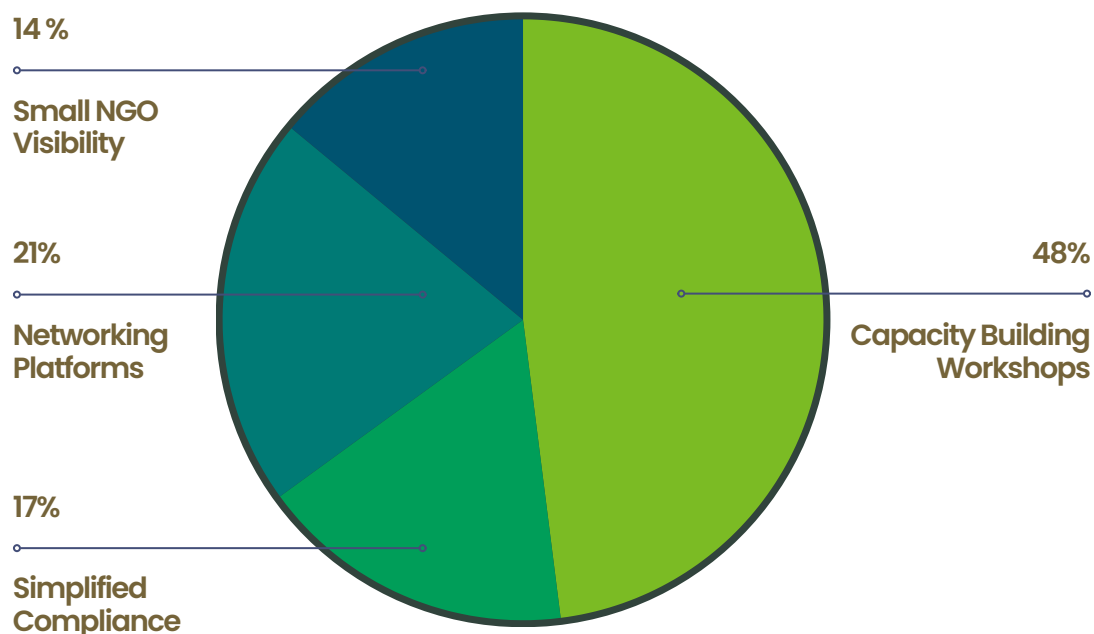
SURVEY - 1

What strategies do you believe would be most effective in bringing more small NGOs into the CSR fold as implementing agencies?

Introduction:

Integrating small non-governmental organizations (NGOs) into the Corporate Social Responsibility (CSR) framework as implementing agencies can significantly enhance the impact and reach of CSR initiatives. Small NGOs often have a deep understanding of local issues and can effectively implement projects at the grassroots level. To identify the most effective strategies for bringing more small NGOs into the CSR fold, a survey was conducted. The survey presented four key strategies: Capacity Building Workshops, Simplified Compliance, Networking Platforms, and Small NGO Visibility. This report outlines these strategies based on survey results and provides recommendations for their implementation.

What strategies do you believe would be most effective in bringing more small NGOs into the CSR fold as implementing agencies?



Recommendations:

Based on the quantitative data collected through the National CSR Network opinion poll on LinkedIn, as reflected in the accompanying graph, the following strategies are believed to be the most effective in integrating more small NGOs into the CSR fold as implementing agencies:

SURVEY - 1

What strategies do you believe would be most effective in bringing more small NGOs into the CSR fold as implementing agencies?

- Capacity Building Workshops, which received the highest priority with 48% support through the survey, focus on enhancing the skills and capabilities of small NGOs in areas such as project management, financial management, monitoring and evaluation, and fundraising. This approach also includes providing ongoing mentorship and support to ensure the effective application of skills learned during the workshops.
- Following this, Simplified Compliance, with 17% support, aims to streamline application, reporting, and compliance processes to reduce bureaucratic hurdles that small NGOs face. This strategy offers clear guidelines, templates, and dedicated support to assist small NGOs in meeting regulatory requirements efficiently.
- Networking Platforms, which received 21% respondents' support, involve establishing dedicated platforms or forums where small NGOs can connect with potential corporate partners, other NGOs, and relevant stakeholders. These platforms facilitate knowledge sharing, best practices exchange, and collaboration opportunities.
- Lastly, Small NGO Visibility, though the least prioritized at 14%, remains important for raising awareness about the work and impact of small NGOs through digital marketing strategies, including social media campaigns and online platforms. This strategy also encourages participation in industry events, conferences, and CSR forums to increase their exposure and attract potential partners.

Conclusion:

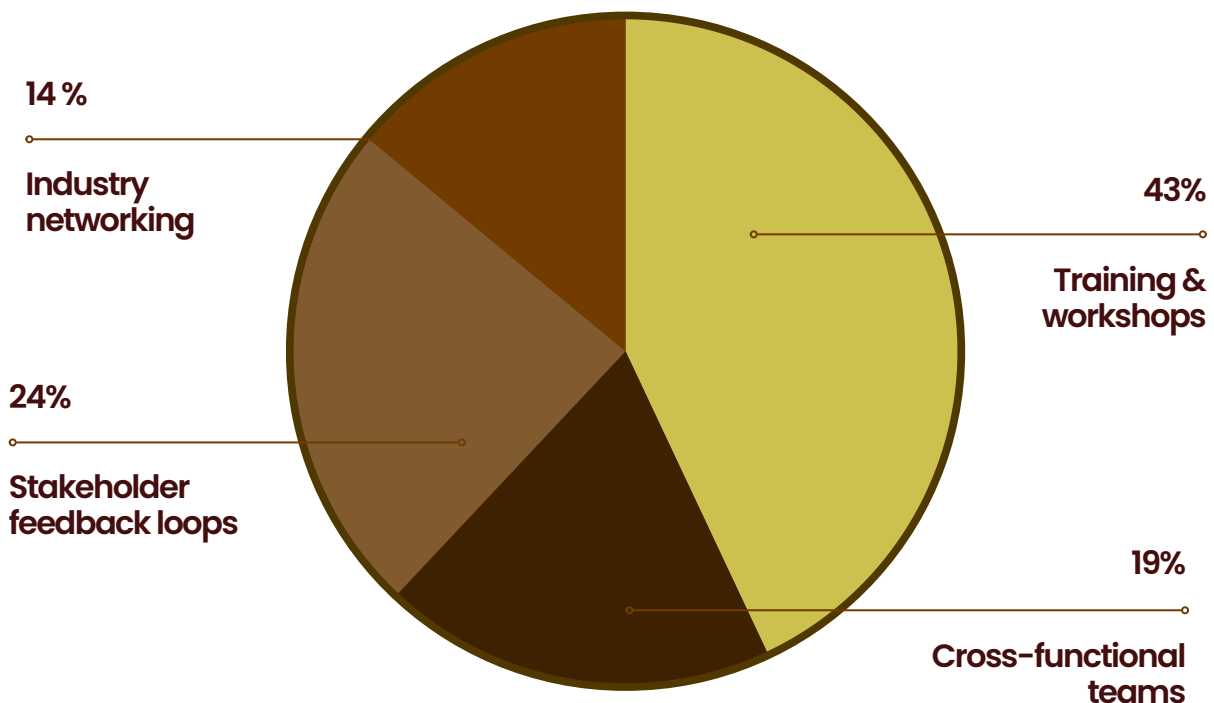
To effectively bring more small NGOs into the CSR fold as implementing agencies, a multifaceted approach is essential. Capacity building workshops are the most favored strategy, followed by networking platforms, simplified compliance processes, and enhancing visibility. Implementing these recommendations can create a more inclusive and effective CSR ecosystem, leveraging the unique strengths and capabilities of small NGOs to achieve sustainable and impactful outcomes.

SURVEY - 2

How corporates can become more aware of development priorities and processes?

Amidst the evolving landscape of corporate responsibility, it is crucial for businesses to enhance their awareness of development priorities and processes. The National CSR Network conducted a survey posing the question: How can corporates become more aware of development priorities and processes?

How corporates can become more aware of development priorities and processes?



Methods to Enhance Corporate Awareness of Development Priorities and Processes

Based on the quantitative data collected through the National CSR Network survey on LinkedIn and reflected in the above-mentioned graph, the following methods should be prioritized to enhance corporate awareness of development priorities and processes:

- **Training and Workshops**, which received the highest priority with 43% support through the survey. This approach involves regular training sessions, expert-led workshops, and fostering a culture of continuous learning to keep employees informed about current development priorities and processes.

SURVEY - 2

How corporates can become more aware of development priorities and processes?

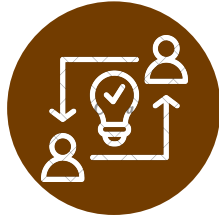
- **Stakeholder Feedback Loops**, with 24% support, are crucial for gathering insights from various stakeholders, maintaining transparent communication channels, and using feedback to continuously adapt and refine corporate strategies to stay aligned with evolving development priorities.
- **Cross-Functional Teams**, supported by 19% of respondents, involve creating diverse teams from different departments to collaborate on development initiatives. This promotes a holistic understanding of how different functions contribute to development priorities and ensures leadership endorsement for integrated approaches.
- **Industry Networking**, although receiving the least priority at 14%, remains important for staying updated on collective development efforts and best practices. Engaging in industry associations, collaborative initiatives, and knowledge-sharing sessions allows corporations to learn from peers and contribute to the broader industry discourse on development priorities.

By adopting a holistic approach that prioritizes training and workshops, stakeholder feedback loops, cross-functional teams, and industry networking, corporates can effectively enhance their awareness of development priorities and processes. This integrated strategy is essential for building stronger, more resilient, and socially responsible organizations that are well-equipped to navigate the complexities of modern development challenges.

ABOUT US



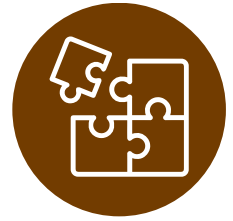
Section 8 Company



Industry led & managed organization governed by a strong Advisory Council



Interactive platform for CSR Stakeholders



Insights & Solutions to address pain points



THE AAA APPROACH

ADVISORY: CSRStrategy, Capacity Building, Professional Development, Influence and Advocacy, Knowledge and Expertise, Recognition and Awards
ALLIANCE: Networking Opportunities, Collaboration and Innovation
 Government, Access to Resources and Information, Resource Sharing
AMPLIFY: Best Practices, Brand Building, Showcasing Work, Recruitment and Talent Acquisition
 Community and Support

For suggestions and feedback, Connect with us :



info@nationalcsrnetwork.in



www.nationalcsrnetwork.in



+91 9717314507