



Confederation of Indian Industry

Gateway Gazette 2017

CII CSR Gateway monthly E-Newsletter



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"Gateway Gazette" CII CSR Gateway monthly Newsletter, which is specifically designed to help you with appropriate social engagement capacities and opportunities in providing a range of services from a low touch solution comprising CSR knowledge hub, employee volunteering, and online training classes to a more intensive hands-on customized service such as NGO due diligence, institution building, end-to-end program management support, etc.

Stay in Touch!



CII CSR Gateway

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From the Chairman's perspective

For companies that see CSR as an opportunity to strengthen the business, the big challenge is execution. Collective approach otherwise called SMART PARTNERING can provide a practical way forward. As customers, employees, and suppliers—and, indeed, more broadly society and its increasing importance on CSR, some industry captains have realized the importance of CSR and have started to look at it as a creative opportunity to fundamentally strengthen their businesses while contributing to society at the same time. The big challenge for executives is how to develop an approach that can truly deliver on these lofty ambitions—and, as of yet, few have found the way. However, some innovative companies have managed to overcome this hurdle, with smart partnering emerging as one way to create value for both the business and society simultaneously. Smart partnering focuses on key areas of impact between business and society and develops creative solutions that draw on the complementary capabilities of both to address major challenges that affect each partner.

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Mr Ravi Sam

Chairman Sub-Committee on Sustainability,
CSR & Affirmative Action,
CII-SR and Managing Director,
Adwait Lakshmi Industries Limited

Expert's TAKE

As you read this, much of India's ancient heritage is being destroyed by rapid infrastructure development. For most people, archaeology conjures up images of India's magnificent architectural, sculptural and art heritage, structural remains of ancient cities and marvels of ancient technology. However, much of India's magnificent heritage lies buried beneath your feet: ancient sites of prehistoric hunter-gatherers, and early villages of the first farmers and pastoral groups. This 'non-monumental' heritage, in the form of scatters of stone tools and fossil bones, potsherds and broken mud-bricks, ancient soils and forgotten river channels, testifies to a story that dates back to more than a million years. Our excavations at a Stone Age site called Attirampakkam, Tamil Nadu, established that prehistoric groups lived in South Asia around 15-17 lakh years ago, as old as world famous sites in Africa and Israel.

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Dr. Shanti pappu,

Founder/Secretary ,
Sharma Centre for Heritage Education

About CII & CSR Gateway

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. CII CSR Gateway is an online platform to connect the relevant stakeholders of CSR to enable CII member companies with appropriate social engagement capacities and opportunities. Encouraging the business community to appreciate the value of Triple Bottom Line (TBL) in their corporate decision making and to pay attention to the three interconnected corporate pillars of competitive advantage—People, Planet and Profit and also Creating Shared Value by linking Competitive Advantage and Corporate Social Responsibility of the business community.

Spotlight Corner

Inviting Corporate Houses to Partner With CII and the State Governments



Inviting Corporate Houses to Partner With
CII and the State Governments
- CSR Flagship Projects

Rejuvenation of Water Bodies



Brief
The southern state especially Tamil Nadu is in the grip of severe drought. We are facing acute water shortage, with 81% less water in its reservoirs than its 10-year average. The water level in its major reservoirs is at just 6% of their total capacity. This drought has caused huge impact on the farming community. This year we are witnessing severe drought, whereas 2015 we faced the floods. **It is clear from the data; Tamil Nadu's water crisis needs immediate attention.** After series of discussions with the experts and the State Government it was suggested that restoration and conservation of the water bodies is the only solution out of this problem we are all facing today!

Stakeholders
Local Community, Industry, Partnering NGOs and Government

Project Location
Tamil Nadu

Total funding required
For 5 acres the approximate budget would be Rs.10,00,000/-

Time Line
2 months (approx.) per lake

Revival of Agriculture and Restoration of Livelihood



Brief
Regeneration and conservation of the degrading environment has become a primary concern today. This project's goal is to conserve the environment on a whole especially the watersheds by inducing participation by the village people who inhabit the watersheds and works on a Public - Private Partnership mode. The major goal is to treat the agricultural lands, making it fertile and available to the farmers. The technical support for the project is given by NABARD who will also be cofounding the project. The project components covers infrastructure for soil and water conservation (Area Treatment), Afforestation, Drainage Line Treatment, Renovation of Traditional Water Harvesting Structures, Livelihood Enhancement through training, capacity building and other empowerment and income generating activities.

Stakeholders
Local Community, Industry, Partnering NGOs, NABARD and Government.

Project Location
Across South India.

Total funding required
Rs.12,000 per Ha (for 1000 Ha the cost would be approximately Rs.1.2Crores) **50% of the project cost would be funded by NABARD.**

Time Line
3 years

For more details, Contact **G Vaishnavi/ Simeon Joshua @**
044-42444555, Extn: 671/640 | Email: vaishnavi.g@cii.in; simeonjoshua.cii@gmail.com

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CII – Saint Gobain Swachh Vidyalaya
Reconstruction of Toilets in Sriperambatur Block
in Partnership with UNICEF



Current status



Work Under Progress

Over half of all schools in developing countries lack proper facilities for providing safe water and sanitation to students. This jeopardizes the health of millions of school children and hampers their education; even in Tamil Nadu the situation is the same. Keeping this in mind CII along with UNICEF have taken this Swachh Vidyalaya mission for which Saint Gobain has come forward to fund. Under this project sanitation facilities of 9 schools in Sriperambatur block has been taken up to be constructed and reconstructed. [Know More](#)

Whats Trending



CSR Budgeting

"The total CSR Budgets are normally based on the net profit of an organization averaged over the last three years. Though the total budget and the administration portion of the budget are defined, the allocation of the rest of the portion is highly crucial. How to budget them to create value for the organization . How to maximize the value of CSR investment &How to ensure sustainability?"

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[For Registration](#)

CII & DRFHE-Continuous Health Education



CII and DRFHE Continuous Health Education Programme With the objective of reaching out to a larger group of corporate employees Confederation of Indian Industry (CII) Southern Region, has partnered with Dr Reddy's Foundation for Health Education (DRFHE) to offer interested organizations a talk and interactive session by medical professionals. A total of 157 sessions were conducted for 7158 employees this year and few companies have also repeatedly having continuous sessions on the same interventions.

Interested Corporates may send the details through the below mentioned Reply Note at the earliest to mathew.john@cii.in

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Catalog watch

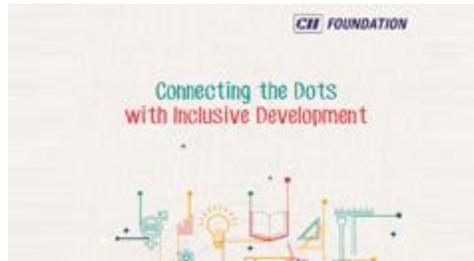
Resources

CII- Annual CSR Tracker 2016



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CII-Activity Report 2016-2017



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Case Studies

Amway India Enterprises



The Amway Corporate Social Responsibility program is activated and executed through the Amway Opportunity Foundation is based on the belief that social responsibility...

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Binani Zinc Limited



In the words of our Chairman, Mr. Braj Binani, "A Conglomerate's first and foremost responsibility is towards protection of environment, ecology and commitment to CSR"...

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Peek Through

CII Flagship Projects

Research And Education Into Indian Heritage Through CSR



[To Know more](#)

Nurture Merit Program – Nurturing Merit, Enabling A Bright Future



[To Know more](#)

For further details on the CII CSR Gateway,
you may please contact Ms Archana Esther at 044-42444555, Extn: 671
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