

NATIONAL VOLUNTEERING WEEK 2022

AN OVERVIEW OF THE WEEK AND
ALL THAT IT MADE POSSIBLE





A National Volunteering Day for Nation Building

Chandrajit Banerjee, Director General, CII



UN has set aside December 5 as International Volunteering Day. Similarly, India should have its own Volunteering Day or even better 'A Week', similar to the 'National Youth Week' that follows National Youth Day on 12 January.

Today, it is the market that drives societies around the world. Dedicating a day to a particular issue encourages businesses to join public conversation around it, by giving them an opportunity to build their brand in the societal space. We have witnessed the visibility, acceptance and popularity of Yoga grow manifolds, once 21 June was declared as the international Yoga Day.

The important thing to note is that in the age of social media, most brands walk the talk. If an organization speaks publicly of water conservation, it usually does so by highlighting initiatives that showcase the benefits of its interventions. Today, it is a business imperative for brands to engage constructively with social issues and they have the reach and the resource to institutionalise change.

Volunteering is about rolling up one's sleeves and unconditionally offering one's skill and time

to bring about a desired change. It would take several volunteers a lifetime to make a significant dent in many of the areas that need passionate interventions, and a day dedicated to volunteering can indeed help in bringing in the required effort together.

A National Volunteering Day is not about asking people to step in for just a day. It is also about asking for a day of mutual stock-taking, learning and accountability. More importantly, it will be a day, or a week set aside for convergence of stakeholders to deliberate on accelerating the process of mainstreaming and institutionalising volunteerism, which probably is the best way to scale up.

Volunteering is not extraneous to the Indian way of living. Shramdaan, or voluntarily offering oneself for service to a cause, is a part of Indian culture. But culture is dynamic; consequently, so is social behaviour. Hence, in current times, we may speak of an inherent culture of volunteerism, but our actions would not perhaps bear that out. Building an environment conducive to volunteering will be essential to reignite this practice.

To do so, we need to position volunteering in a manner that is more relevant and contextual to modern India, by adopting contemporary international best practices for measurement metrics in terms of monetization and social impact of volunteering activities. A volunteering week, especially, would help to market the philosophy and build the ecosystem around it, so that both the volunteer and the cause can gain from the engagement.

There is need to create a national level technology driven backbone infrastructure to facilitate engagement of stakeholders and aggregate national efforts like many developed countries, which even represent the monetized value as a percentage of their GDP. Further, volunteerism can be incentivized and made objective in various formats like credit system, incentives like free public transport or discount on electricity bills etc

There is need to look at volunteerism beyond youth, we must engage professionals and specially the retired personnel who have the experience, time and passion to give back to society. All that is needed is easy access for engagement and a mechanism to measure the social impact. There are many corporate houses, Volunteer Organizations, individuals who are doing commendable work for the society. However, there aggregated contribution is mostly unnoticed as it is neither captured nor reported. Institutionalization of volunteerism and creating a national level platform will enable captur-

ing of all formats of volunteering activities, bridging the demand and supply of volunteers and top of all synergize the efforts with national priorities.

A National Volunteering Week would be a good time for corporates to consciously revitalize their HR policies around volunteering; it would be a good time for the Government to recognize volunteers with civilian awards; the week would be ideal for schools to come out on the streets and acquaint their students with the realities at the grassroots, it would be a good time for social institutions and communities to leverage volunteers for important tasks and most importantly stakeholders to connect up for mutual learning and aligning themselves with the national priorities.

At CII, we hold a National Volunteering Week through our India@75 Foundation. It draws enthusiastic participation from corporates, NGOs, institutions and individuals. This strengthens my belief that India has many willing hands; they just need to know how to reach the deck.



Volunteering for Participative Development

Rajan Navani, Chairman, CII Council on India@75



India is on the cusp of transformation. Its time under the sun has come. We have all that is needed - resources, talent, intellect and the collective wisdom of a civilization that's several thousand years old. Now is the time to collectively roll up our sleeves and lend a hand to shape the nation we aspire to be.

Lending a hand is integral to our society. Our belief systems make space for individuals to go beyond the call of duty and support the community in multiple ways.

We need to raise this social practice to a level where it can become an effective tool for nation building. To do this, we must raise the conversation from individual to institutionalized volunteering.

Volunteering is more than a social action, it is a form of participative development where one has the opportunity to contribute to and thereby strengthen the change one seeks to build. Institutionalizing volunteering would engage our young with the process of development and raise them to be informed, inclusive leaders of tomorrow. India@75 Foundation has been strongly advocating for institutionalized volunteering. It holds the National Volunteering Week (NVW) from the 18-24 January every year to illustrate how collaboration between different stakeholder groups working on a specific issue can considerably increase the impact on the ground.

The theme for the National Volunteering Week 2022 was 'Volunteering for a New India'. This theme resonates with the government's Azadi Ka Amrit Mahotsav celebrations. Also, this year NVW was flagged off by the National Summit on Youth Volunteerism in India. It was well-attended by all stakeholder groups. One of the key conversations was on institutionalizing volunteerism in India and leveraging the youth to meet our national goals.



National Youth Volunteerism Summit

18 January 2022

Context

The National Youth Volunteerism Summit was held in collaboration with the Ministry of Culture, GoI, on the 18th of January to mark the last day of the National Youth Week and the first day of the National Volunteering Week (NVW) 2022.

The intent was to deliberate on how the power of youth could be leveraged for nation building. There were multiple conversations on how corporate and individual volunteering efforts could be synergized through institutionalized volunteerism. The intent was to build consensus on the declaration of a National Volunteering Day preceding or following the NVW.

The Summit had representations from the government, corporates / corporate foundations, NGOs, CII Young Indians state chapters and international volunteering organizations.

The panel discussions and audience engagement sessions represented the pan India volunteering landscape.

Takeaways

- India@75 will provide a knowledge platform for international organizations to form a global consortium of volunteering networks and non-profits.
- There's need to engage more Volunteer Managers at different levels to ensure effective and consistent volunteering.
- A factor common to all impactful volunteering projects is the association of personal experience behind the cause.
- Individual Social Responsibility (ISR) will be the focus area to build a strong volunteering culture in India.
- Millennials look for more than remuneration in their jobs. Corporates are spelling out the meaningful extras they offer – volunteerism is one of them.
- We need a mechanism to map geographical locations to volunteering opportunities and share with schools colleges to volunteer for commu-

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“I realized the power of one person who decides to volunteer and volunteer full-time.”

—Talish Ray, Managing Partner, TRS Law Offices

“NGOs alone cannot absorb the volume of possible youth volunteers. Government must step in and offer opportunities in public service delivery.”

—Venkatesh Murthy, Founder, Youth for Seva

“Employees can take a place to volunteer beyond sympathy but demonstrating the empathy”

—Pranav Desai, Founder Voice of SAP

“Volunteerism is an ancient concept, which had always been there – it has played a very significant role in times of war and peace.”

—Shri Bhubaneswar Kalita, Member of Parliamentary Committee on Education, Women, Children, Youth and Sport

“Millennials look for more than remuneration in their jobs. Corporates are spelling out the meaningful extras they offer – volunteerism is one of them.”

—Prabhat Pani, Senior Advisor, Tata Trusts

“Volunteering can really help set the trajectory for a career that addresses pressing social issues.”

—Dr Blake Ratner, Director, Collaborating for Resilience US

“Volunteering in India was built into its education system”

—Dr Madnesh Kr. Mishra, Joint Secretary, Ministry of Culture

“We do our youth a disservice when we do not give them the opportunity to participate in the development process. They must be encouraged to both vote and volunteer.”

—Bhairavi Jani, Co-Chair, CII Council on India@75 & Executive Director, SCA Group

“Volunteering for me is not giving something it is actually working, understanding, being part of that community first”

—Kiran DM, CEO, ONGC Foundation

“As a country, India has a very strong demographic dividend; this will form a large part of the workforce and the people who will mobilize the future of our nation.”

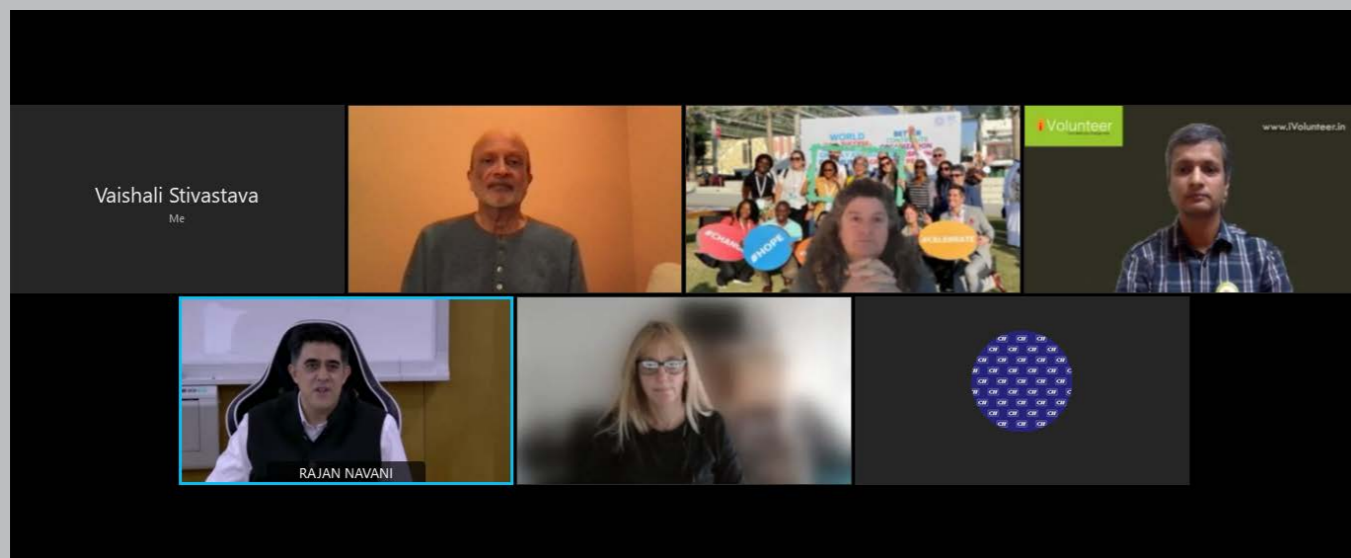
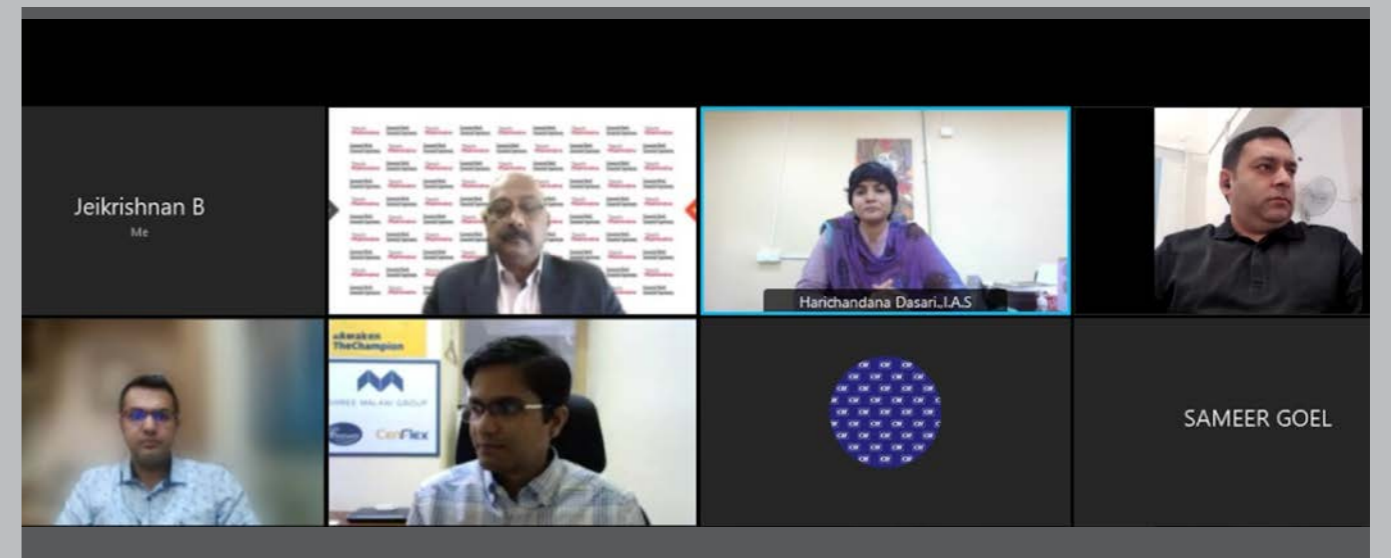
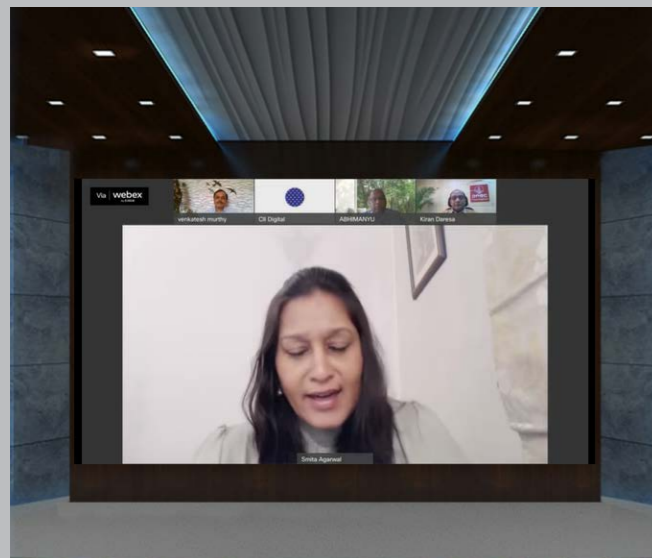
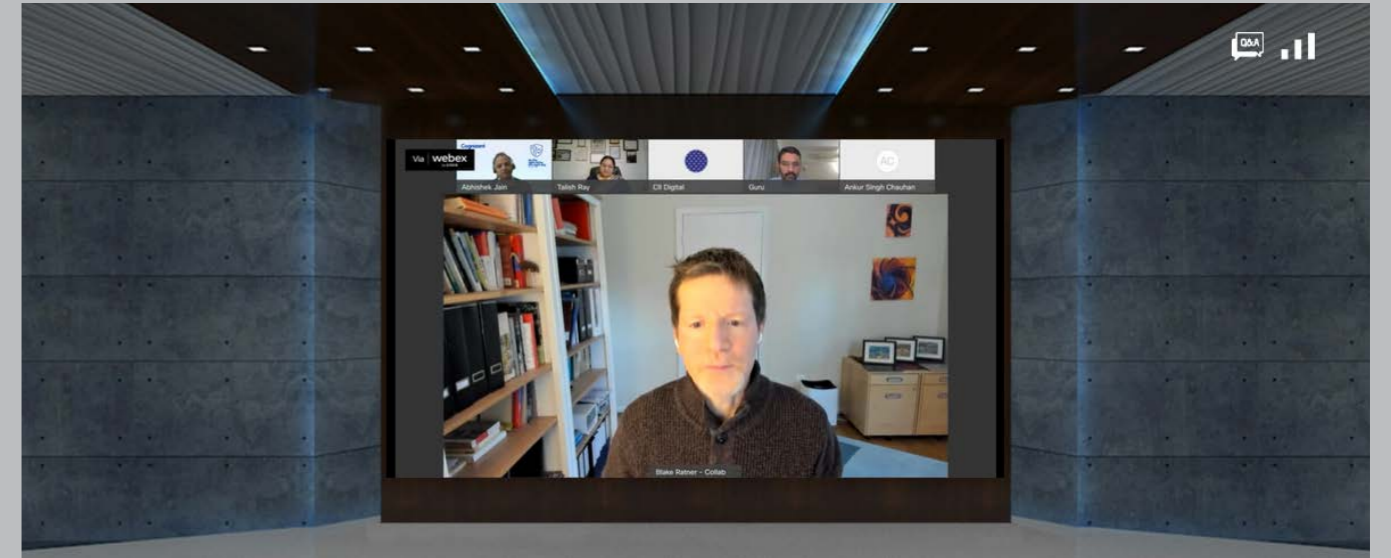
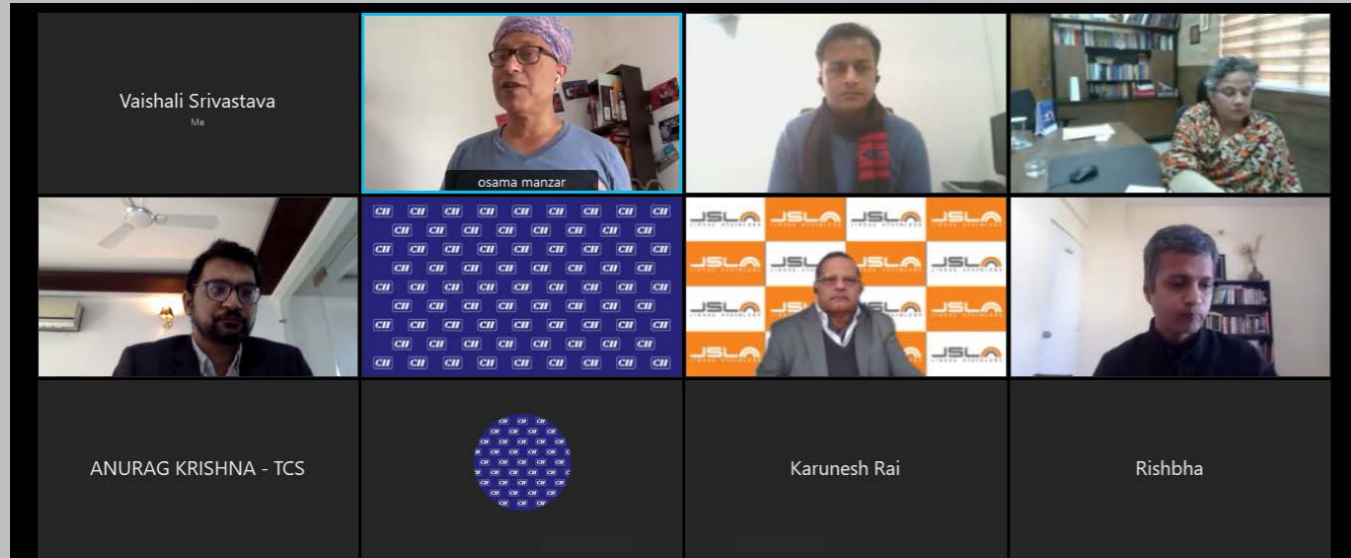
—Smita Vaish Agarwal, Director & CFO, TTC Industry & National Chair Young Indians (Yi)

“It’s okay to fail. This whole concept of resilience wouldn’t even come if there was no failure; if everybody is always succeeding then I don’t think we would ever use the word resilient.”

—DNV Kumara Guru, Director, External Affairs, ISB

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National Youth Volunteerism Summit 2022 : Snapshot





National Volunteering Week (NVW) 2022: An Overview

During the National Volunteering Week (NVW) every year, NGOs and corporates from across the country come together to organize activities on issues critical to the development of the country.

The umbrella theme for NVW 2022 was Volunteering for a New India. This theme aimed to mobilize people for causes that could shape the future of this country. Opportunities were created in areas such as health, environment, education and relief. This year despite the pandemic, NVW saw more than 1750 volunteers, from 40 locations across the country, come together to impact more than 1200 beneficiaries.

Probono volunteering by professionals during the NVW is especially crucial. It makes the case for long-term volunteering engagement, between corporates and civil society. Professionals and corporates engaging probono with grassroots projects and programmes can address a critical gap in India's public service delivery system. NGOs often make up the last mile in the service delivery chain. Many of them, while dedicated to their cause, lack the organization skills required for effective project management. This hampers their ability to deliver optimally.

CII has helped set up the National Volunteering Grid (NVG), an online platform that brings together individuals, organizations, communities and corporates to collaborate on issues of common interest. Pro-bono volunteering opportunities, many of them with a shelf life longer than the National Volunteering Week, are a regular on the NVG opportunities list.



“Volunteering requires a strong framework in urban settings, and when technology is available in different languages, rural youth have the potential to participate in many different national development agendas.”

— Bhairavi Jani, Co-Chair, CII Council on India@75 & Executive Director, SCA Group

VOLUNTEERING ACTIVITIES NVW 2022

This data has been collected from the India@75 partners who participated in NVW 2022, including corporates and NGOs and is as of 30th Jan 2022.



1,15,05,700

Total number of beneficiaries reached



2,101

Number of volunteers who participated

POPULAR THEMES FOR NVW 2022

Digital Education, Environment, Women Entrepreneurship, Skills development and Rural Development.



1,01,568.5

Total number of volunteering hours



195

Total number of locations

India Volunteers

NVW 2014

**VOLUNTEERING
HOURS: 3,200**

**PEOPLE
REACHED:
45,905**

NVW 2015

**VOLUNTEERING
HOURS: 7,525**

**PEOPLE
REACHED:
1,34,249**

NVW 2016

**VOLUNTEERING
HOURS: 24,291**

**PEOPLE
REACHED:
3,00,000**

NVW 2017

**VOLUNTEERING
HOURS: 2,50,000**

**PEOPLE
REACHED:
12,03,726**

NVW 2018

**VOLUNTEERING
HOURS: 3,13,000**

**PEOPLE
REACHED:
16,50,000**

NVW 2019

**VOLUNTEERING
HOURS: 20,50,000**

**PEOPLE
REACHED:
20,00,000**

NVW 2020

**VOLUNTEERING
HOURS: 95,245**

**PEOPLE
REACHED:
1,01,44,762**

NVW 2021

**VOLUNTEERING
HOURS: 72,562**

**PEOPLE
REACHED:
1,14,88,742**

NVW 2022

**VOLUNTEERING
HOURS: 1,01,568.5**

**PEOPLE
REACHED:
1,15,05,700**

Data as of January 30, 2022



NVW 2022: KALEIDOSCOPE



Body Image Issues Workshop on 16th Jan'2022

Bhumi
bhumi.delhi

National Volunteering Week 2022

Bhumi
bhumi.delhi

National Volunteering Week 2022

Grocery Distribution at old age homes.

Bhumi



National Volunteering Week 2022

Grocery distribution for Orphanage - Jammu

National Volunteering Week 2022

Grocery distribution for trans community

National Volunteering Week 2022

National Volunteering Week 2022

Holistic Nutrition Workshop on 15th Jan'2022

Bhumi
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National Volunteering Week 2022

SHOES DISTRIBUTION AT OLD AGE HOME, DELHI



National Volunteering Week 2022

Sanitary pad distribution

The India@75 Journey

India@75 was taken up by CII as the flagship initiative towards its nation building agenda. In order to give it a larger mandate, India@75 was instituted as a Foundation Trust on 13 July, 2012.

As part of its outreach strategy to connect up with the stake holders – especially the Government, industry and civil societies, India@75 embarked on massive advocacy that included giving inputs to all political parties for their manifestos and interacting with their leadership as part of their visioning exercise. Amongst the first to understand and appreciate the intent of the initiative was PM Narendra Modi, who was then the CM of Gujarat.

The first major exercise was undertaken to seed inputs from the vision document to the manifestos of political parties at the state-level and also before the general election in 2014. These helped inform mission mode schemes such as 500 million skilled manpower, 500 developed cities, 175 GW of new and renewable energy, housing for all, affordable & accessible healthcare and participative urbanization.

The Foundation also worked to establish a participative and collaborative approach towards shaping the India of 2022. It started working extensively to establish the culture of both general and pro-bono volunteering. Technology was seen as a vital enabler to scale up people engagement by catalysing more collaboration and thereby elevating the pursuit of India@75 to a movement mode. This led to the development of robust online platforms like the National Volunteering Grid (NVG) to connect NGOs with citizens and Industry so that they could collaborate on issues of common interest.

Gradually, the focus was shifted from advocacy to incubation and catalyzation of next practices for scaling up. Programmes were identified for execution by India@75 under the focus areas of skill development, sustainable urbanization, functional literacy, volunteerism and technology, keeping in view the scales vis-à-vis the time constraints.



Confederation of Indian Industry

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