

CSR Impact: Report

This report summarises the key highlights of the event and actions that the forum will take to make a lasting impact on the communities in the Whitefield area of Bangalore.

Tesco HSC organised **CSR Impact** – a collaborative workshop – together with the [Whitefield Export Promotion Parks Industrial Association](#) (WEPIIA) on Friday, April 24, 2015 at its campus to collectively enhance the community outcomes in the area.

Over 40 corporates, government officials and NGOs participated in the event that debated, discussed and defined priorities for the forum partners. Participants converged ideas, resources and volunteers to improve the impact we can have on the community.

The workshop was moderated by Sai Prakash, CSR Advisor, WEPIIA.

Nick Williams, HR Director - Tesco HSC, welcomed the delegates to Tesco HSC and set the context for the workshop. He asserted that, “Individually we can probably make an impact which may not last very long, however, together we can make a lot of difference, and this forum has the opportunity to collaborate and do that.” He stressed the importance of this forum continuing the dialogue and partnering on common themes to make a lasting impact, using shared time, resources, and colleagues interested in volunteering.

This was echoed by Sai Prakash who stressed the unique opportunity for collaboration in Whitefield since all corporates are located close to each other. “You have really set the trend – this is probably the first instance of coming together to identify things you can work on together so as not to duplicate activities and to maximise impact.”

Collective Commitment

Anisu K Verghese, Corporate Communications & CSR Head - Tesco HSC, presented a snapshot of Tesco HSC's Community work and his views on amplifying our impact as a forum. He referenced a recent study on the state of CSR spending in India and the opportunities to collaborate and achieve more together. He highlighted how Tesco HSC's CSR approach is unique; being ground-up, driven by a core community team with representatives from different businesses and a strong volunteer base. He shared findings that reflected the need for collective commitment – how pooling resources can achieve scale. He also raised the issues of scarcity of talent and targeted CSR spending, and submitted that this forum can remedy them by giving corporates, NGOs and government bodies the opportunity to share and cross-pollinate ideas, as well as focus on what matters collectively to make a difference.

This was followed by a showcase of the GE Volunteering Group by Alok Nanda, Whole-time Director, GEITC & General Manager, GE Aviation Engineering. He shared the ‘GE Citizenship Framework’ and detailed the work they have been doing in the areas of education, health, environment and local community.



Opportunities To Educate Young Adults And Children

In his keynote address, H.R. Jayadevappa, Executive Director, [Karnataka State Electronics Development Corporation Limited \(KEONICS\)](#), shared the KEONICS model and the benefits it constantly seeks to create for children and young adults and schools. He suggested that corporates tap the opportunity to 'adopt' children and young adults at any of the 300 KEONICS centres – their training in computers there can be monitored and these young adults can be upskilled very well for the future of their careers and the country. He also invited delegates to start their own KEONICS centre based on KEONICS guidelines as a franchise centre; there is the potential to add 100 centres this year. There is a KEONICS centre in Whitefield too.

Tackling Whitefield's Top Five Challenges

The next session was chaired by Clement C Jayakumar, a core team member of Tesco HSC's CSR group, who presented the top five challenges in Whitefield and possible CSR solutions to these. The areas that were discussed as crucial to the communities and to all of us who live and work at Whitefield were:

1. Swachh Bharat and waste management
2. The environment and clean air in Whitefield
3. Water conservation and Lake rejuvenation plans
4. Improving infrastructure and educational facilities for government schools
5. Improving living conditions for migrant population

The suggested solutions to these issues of scale included:

1. Street cleaning drives and 'adopt a street' model to significantly improve the EPIP area, sponsored toilets in public places, schools and neighbourhood villages, decentralised waste management, awareness creation for the thousands of employees who work here.
2. Sponsored community parks and planting new trees in a sustainable ratio.
3. A representative from United Way shared their 'Wake the Lake' campaign and the impact in the city of Bangalore. They have a model wherein a corporate can sign an MOU for a lake – it is a tripartite agreement between corporates, BBMP, and local residential associations.
4. Repairing and improving the infrastructure in local government schools towards securing the basics and a safe learning space – separate toilets for boys and girls, clean drinking water provision in school, securing the premises, construction and/or repairs of compound wall, roofing, and flooring.
5. Opportunities to upskill local migrant population towards providing them skills that can earn, empowering the women, and creating awareness.



Driving Change

A document was distributed to seek commitment from the attending companies on initiatives they are currently pursuing in these areas and ways in which they would like to partner, going forward. The Tesco HSC team of volunteers will connect the dots between interested stakeholders.

In line with one of the key issues raised, the next presentation was a solution and implementation update by 'igotgarbage' towards a sustainable and clean EPIP Zone, spearheaded by Mindtree. This initiative focuses on sustainable waste management that also benefits rag pickers. Its two objectives are ensuring a dignified livelihood for waste pickers and reducing the garbage in our landfills. igotgarbage presented a proposal for the entire WEPPIA area and the support this would entail from various corporates.

Two NGOs, [The Association for People with Disability \(APD\)](#) and [Meghshala](#), shared their work, scale-up plans, project proposals, and how the participating corporates could support them.

Support To Education

The workshop was supported by the presence of Mohammed Mohsin IAS, Commissioner for Public Instruction, Government of Karnataka. He gave a detailed overview of the education scenario in Karnataka, took questions on initiatives underway, and spoke about interventions that corporates can make in government schools.

Looking Ahead

All participating members agreed to continue the conversation beyond the event. Makino India has volunteered to host the next such collaborative forum in conjunction with WEPPIA for this group to continue the work together.

The volunteer team at Tesco HSC will collate the feedback received as well as the CSR plan documents, and will connect stakeholders and plans based on their responses.

