CSR Leadership Conference

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Venue: Eros International, New Delhi

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Change Alliance

Synchrony Financial
Introduction

The CSR Leadership Conference has proved to be the largest IT industry specific CSR conclave hosted in the country, bringing together thought leaders and CSR experts to discuss the trends, challenges and way forward for the CSR space.

The full day conference was packed with back to back sessions delving into myriad themes in CSR, global and Indian development goals and social impact. The conference received astounding attendance of over 300 participants, with over 65 NASSCOM member companies and over 150 NGOs actively participating in the event and exhibition arena featuring ‘Walls of Impact’.
Presence of eminent policy makers and senior management of leading IT-BPM firms in a tete-a-tete like discussion on mutual expectations and role allocation for strengthening the development agenda.

Over 50 social impact and business leaders actively participated at the event in panel discussions and ‘impact speaks’ on topics aligning to both SDGs and Schedule VII areas of the CSR mandate.


Some of the Participating Organizations

![Participating Organizations Logo](image)
NextGen’s Masterclass for Corporates: Maximising Board Engagement in CSR

Key Takeaways:

• Over 25 leading IT-BPM companies’ CSR teams participated in the masterclass.
• There is a strong need for structured and relevant information sharing of CSR programmes at an inter-organizational level.
• Motivate employees to engage with the organization’s social programmes.
• It is critical for the board to understand that the gestation period for impact in a social programme will be a minimum of 3-5 years.
• Developing a systemic feedback mechanism and exchange between CSR committee and the CSR team of organizations.
• Capacity building of partner NGOs as pro bono services a critical need for long term sustainable and scalable collaboration.
• A need for strategic intervention in myriad focus areas, or different dimensions of focus areas instead of reinventing the wheel.
• For MNCs, the chances of efficient CSR programmes when global CSR practices are aligned to with localisation based on the socio-economic problems address
Setting the Context

NASSCOM Foundation has always strived to drive technology based solutions for incremental changes in the society. There is a growing need of blending government endeavours with business leadership practices.

The encouragement from the IT-BPM industry and the growing impact on ground, are inspiring us to mobilise more resources and leverage technology for social good. There is increased involvement from senior leadership in social impact programmes, more successful collaborations with implementing partners, and welcoming trends of choosing geographies beyond headquarters.

Despite being a relatively smaller segment in the industry sector, the IT sector forms the second largest spenders on CSR in the country. Collaboration among companies for community impact should be the model practice for CSR’s way forward for the optimum utilization of collective resources.

The focus of the development strategy should be on the quality/pattern of growth and not the pace only. Innovation needs to be leveraged for inclusion, efficiency in processes and governance. For a sustainable economy, network of enterprises needs to be strengthened for smaller enterprises to benefit form the scale of networks.
The session brought together social sector experts belonging to leading international change agencies and senior management of IT companies for balanced perspectives, to understand expectations and responsibilities in a fast becoming multi-stakeholder structure which CSR is. The entire session was helmed by CNBC Editor Syna Dehnugara.

Points to Ponder

- Growing trends of de-compartmentalisation in the fulfilment of SDGs and synergy among the stakeholders is welcoming.
- The sector experts should draw up a long term intervention plan for the corporates for an informed engagement.
- CSR should not be restricted to compliance and spending, but a responsible process across the value chain of a business.
- Linking core competency to the needs of the social sector, and facilitate scaling is a task for the corporates.
- The CSR mandate has catalysed social consciousness among corporates and visible raise in dialogue at the board level.

- ‘Effective partnership with distinct roles for each stakeholder is the way forward’: Dr. Hameed Nuru, UNWFP
- ‘CSR is not how you spend profit, but also how you earn it’: Nisha Agarwal, OXFAM India
- Zero tolerance for unscrupulous business should be in the DNA of an organization: P Balaji, Vodafone India
Collective Steps Towards Grassroot Impact

The session curated by Change Alliance brought CSR leaders, sector experts and NGO leaders together to bring to light some of the urgent policy and practice changes to address poverty, exclusion and inequality creating sustainable impact for individuals and communities at the Bottom of the Pyramid.

Points to Ponder:

- A collective need in the direction of alleviating poverty is in matter of changing mindsets and behavioural improvements. Sensitisation of the community on social evils and bias, a critical part of CSR. The private sector must support the Government’s efforts in challenging marginalisation and exclusion.
- Opportunities for all is the stepping stone towards a scalable impact model, taking up issues such as quality education, etc. Outcomes will not be inclusive if inputs are excluding in nature.
- The role of CSOs to be an enabler and collaborate for on ground impact.
- Automation to replace traditional works like manual scavenging, and pave way for newer forms of livelihoods around the same.

- ‘Poverty is multidimensional, and not just absence of income’- Dr. Belinda Bennet, CEO, Change Alliance
- ‘Schools adopted by Bharti Foundation have 75% SC/ST representation’- Mamta Saikia, Bharti Foundation
- ‘We cannot talk about annihilation of caste in society prevalent with manual scavenging’- Bezwada Wilson, Magsaysay Award Winner, Safai Karmachari Andolan
CSR Leads of some of the most socially responsible corporations in the IT sector, come for a tete-a-tete with NGO leaders deeply involved in the education sector, to explore sustainable and outcome oriented solutions to the country’s education problem.

Points to Ponder

• There is a need to shift focus on the demand side of education, and make communities aware of the need for education.
• More outcome oriented learning models for better qualitative assessment of programmes.
• Great PPP models for school development will make sustainable difference to the education problem and return on investment.
• Instead of reinventing the wheel, partnership with companies working on the same education problem should collaborate for a greater impact.
• The administrative structure of education organizations remains in the blind side to CSR focus.

‘The transition from primary to secondary levels of education continues to be low’ - Priti Khare, AMDOCS
‘Innovation in CSR projects in education will be changemakers in the near future’ - Yashodhara Lal, Genpact
‘Let’s make education fun again’ - Shrikant Sinha, NASSCOM Foundation
‘The next 10 years are going to see maximum number of school enrolments’ - Nishant Pandey, AIF
‘Spending on teachers is less expensive and more impactful a model’ - Loveleen Kacker, TMF
Leveraging the Power of Technology for Social Impact

A multi-perspective discussion consisting of Foundation leader, Venture Philanthropy Director, and director of a not-for profit programme, talking about their experiences in encouraging technology as an enabling factor for social impact.

Points to Ponder:

• For technology to be an enabler, it is critical to be relevant and affordable, address the demand.

• A scalable technology driven impact model needs to be seeped in the format at the design stage itself. #DesignForScale

• The ubiquitous nature of mobile technology must be tapped for social impact leaders in targeting social problems.

• A traditional reluctance in adopting technology by Not For Profits comes from factors around technology, and not technology itself such a socio-economic barriers. Process management among NGOs calls for standardisation which technology will provide. Support from corporates critical to fulfil this requirement.

• The government is receptive to smart usage of technology to deliver viable and scalable impact.

• ‘NGOs should use technology to increase its reach, impact and scale’ Sonia Shrivastava, Head, Vodafone Foundation

• ‘There are over 70,000 public libraries in India losing its relevance-Shubhangi Sharma, Head, IPLM Movement

• ‘A good impact model is one whose legacy is left beyond association with the impacter’- Debashish Mitter, Michael and Susan Dell Foundation
In this session curated by Synchrony Financial, the Chief Secretary of the Ministry of Social Justice and Empowerment came for a conversation with D&I leaders of leading IT corporations on the implications and opportunities after the newly ratified law for People with Disabilities.

_points to ponder:_

- Involving the families of the PwDs in their journey of empowerment, should be in the agenda of CSR.
- The job opportunities for PwDs must diversify, and not be restricted to retail and BPO sector only.
- Faculty and employee sensitisation should be prioritised to be receptive to PwDs.
- There is a need for a universal design for training and curriculum for PwDs for universal uniform accessibility.

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- ‘The primary challenge is to lift the self esteem of PwDs and reinstate their faith in themselves’: Shri A. Awasthi, MSJE
- ‘Cornea transplantation has huge potential of reducing visibility challenges in the country’- KM Cherian, Synchrony Financial
- ‘Customers have had higher satisfaction when served by PwDs, thus busting the myth of lower quality of employment’- Harish Chopra, HGS
- ‘Technology has the possibility of dissipating a lot of disabilities altogether’- Ashutosh Chadha, Microsoft India
- ‘Instead of targeted interventions we believe in mainstreaming PwDs’- Meenu Bhambhani, Mphasis
- ‘There is a need together for more awareness forums and collaborated ideation’- Tanu Mukherjee, Mercer

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A discussion on the future of the employment opportunities with a focus on the IT sector with eminent speakers from different vantage points of the ecosystem.

Points to Ponder:

- Continuum and consistency in efficiency at each stages of skill development: mobilisation, pre-training, training, placement, micro entrepreneurship is critical.
- Effective training of the master trainers by focussing on their incremental learnings and mentorship even beyond placements and entrepreneurial ventures would go a long way in quality transmission of skill sets.
- Upskilling is ever necessary and bring about new skill sets which will be relevant employment demands of the future especially in the IT industry which is fast changing. Virtual employment is a near future prediction.
- Formulating a return on social investment plan for the employers’ absorbing skilled candidates will make employers more committed to the cause.
- Skill development should focus on building competency of an individual which will have higher value than the brand of the organization in the future.

‘Opportunities should not be siloed’- Dr Sandhya Chintala, Sector Skills Council, NASSCOM Foundation
- ‘Technology will help bring work to the youth’s place of origin’- Clement Chauvet, UNDP
- ‘India has a unique scenario of the human resource being both an asset and liability’- Vikas Goswami, Godrej
- ‘The daunting task of training 5 lac professionals with cybersecurity is upon us’- Deepak Maheshwari, Symantec
- ‘The skill industry faces the challenge of scale for the Bottom of Pyramid’: Amit Khera, McKinsey Social Initiatives
- Technology helps in customising courses to meet vernacular needs of the rural youth’: Dr. Nuzhat Parveen, Aricent Technologies.
Sector experts and corporate stakeholders come together for a discussion on addressing the magnitude of e-waste production in the country and the need for a collaborative effort in mitigating it.

Points to Ponder:

• The fundamental step is towards recognition of the threat the e-waste poses to the community and environment.
• The topic of e-waste needs to be taken up at the CXO level for a top down intervention in the matter of e-waste control.
• There is a need for more end-to-end e-waste recyclers in the country for mitigating at large.
• Innovation to be fed in the sphere of e-waste management. Sharing of best practices also need of the hour.

‘We are now working on a project called 'Ecopark' where the e-waste collection, refurbishment and destruction companies from both formal and the informal sectors can be brought together. Dr. Sandip Chatterjee, Officer on Special Duty, MeitY, Govt of India
• ‘India is the 5th largest producer of e-waste in the world’: Shailendra Singh, EXL Services
• ‘E-waste growing at 30% is the fastest growing waste stream with toxic socio-economic consequences’- Ravi Agarwal, ToxicsLink
The session brought together senior leaders of high impact IT companies and policy makers for a ‘Impact Mashup’ like conversation to understand the roadmap for a strong CSR base of India Inc.

**Points to Ponder:**

- IT companies should remain connected to the immediate community with their core expertise i.e. through innovation.
- The three primary features of a pro-CR organization are: alignment with business strategy, philosophising CSR and push from the leadership.
- Efforts of volunteering should be top-down to prevent it from being a victim to workload of the willing employee.
- Collaboration with governance at the local context will fast track incremental impact more than policy level collaborations.
- NGOs need to do an extensive research on companies' philosophy and focus areas before approaching for optimum fitment. Companies prefer deliverable outcomes.

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‘Differentiating between CSR and PR programmes, is the first step towards sustainable impact by companies’ - Gaurav Dwivedi, MyGov

‘As corporates, we should channelize our resources to monumental changes’ : Dr. Harsh Vinayak, NTT DATA.

‘CSR is still evolving in India, with great work in patches’ : Debjani Ghosh, Intel
‘Excellent panels and moderation’ !
Sreela Dasgupta, Specialist Diversity and Inclusion, TCS.

‘NF has set up a fantastic conference, giving me a lot of visibility about what govt. and other organizations are undertaking’- Liji Sara Isaac, CPA Global

‘The team of NASSCOM Foundation was really good to work with’- Ritika Jharia, NTT DATA

‘It was a great platform to know the expectations of corporates from NGOs’- Anil Gaur, Shri Aurobindo Society

‘Collaborative approach, timely intervention through Govt & NASSCOM Foundation are my key take away from the event’- Nittan Bhalla, Wipro Ltd.
NASSCOM Foundation is a leading non-profit organization driving technology for good. The Foundation’s work is just as expansive and evolutionary as the potential that technology and corporate India entail. Drawing strength from its parent body NASSCOM, the Foundation works closely with four major stakeholders: NASSCOM member companies, NGOs, emerging social enterprises and Government to foster a strategic relationship between technology and development. NASSCOM Foundation’s core initiatives include working for Persons with Disabilities, fostering innovative solutions for social good, creating unique skilling models for underserved communities, and digital literacy where it is the industry partner to the Govt. Of India’s National Digital Literacy Mission (NDLM / disha)
NTT DATA partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. We’re a top 10 global IT services and consulting provider that wraps deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

CORPORATE SOCIAL RESPONSIBILITY @ NTT DATA

NTT DATA has a long-standing commitment of leveraging IT innovations and global activities to contribute to a more prosperous and sustainable society. This corporate mission and the passion of all our employees inspire a rich and diverse set of corporate social responsibility (CSR) programs that are helping solve human, social, and environmental challenges around the world. NTT DATA works to improve the local and global communities it serves through forward-thinking educational, technological, and economic philanthropy.

This is demonstrated through:
The way in which we conduct business.
How we leverage technology to help shape a sustainable information-based society.
Our commitment to support charitable programs and services and employee volunteerism.

Being a Responsible and Ethical Employer

NTT DATA is a Global IT Innovator. Our three core values are “Clients First,” “Foresight,” and “Teamwork.” These unwavering principles direct the way we conduct business and ensure that employees practice them in their day-to-day business activities. In doing so, we continually contribute to a sustainable society. NTT DATA has also implemented a Global Compliance Policy, which provides overall action guidelines in terms of ethical standards.

Leveraging Technology for Society

NTT DATA strives for innovation through IT for our clients, and to help solve human, social and environmental challenges. Significant ongoing results have been achieved in the health, public and other sectors. NTT DATA is working actively to address these and other global issues.

“As a top 10 global business and IT services provider with 100,000+ professionals in more than 50 countries, NTT DATA is committed to the communities where our employees work and live,” said Mona Charif, Senior Vice President and Chief Marketing Officer at NTT DATA Inc. “We’re proud to provide technology and services in regional and Pan-India programs that help improve the quality of life for infants and children.”
From its very inception NTT DATA in India embraced the idea of being a good corporate citizen.

**Vision:**
To be among the most responsible corporate citizens that contribute to the betterment of the community and environment we operate in.

**Objectives:**
- **Community Support** - Uplift underprivileged communities, making them self-sufficient through innovative long-term interventions.
- **Environment Support** - Spread awareness and adopt environment friendly practices within NTT DATA offices and among the communities that we belong.
- **Disaster Support** - Provide aid and relief measures in the event of major calamities affecting the region or nation we operate.
- **Measuring an Impact** - Assess performance of communities on regular basis and identify value add made at each phase in time.

**Flagships Programs:**
We aligned community, environment and disaster support programs to ensure that each program multiplied the impact of the others, while ensuring maximum integration between programs.

**Global Volunteer Week:**
One of our signature initiatives is NTT DATA’s creation of a ‘Global Volunteer Week’ (GVW) program, which launched in 2012 and aligns with the spirit and objectives of the United Nations International Volunteer Day. Our employees organize volunteer activities around the globe that take place during the first week of December each year.

In 2016, about 60 GVW activities were conducted and influenced the lives of several thousand people. GVW lead to bridging the cultural differences, which created a spiral effect that gave birth to many other initiatives looped together to keep the momentum going through the year.

**Payroll Giving Program:**
The Payroll Giving Program (PGP) is a key initiative to fund local CSR activities through employee contributions. This unique program allows those who want to contribute a part of their salary towards NTT DATA India CSR initiatives, to easily do so. Employees are able to declare an amount they deem suitable on a voluntary basis, and the confirmed amount is deducted from the individual’s monthly salary. Funds are utilized to drive local CSR activities such as the Vendor Children’s Education Program, Non-Governmental Organization (NGO) support initiatives, environment protection related activities, and many more great programs.

**Vendor Children Education:**
This initiative was born from our strong belief that “charity begins at home.” The program was launched across India in November 2012 to promote education opportunities for children of NTT DATA vendor support staff (security, maintenance and house-keeping) to encourage them to become self-motivated and engaged.

**Initiatives include:**
- Paying tuition and providing coaching
- Mentoring and handholding
- Applying our technology towards our vendor children education
- Building computer labs from our systems which are reusable
- Developing fun, interactive e-learning modules as a successive step towards the cause for the benefit of vendor staff children’s education
About Synchrony Financial

Synchrony Financial, India is an affiliate of Synchrony Financial (NYSE: SYF). The organization offers a compelling value proposition by providing talent, expertise and technological capabilities to help the business grow. They excel in providing contact center solutions, fraud research support, process control monitoring, and Centers of Excellence for Finance, Analytics and IT. Synchrony Financial has a headcount in India of 3300 people and an equal number whom are outsourced to vendors, 80% of those individuals are based in Hyderabad. At Synchrony Financial, India corporate responsibility is based on the theme “families that work.” They encourage their employees to share their skills to make a difference in the lives of other people. The main areas of focus include: Supporting Education for Children and Women’s Empowerment.

About Change Alliance

Change Alliance Pvt. Ltd is a social sector consultancy that provides market - leading development services to the corporates, corporate foundations, government and civil society organizations. They partner with organizations that share our vision of bridging the social & economic gap and making growth inclusive & sustainable in order to change lives for a better tomorrow. They have a long legacy of 50 years of civil society engagement internationally, including more than 15 years in India. They were also the lead consultant in the consortium that has implemented the Poorest Areas Civil Society (PACS), a GBP 31 million initiative of DFID covering 90 poorest districts across 7 states in India and successfully reached out to 9 million socially excluded Dalits, Tribal, Women, and people with disabilities.
Hope to see you at the next CLC!!