

March 2023

IN FOCUS

Workshop on Corporate Volunteering: Better Social Capital. Stronger Business.



India@75 Foundation organised a workshop on “Corporate Volunteering: Better Social Capital. Stronger Business” on 24th March 2023 at The Lalit, New Delhi, to bring together industry and civil society for a discussion on how to make corporate volunteering a business imperative for stronger social impact.

The workshop drew participation from many business and civil society organizations. The Inaugural Panel session on “Creating Equitable Workplaces and Influencing Social Impact through Corporate Volunteering” deliberated on how workplaces can be shaped into agents of social change.

The panel discussion was followed by the breakout group discussions, where participants drew up a list of recommendations on how the volunteering ecosystem can be strengthened and used to move towards India@100.

The discussion took place around these 4 critical areas:

- Leveraging the industry to mainstream the culture of volunteerism
- Remote Volunteering and its role in influencing social impact
- Institutionalizing the culture of volunteering in our country
- Role of Corporate Volunteering in reducing the digital divide and fostering social inclusion

The workshop vividly highlighted that volunteerism can move the needle when it comes to India’s growth story and therefore all the key stakeholders need to come together to build an enabling ecosystem to encourage volunteering.

To know more about the functional literacy programme click [here](#).

VOLUNTEERING / PARTNERSHIPS / CONVERSATIONS

India@75 Foundation’s “FLiP on Wheels”: Taking digital literacy to rural India



India@75 Foundation’s “FLiP-on-Wheels” is a unique programme where knowledge and skills are delivered to the doorstep of the economically weaker communities in rural India. This programme was piloted in partnership with Vikalp Foundation, in

March 2023 in the rural areas of Parbhani district in Maharashtra. A well-fitted vehicle with a facilitator did rounds of villages mobilizing people and delivering an adapted version of the [Functional Literacy Programme \(FLiP\)](#) using aids like picture sliding frame that included posters and charts, and audio content.

Like FLiP, The FLiP-on-Wheels programme too was designed to build the ability of the marginalised section navigate digital space and use it to better their lives. A mobile van is an innovation that allows the programmes to reach remote areas which would have otherwise been outside the gambit of the programme.

After the mobilization, the facilitator trained the communities on multiple aspects of digital and financial skills such as banking, internet and social media, online payments, safe use of digital devices and applications, social welfare schemes and many more, using specially adapted FLiP content.

The programme was run as a pilot in 10 villages in Parbhani, Maharashtra, for 6 days and touched the lives of more than 1,500 people through its innovative training methodology.

Fireside chat



As India completes its 75th year of independence, it is important to set a higher standard in terms of aspirations and initiatives. The 25 years leading up to India@100 are an opportunity to create the India of one's dreams.

To find out what such an India could be, the Foundation has started a series of Fireside Chats called *I Have a Dream*, with people synonymous with excellence in their field. These conversations reflect on the personal journey of the speakers and their wish list for India@100. They also provide important insights into what could be the way forward in areas key to the country's development.



Ajay S. Shriram
Past President, CII; Chairman & Sr Managing Director, DCM Shriram Ltd

[Watch](#)



Shobana Kamineni
Past President, CII; Executive Vice Chairperson, Apollo Hospitals Enterprise Ltd

[Watch](#)

“We need to use technology in agriculture for better market linkages so that the farmers can sell directly to corporate or at other positive levels.”

— Ajay S. Shriram

...

“To create equitable access to healthcare, we must make health insurance compulsory. The Aayushman Bharat scheme has made superb inroads, and we need to take it a step forward now.”

— Shobana Kamineni

India@75 fireside chats are now available as podcasts

Each individual audio recording of India@75's Fireside Chat is also aired as a podcast episode under CII Podcast post-event. Top Indian Industry leaders and experts share ideas and insights that matter to businesses, large and small, across sectors. Listen to their perspectives [here](#).

FORTHCOMING EVENTS



India@75 Foundation Presents

I HAVE A DREAM

Fireside Chat with people passionate about shopping new India

Mr Ajay Piramal
Chairman, Piramal Group

India@100: Charting the Path for Growth and Development
20 April 2023 | 1430-1515 hrs

SCAN TO SUBSCRIBE

#IndiaA75

[Register](#)

COMMUNICATION AND OUTREACH



India@75 Foundation ran a short promotional film urging individuals, institutions and industry to participate in the National Volunteering Week. And participate they did – NVW 2023 recorded amongst the highest numbers of volunteers. Watch the film to find out why it resonated.

👉 Make a positive impact all year round by registering with the National Volunteering Grid and participating in volunteer opportunities that align with your interests and values.

Check out www.nvgindia.org to learn more about how you can get involved.

Follow us



www.indiaat75.in | Email: info@indiaat75.in