

SUSTAINABLE SOCIAL INSIGHTS

CSR | ESG | SUSTAINABILITY

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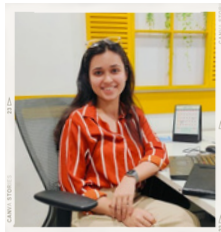
ABOUT NATIONAL CSR NETWORK



Ms. Meena Raghunathan

**Editor,
Sustainable Social Insights**

**Former Executive Director,
GMR Varalakshmi Foundation**



Ms. Muskan Kaushik

**Compiler & Designer,
Sustainable Social Insights**

National CSR Network



KEY NEWS ON CSR, ESG & SUSTAINABILITY

LABOUR MINISTRY TIES UP WITH SWIGGY TO BOOST GIG, LOGISTICS JOB

Labour & Employment Ministry inked an initial pact with food delivery platform Swiggy to enhance gig and logistics employment opportunities on the National Career Service Portal and create over 12 lakh job opportunities in 2-3 years. Labour & Employment Ministry on Tuesday inked an initial pact with food delivery platform Swiggy to enhance gig and logistics employment opportunities on the National Career Service Portal and create over 12 lakh job opportunities in 2-3 years.

Source: Economic Times



CSR SPEND: LISTED FIRMS RECORD 16% RISE TO RS 17,967 CRORE IN PREVIOUS FISCAL

Aided by a surge in profits, funds spent by listed companies on Corporate Social Responsibility (CSR) rose by 16 per cent to Rs 17,967 crore during the year ended March 2024 as compared to Rs 15,524 crore spent in 2022-23, says a report. HDFC Bank topped the list with a CSR spend of Rs 945.31 crore, followed by Reliance Industries Rs 900 crore, TCS at Rs 827 crore and ONGC Rs 634.57 crore.

The rise was due to an 18 per cent rise in average net profit (in the preceding 3 years) of these companies, two per cent of which needs to be spent on CSR activities as per regulatory requirements, and followed three years of flattish spends, from Rs 14,751 crore in 2019-20 to just Rs 15,524 crore in 2022-23, says a PRIME Database report.

Source: Business Standard

INDIA'S TOP 4 BUSINESS FAMILIES ANCHOR FOR A FIFTH OF CSR CONTRIBUTIONS

India's top four business families — Tatas, Ambanis, Adanis, and the Birlas — accounted for 20 per cent of the total corporate social responsibility (CSR) contributions made by family-owned or family-run companies, according to the data for 2023-24 (FY24). Despite the substantial CSR investments made by family-run businesses, contributions from high networth individuals (HNIs) and ultra high networth individuals (UHNIs) fell marginally in FY24.

Source: Business Standard

SEBI ISSUES NORMS FOR WITHDRAWING AN ESG RATING

India's market regulator issued norms for withdrawing an ESG rating. The ESG ratings providers can withdraw rating on a listed company if business responsibility and sustainability report are not available for a firm or if there are no subscribers for the ratings, according to the new guidelines from the regulator.

Additionally, when rating a security, the ratings provider can withdraw ratings if it has rated the firm for three years or for 50% of the security's tenure, the regulator said.

Source: Economic Times

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

CSR INITIATIVE BY SHARP BUSINESS SYSTEMS INDIA: SheVenture Project

SHARP

Be Original.

Introduction to the Organisation

Sharp Business Systems (India) Pvt. Ltd. is an ISO 9001:2015 certified and wholly owned Indian subsidiary of Sharp Corporation, Japan- a company with over 111 years of legacy, backed by its commitment to provide original and innovative solutions across the globe. Sharp India deals with Office Automation, Display and Consumer appliances. It has both B2B and B2C products, and a presence in over 10 cities, with over 500+ channel partners.

The Corporate Social Responsibility (CSR) initiatives are centered on environmental conservation, awareness, and educational support for underprivileged communities.

Sharp contributes to environmental sustainability by undertaking tree plantation drives and campaigns aimed at reducing carbon emissions. The health-focused activities include spreading awareness about the adverse effects of air pollution on respiratory well-being and promoting healthy living practices.

In addition, the company supports children from marginalized

communities by providing access to STEM education, nutritious meals, and essential learning resources such as books and school supplies, empowering them with the tools they need for a better future.

Problem Statement

According to a report by the National Sample Survey Office (NSSO), in India, only 13.0% of rural women are engaged in entrepreneurship. Rural women in India are increasingly recognising entrepreneurship as a pathway to economic independence and empowerment. Initiatives that address related challenges, such as providing access to finance, building entrepreneurial skills, improving market linkages, and addressing socio-cultural barriers, can unlock the potential of rural women entrepreneurs and contribute to inclusive economic growth.

Theory of Change

SheVenture focuses on creating a cadre of professional women entrepreneurs as catalysts for economic and social change in society, by providing them capacity-building, material support, and continuous handholding support for

setting up or scaling up a micro-enterprise. The larger objective is to promote women's empowerment, convert women's aspirations into inspirations and ensure sustainable livelihoods.

Steps in the Project

The project took place in Bawana, Delhi. A module was developed with the components of entrepreneurship development, financial literacy, digital literacy and process to make a Business Plan.

40 women from the project area who showed interest in entrepreneurship or those wanting to strengthen their existing ventures were shortlisted for the initiative. A comprehensive two-week training was provided based on the module to these women. Post-training, each of them gave a presentation laying forward their venture plan, investment strategy, and support required from Sharp. 15 of these women whose presentations promised value were selected for material support for their respective businesses. In accordance with the budget set for the project, Sharp provided materials like beauty parlour equipment, chairs and tables for tuition classes and a printer for a

stationary shop. Thus, the women were empowered with skills and material support to run their enterprises.



Outcomes and Impacts

The project delivered excellent results. After receiving training and material support, the participants successfully established their own ventures, such as beauty parlours, tailoring businesses, boutiques, stationery shops, coaching centres, and general stores.

Sharp followed up with them to collect testimonials, and many shared inspiring stories of starting from scratch and gradually moving towards profitability. The business sustained and each woman saw an increase in her monthly income and profits.

Challenges Faced

Initially it was tough, many families refusing to send women for training. The team went to their homes and explained who we are and what the purpose of the training is. A few women even had to argue with their families in order to chase their dreams. Sharp was always there for their support.

Sustainability and Exit Strategy

For one year, Sharp tracked and supported the women entrepreneurs in areas they required further training and awareness to sustain their business. Once they settled, Sharp exited slowly and now the women are confidently handling their ventures.

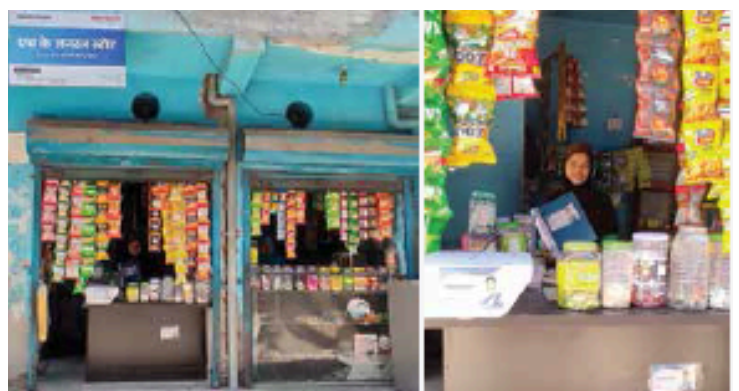
CASE STUDY

Hasina was a driven 21-year-old who wanted to work at her mother's small general store. However, she did not have enough money or resources to join or start her own business. Hasina felt frustrated that she could not become independent.

Then SheVenture came along and changed everything for Hasina! They provided her with crucial materials like a printer, table, chairs, and gave her training. This help from SheVenture reignited Hasina's entrepreneurial dreams.

With her new skills and equipment, Hasina's little business took off. She added photocopying and printing services at the store. This smart move brought in more customers and significantly increased her family's monthly income. The venture brought a monthly revenue of INR 5000 for Hasina.

Now Hasina has big ambitions. She wants to keep expanding her growing business by offering more products and services. The shy girl has become a confident young entrepreneur!



KARO HOME – A Shelter of Dignity and Healing- Initiative by KARO NGO

KARO

Introduction to the Organization

Founded in 2014 and registered as a public charitable trust in 2015 under the Maharashtra Public Trust Act, KARO is a Mumbai-based nonprofit dedicated to transforming the lives of underprivileged patients battling cancer and other life-threatening diseases. With a mission to deliver holistic and dignified healthcare support, KARO has reached over 5,800 patients and families, offering services ranging from financial aid to mental health counseling, lodging, rehabilitation, and beyond.

KARO's approach is centered around social equity, ensuring access to healthcare is not restricted by economic circumstances or survival probability. The organization's name is derived from the Hindi word "KARO," meaning "Act Now"—a call to compassionate action.

Problem Statement

For cancer patients traveling from remote or rural areas to Mumbai for treatment, access to safe, hygienic, and affordable accommodation near hospitals is a persistent challenge.

Many families are forced to sleep on pavements or hospital corridors, compromising their treatment outcomes, mental health, and overall dignity. Teenage and young adult (TYA) cancer patients, in particular, face a lack of age-appropriate, gender-sensitive accommodations that also cater to their psychosocial needs.

Theory of Change

KARO believes that healing from a life-threatening illness goes beyond clinical treatment- it requires emotional stability, hygienic living conditions, and a sense of community. KARO HOME was conceptualized as a safe, supportive, and completely free accommodation that caters to the unique physical and emotional needs of TYA cancer patients and their caregivers.

By removing barriers to safe lodging, KARO HOME aims to:

- Improve treatment compliance
- Promote mental well-being
- Foster peer support
- Reduce treatment abandonment due to financial or logistical issues

Steps in the Project

- Identifying the Need: Consultations with hospitals and patient families revealed a critical shortage of free, hygienic accommodation near cancer treatment centers.
- Establishment of Facilities:
 - 2019: KARO HOME – Sion launched for young female cancer patients and caregivers.
 - 2023: KARO HOME – Kurla opened for male TYA cancer patients.
- Design & Infrastructure:
 - Spacious rooms, fully furnished kitchens, dining areas, activity zones, gardens, and terraces.
 - Located within 15–25 minutes of leading hospitals.
 - Age and gender-appropriate design and community programming.
- Service Integration:
 - Free food and rations
 - Travel assistance
 - Counseling and psycho-oncology services
 - Yoga, music, art therapy, and group activities
 - Hygiene kits and personal supplies

- Engagement & Empowerment:
 - Celebrating birthdays, festivals, and milestones.
 - Offering skill-building workshops and education modules.
- Exit support is provided to residents through:
 - travel aid,
 - nutritional guidance, a
 - follow-up medical assistance as they return home or transition to post-treatment life.

Monitoring and Evaluation Processes

KARO employs both quantitative and qualitative metrics:

- Occupancy Metrics:
 - Over 435 residents in Sion and Kurla homes combined. (The homes can accommodate a combined capacity of 99 individuals at a time, including patients and caregivers)
 - 2114+ safe stay days provided at Sion.
 - 715+ days of operations at Kurla.
- Health & Social Outcomes:
 - 20% of patient readmissions are attributed to safe and stable housing.

- 80% reduction in caregiver stress and anxiety reported.

(Metrics are based on data collected through a detailed patient admission register, in-depth interviews and focus group discussions with both patients and their caregivers, and the team's observational insights gathered during their regular interactions with the residents.)

- Patient Engagement Data:
 - Participation in over 38 recreational and therapeutic activities.
 - Feedback through periodic surveys and informal interviews.

Outcomes and Impacts

- Improved Treatment Adherence: Proximity to hospitals ensures consistent appointments.
- Emotional Healing: Reduced isolation and enhanced morale through peer support.
- Financial Relief: Free lodging, food, and transport ease the cost burden significantly.
- Social Equity: Ensures every patient can access dignified care regardless of background.

KARO HOME has impacted patients and reshaped the **care ecosystem** by

allowing caregivers to participate more fully in healing, building resilience, and restoring hope.

Challenges Faced

- Funding: As a non-profit, ensuring ongoing operational costs without compromising quality remains a core challenge.
- COVID-19 Pandemic: Ensuring safe operations, PPE supplies, and medical transport during lockdowns was a major logistical hurdle.
- Scalability: Meeting the rising demand while maintaining personalised care is a constant balancing act.

Sustainability and Exit Strategy

KARO ensures sustainability through:

- Long-term donor partnerships
- CSR collaborations
- Community ownership and volunteer networks

Future plans include:

- Scaling up to Tier-II cities with similar need profiles.
- Collaborating with hospitals to replicate the KARO HOME model.

Case Study: A Shelter Beyond Walls – Sita's Journey

17-year-old Sita, diagnosed with Ewing Sarcoma, traveled from rural Bihar with her mother for treatment at Tata Memorial Hospital. Without contacts or resources in Mumbai, they spent days on hospital benches. They found hope when the Medical Social Worker of the hospital referred them to KARO Home-Sion as part of standard procedure for cancer patients.

At KARO HOME, Sita found more than a bed—she found a community. She attended yoga classes, bonded with other young patients through art therapy, and received counseling that helped her overcome severe depression. Once on the verge of returning home mid-treatment, her mother found strength in the shared experiences of other caregivers.

Thanks to uninterrupted accommodation and holistic support, Sita completed her chemotherapy cycle on schedule. She is back in school today and dreams of becoming a counselor for young cancer patients.

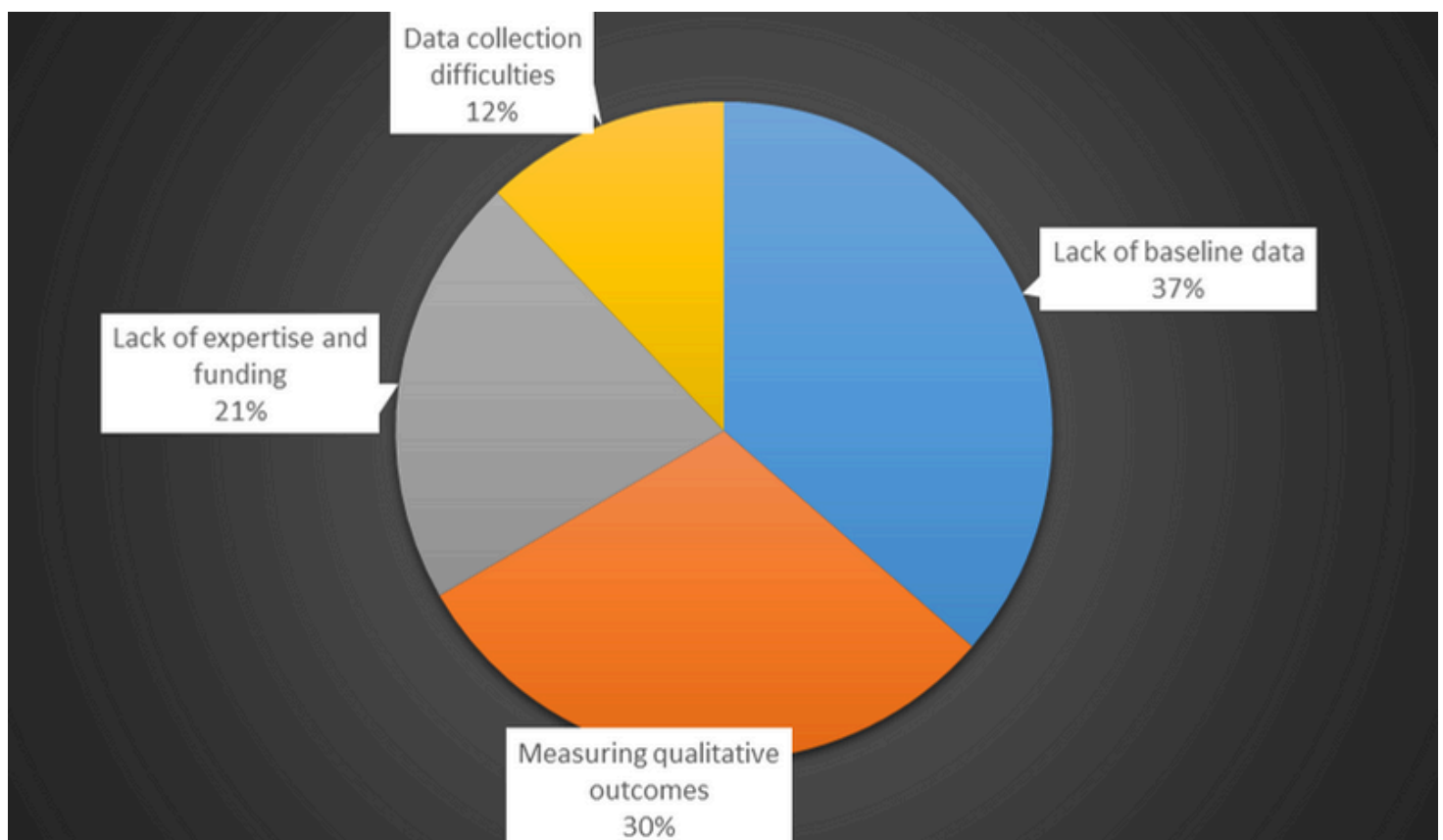


SURVEY CONDUCTED BY NCN

What is the Biggest Challenge in Impact Assessment of CSR Projects?

Introduction:

Impact assessment is a critical component of Corporate Social Responsibility (CSR) initiatives, serving as a tool to evaluate the effectiveness, efficiency, and long-term outcomes of interventions. However, organizations and practitioners often face several roadblocks that hinder a thorough and meaningful evaluation. To better understand these challenges, a survey through LinkedIn poll was conducted to gather inputs from professionals and stakeholders engaged in the CSR ecosystem.



Key Insights:

- **Lack of Baseline Data (36%)**

This emerged as the top challenge. Without baseline information, it becomes difficult to compare pre- and post-intervention scenarios. This gap limits the ability to demonstrate the real impact of CSR programs.

SURVEY CONDUCTED BY NCN

- **Measuring Qualitative Outcomes (30%)**

Capturing non-tangible results like behavioral change, awareness, and community perception is often complex. The high percentage indicates that many practitioners struggle with applying appropriate tools and frameworks for qualitative evaluation.

- **Lack of Expertise and Funding (21%)**

A significant share of respondents indicated that limited internal expertise and inadequate funding often result in poorly designed or incomplete assessments. This highlights the need for capacity building and dedicated budgeting.

- **Data Collection Difficulties (12%)**

While this received the fewest votes, it remains an operational challenge, especially in remote or under-resourced areas. Issues include logistical constraints, community participation, and reliability of self-reported data.

Recommendations:

1. **Integrate Baseline Studies into Project Planning:** Conduct a comprehensive baseline study before implementation to enable meaningful impact comparison and attribution.

2. **Use Mixed-Method Approaches:** Combine quantitative and qualitative tools to assess both numerical data and nuanced outcomes like social change and empowerment.

3. **Invest in Capacity Building:** Train in-house teams or partner with specialized agencies to ensure methodological rigor and consistency in evaluations.

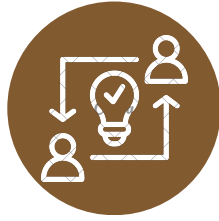
4. **Allocate Adequate Resources:** Budget for impact assessment as a core component of CSR planning, not as an afterthought.

5. **Leverage Technology and Community Engagement:** Use digital tools for data collection and involve community members to enhance accuracy and ownership of the evaluation process.

ABOUT US



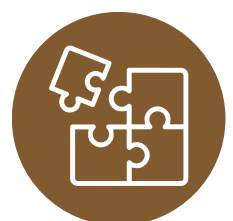
Section 8 Company



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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