

Second-edition

The CSR Impact Report

23rd March 2017

Conducted by Tesco Bengaluru in partnership with Rotary Bangalore Whitefield Central

The 'CSR Impact 2017' report brings out the key highlights of the bi-annual event that converged several corporates, NGOs, implementation partners and thought leaders to create a dialogue on community work and steer the direction of initiatives in the city and beyond.



For any queries, reach out to us:

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For more details, check out our Facebook page:
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Background

Corporate Social Responsibility (CSR) is a commitment made at every step and all levels at Tesco Bengaluru, and our CSR initiatives are focused around empowerment through skill-building, environment protection and preventive health measures. Going by one of our core values - 'every little help makes a big difference', we strive towards taking one step at a time to create a much larger impact.

In 2015, we had initiated 'CSR Impact' - a brainstorming session inviting like-minded individuals in the CSR space to come together under one platform and share views and insights on how to work collaboratively for the community. The first-edition of the event was conducted at Tesco Bengaluru office in partnership with Whitefield Export Promotion Park Industrial Association.

About CSR Impact 2017

Tesco Bengaluru organised the second-edition of CSR Impact in partnership with Rotary Bangalore Whitefield Central (RBWC) on March 23, 2017 for stakeholders and thought leaders to come and align together for community activities.

The collaborative workshop saw over 65 participations from corporates, implementing agencies and NGOs. The delegates came together, debated, discussed and defined priorities on how they can collaboratively come up with innovative solutions to overcome issues pertaining to communities.

Participating organisations:

Caterpillar, PwC, UTC Aerospace, Qualcomm, Allstate, Kaizenat Technologies, Meghshala, UV Green Energy, WaterLife, Trinity Care Foundation, APD (Association For People With Disability), Eram Scientific, Give India, Shankara Eye Foundation, SOS Children's Village of India and SayTrees

The objectives were to build sustainable plans, involve entities, leverage data, resources, technology and tools in creating communication strategies and to tap collective power of ideas for a better society.

Sanjeev Nagwekar, Director - Property Services & Facilities, Tesco Bengaluru, welcomed the delegates and kicked-off the event giving an overview on how the organisation has been spearheading several CSR activities in and around Whitefield.

Setting the tone for the event, Anisu K Verghese, Senior Manager - Corporate Communications & CSR, Tesco Bengaluru, spoke in length about the organisation's involvement in community work, highlighting the extensive work done by its colleague volunteers over the years. He mentioned that Tesco Bengaluru has been doing community work focusing in the areas of education, preventive healthcare and environment.

Addressing the gathering, he said, "Joining hands for the common good is what can bring change around us. At Tesco, one of our core values is – every little help makes a big difference, and collaboration is a leadership skill that all colleagues are encouraged to demonstrate at work and beyond. Collaborative efforts such as pooling resources, sharing best practices, technology and data, working with like-minded partners and tapping the collective power of people can improve overall value, reduce costs and foster deeper partnerships. Through such platforms, we can provide opportunities for different stakeholders to contribute their perspectives and ideas."

After the brief introduction to Tesco Bengaluru's CSR work, a detailed presentation was given by Sandeep Mittal, President of RBWC, about the organisation. He spoke about how Rotary takes interest in initiatives to collaborate with corporates and NGOs and takes up community work across categories.

Mittal mentioned that the event gave an opportunity/platform to all stakeholders interested in making an impact in the society either through their corporate social responsibility initiatives or direct involvement. "Several innovative ideas as well as challenges emerged from the discussion. We look forward to having more such collaborative consultative workshops in future and involving more agencies to take part and get benefitted from it," he said.

Partners Speak

After brief introductions by Tesco Bengaluru and RBWC, representatives from UV Green Energy, Meghsala and NASSCOM Foundation spoke about the ongoing initiatives the respective organisations have been taking in the community space, that needed focus and partnership in the "Partners Speak – Best Practices and Outcomes" session. Another implementing agency SayTrees shared a video with the audience on its pilot vertical garden initiative in Bangalore.

Tackling Challenges

During the workshop, delegates brainstormed on key topics which emerged from discussions such as water, sanitation, skill development, renewable energy, education, e-learning and healthcare. In the next session "Consultation - Top 3 challenges we must solve", delegates were divided into groups and were assigned themes and asked to identify challenges in Whitefield area and possible CSR solutions for these. They ideated on collaborative measures to overcome challenges in the near, mid and long-term.

The discussions led to ideas on possible measures related to partnerships, awareness creation, capacity building, and increasing access to information, influencing behavioural change, engaging the millennials to participate and bringing greater accountability for initiatives.

Topic: Preventive Healthcare (Sanitation & Hygiene)

- Lack of adequate infrastructure, accessible toilets
- Lack of ownership of garbage disposal management
- Poor eating habits and no access to clean drinking water
- Limited Public Health Centres across villages

Solution:

- Intense awareness drives on hygiene and health habits
- Free vaccinations and health check-ups
- Proper waste disposal mechanism
- Involvement of local authorities / stakeholders
- To provide mobile health vans
- Identification of interested individuals to drive awareness programmes
- More outreach camps at Anganwadi, government schools
- Connecting with local medical college and partnering government health initiatives

Topic: Water

- Access to clean water
- Polluted lakes
- Lack of awareness on clean water

Solutions:

- Creating awareness and easy behavioural changes on personal level
- Promote waterless car wash + Water aerators for taps
- Water ATMs + Water incubations
- STP + greywater harvesting + tree plantation + rain water harvesting
- Clean lake – awareness to avoid water pollution
- Long-term solutions can be conservation, creation and afforestation

Topic: Education & e-learning

- Lack of trained teachers + traditional teaching systems
- Lack of awareness + Poor governance
- Infrastructure issues as basic as frequent power cuts in rural areas
- Implementation challenges such as affordability and reach
- Resistance from teachers to impart new learning techniques

Solutions:

- Facilitating urban volunteers to drive education initiatives
- Make volunteering compulsory at organisations
- More CSR fund should go on rural education
- Focus more vocabulary training
- Availability of basic infrastructure at school levels
- More involvement of parents and teachers

Topic: Skill Development

- Huge gap between demand and available skilled professionals
- Shortage of skilled professionals as well as trainers

Solutions:

- Corporates / NGOs / implementing agencies to focus e on skill development and creating employment opportunities
- Plan knowledge sharing and skill training programmes in rural areas and make them more employable
- Identification of manpower, potential technology / subject for employment

Looking Ahead

Every organisation has its own corporate social responsibility strategy, vision and policy, but how collaboratively they can align together to create a large impact still remains a challenge! However, participants were positive on taking collaborative measures to create a larger impact in the community.

Manoj Kabre, CSR Chairman of RBWC, said, “Collaborative effort like these have gone a long way in bringing inspiration to others, and inculcating best practices, which can be emulated by other organisations,” adding that, “Majority of companies are open to exploring partnerships with us to implement their CSR goals; the structured approach followed by Rotary helps in giving a corporate outlook to the community outreach.”

During the event, there were several key takeaways emerged from the discussions.

Collaboration leads to innovation

With CSR being made mandatory in the Companies Act, corporates have now begun to recognise corporate social responsibility as a core activity, and are looking to find innovative ways to effectively utilise their CSR fund. This has brought to the fore the role that NGOs and other implementing agencies can jointly play along with corporates in order to achieve what is known as collective impact.

Collaborative measures and plans help achieve goals

Implementation of CSR projects remain a concern for many organisations. Collaborative measures taken by corporates in partnership with NGOs and implementing agencies can help solve complex challenges and achieve near, mid and long-term goals.

Aligning partnerships

Broader collaboration is required as organisations execute their CSR strategies to reach CSR objectives with varying degrees of effectiveness. It is important for organisations to develop collaboration structure that aligns with the company’s CSR objectives and operating context.

Exposing millennials to initiatives

Focus should be there to involve more youth in community initiatives. In addition to it, initiatives should also be taken to attract youth into community work.

Apart from these, several other discussions occurred during the CSR Impact event such as involving parents, teachers and including technology for a more engaging education experience in rural as well as urban areas.

“CSR Impact - a great initiative to meet larger social needs. Indeed, it was a great opportunity for UV Green Energy team to be part of this forum”

- Vinay Shindhe, CEO, UV Green Energy Services

“Proud to be part of the initiative "CSR Impact". It was a great experience and thank you for giving the opportunity”

- Eram Scientific

Survey Findings

We ran a poll among the delegates on the “CSR Impact” event and here are the highlights.

