

# FrontPage



## Moving towards India@75

January 2021

### IN FOCUS

## New strategies for a new world: rethinking CSR for a resilient India



**CII National Corporate Social Responsibility (CSR) Summit 2020** was held virtually on the 15th of December 2020. The theme was '*Future Forward: Rebuilding the Development Journey*'.

The summit generated conversations on the need to rethink and recalibrate CSR strategies in order to address emerging social problems. It was felt that corporates consortiums that consolidated CSR efforts and aligned them to national priorities could help augment the government's effort and yield quicker results on the ground.

Collaborative approach to development was seen as being key to the India's growth story post 2020. The covid context made a strong case for the collaboration between government and the Industry especially in the successful rollout of the vaccine. India Inc with its reach, resources and infrastructure can play a pivotal role in not just delivering vaccines across the country, but also in key services like quality education and affordable healthcare.

The need for corporates to invest in building self-sustaining, robust rural economies also emerged as a priority. The reverse migration caused by the pandemic and the unwillingness to migrate back to cities is an opportunity for India to reimagine rural development. Skilling the local population outside their traditional vocations, setting up SMEs in the vicinity of villages, ensuring inclusive digitalization should now be seen as CSR worthy.

## VOLUNTEERING / PARTNERSHIPS / CONVERSATIONS

### Professionals for progress: helping build stronger NGOs and grassroots programmes



- Project Manthan, a Pro Bono volunteering initiative, aims to build the capacity of 200 grassroots NGOs in East India. Till November, subject experts conducted four virtual workshops on -
  - Bridging gaps between CSR and NGOs
  - Decoding CSR Policies

- Effective mediums and tools of communication for NGOs
- Impact of FCRA and way forward for NGOs

- India@75 partnered with a renowned Business School, SOIL Leadership of Management for 'Social Innovation Program'. The Programme assigns students to non-profits for 16 weeks. They take up projects and provide support based on the need of the organization.
- India@75 catalyzed a partnership between Nayara Energy and CRY for employee volunteering initiatives to support children with smartphones for access to online education.
- A social media campaign on Daan Utsav helped create awareness on volunteerism.
- India@75 partnered with Project Stepone, the largest doctor volunteer group, to fight Covid in India. The group has 7000 plus doctors.

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## More than just a sum of clichés: India's villages can propel the country forward



The narrative around rural India is one of development and welfare. Villages are rarely seen as participating in the country's economic growth. CII held the **National Conference on Rural Economy: Key to Economic Revival and Sustainable & Equitable Growth** on 26–27 November to invite perspectives to the contrary.

The discussion threw up the need to transform human capital that exists in rural India into an economic force by providing critical inputs such as technology, inclusive digitalization and entrepreneurship.

At the conference, Shri Narendra Singh Tomar, Minister of Panchayati Raj, Rural Development, Agriculture & Farmer Welfare, Government of India, tabled the idea of a possible collaboration between CII and the Government on Entrepreneurship Development Centres. There were also discussions on how the agriculture sector could be strengthened through farmer-centric disruptions. At the core of the conclave was, the need for collaborations between different stakeholder groups for a more inclusively developed India.

## The better business: social enterprises can impact the development of communities



**The Social Enterprise Conclave**, held by the CII Eastern Region from 8 to 11 December 2020, highlighted how social businesses can be the new development model for India. Social enterprises can be a win-win situation for both the entrepreneurs and the communities, especially in areas like healthcare and education. Social enterprises thrive when they're able to scale. Using local resources, leveraging technology and broadening the consumer base through outreach and community engagement are vital to the success of any social enterprise. More such enterprises serving vital development needs of local communities would resonate well with Atmanirbhar Bharat.

However, in the post-Covid world, social enterprises like any other business entity will need support. Constituting a 'livelihood recovery and resilience fund' to stabilize and sustain social enterprises could be a good way forward.

## Changing the rules of the game: steering the North East towards excellence in sports



North East India is emerging as a goldmine for Indian sports, producing medal-winning athletes and reshaping the way the country views sports. The region which boasts of talents like Mary Kom, Hima Das, Dipa Karmakar and Somdev Devvarman has the potential to transform the sports landscape of the country provided it receives the required inputs. The **CII North East Sports Conclave: Building Ecosystem for Nurturing Champions**, held virtually on 25 November 2020, brought together key stakeholders to identify the stumbling blocks and also discuss what could be done to catalyse an enabling ecosystem for sports in the North East.

## Playing to win: navigating gender biases in leadership roles

CII-IWN Jharkhand Session "Will to Succeed, Will to Win - Women Leaders of the New Era"

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CII Indian Women Network

Confederation of Indian Industry 125 Years: 1895-2020


INDIA @ 75 a CII initiative

## WILL TO SUCCEED, WILL TO WIN WOMEN LEADERS OF THE NEW ERA


### SEASON 1

### PANELIST


**OPENING ADDRESS**


  
Ms. Kanchan Kumari  
Vice Chairwoman CII-IWN Jharkhand & DGM Quality  
Tata Cummins Pvt. Ltd.

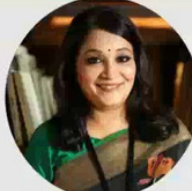
**MODERATED BY**


  
Ms. Swastika Basu Chairwoman  
CII-IWN Jharkhand &  
Chief- Enterprise Risk  
Management Tata Steel Limited

**Emcee & VOT**

  
Ms. Shreedhara Goswami  
Member CII-IWN Jharkhand &  
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Director & CEO  
Woodlands Hospital

  
Dr. Saumya Singh  
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IIT – ISM Dhanbad

**30 November 2020 CII Virtual Platform**

Kunal Yadav

+107 MK DB PS UU KK AS PK

Manmeet Nagi Swastika Basu Kanchan Kumari AVI SHEKHAR Atrayee Sarkar

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One way of creating a level ground for women is to create more women leaders. An effective way to do this is by showcasing the journeys of women who have walked the talk. **Confederation of Indian Industry–Indian Women Network (CII-IWN)** Jharkhand Chapter in association with India@75, organised a session with women entrepreneurs and professionals who continued their journey despite the challenges thrown their way and went on to chart new territories. The session focussed on what could be done to create an ecosystem that encourages women to break the most challenging obstacle of all – the glass ceiling.

## Collaborating with the Government for a more inclusive Goa



CII Goa office bearers appraised Dr Pramod P. Sawant, Hon'ble CM of Goa, of India@75. Dr Sawant appreciated the vision and saw merit in collaborations between the Industry and the Government to make Goa a key driver of national growth.

## FUNCTIONAL LITERACY PROGRAMME

# More people aboard digital India: the Functional Literacy Programme scales up to phase 2



- India@75 successfully completed phase II of Functional Literacy Programme (FLiP) at 12 locations across 7 states impacting approximately 3000 beneficiaries from Economically Weaker Section.
- All participants were felicitated for their commitment to the programme.
- Marching towards the vision of a digitally inclusive India, Phase 3 will sweep 22 locations and impact a minimum of 5000 participants pan-India in 2021.

## COMMUNICATION & OUTREACH



“Digital literacy must be elevated to the level of a national movement so that more and more people, especially from the informal sector, are able to leverage technology for better economic opportunities.”

[Read the full article by Sanjiv Bajaj](#)



CII organized a panel discussion, under the India@75 initiative, on **Is India at the cusp of an economic recovery?** The discussion was anchored by Shereen Bhan and aired on CNBC TV. CII and India@75 Foundation office bearers were a part of the conversation.

Watch it here: <https://youtu.be/8g09GrCmc1k>



## BOARD BYTES



“Sustaining economic recovery will depend on whether the country manages to avoid a second wave of the Covid-19 virus.”

[Read Sanjiv Bajaj's interview in the Economic Times here.](#)

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## COMING UP

India@75 Foundation will hold the annual National Volunteering Week (NVW ) from 18 to 24 January 2021. NVW 2021 will be the 8th edition and focus on growing in scale and further strengthening the volunteering ecosystem in the country. [Click here](#) to participate in NVW 2021.

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