Industry Space & CSR

Environmental Social Footprint (vertical axis)

Long term Robust Cash flow (horizontal axis)

(1)
Mining
Power
Chemical

(2)
Copper Smelter   Refinery
Port
Petrochemical   Oil & Gas
Automobile
Pharma

(4)
Transmission
Foundries
Forging

(3)
FMCG
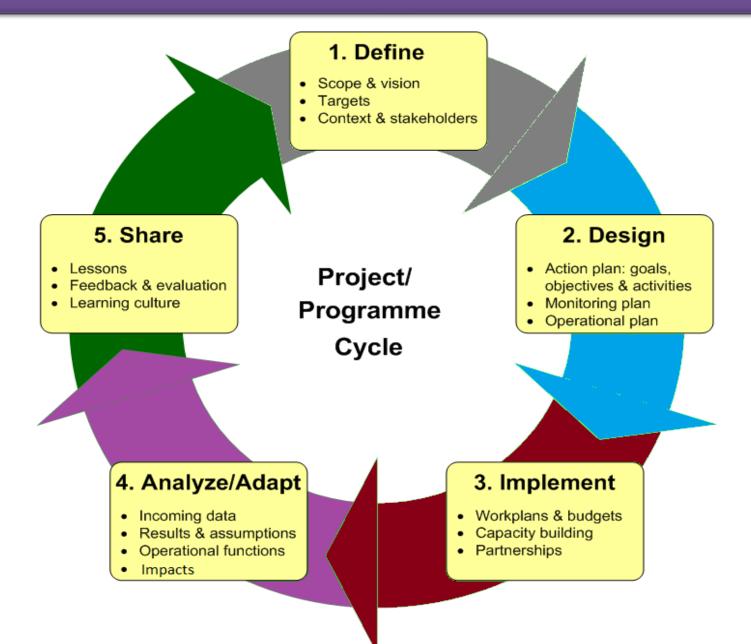Insurance
Bank
IT

Workable Strategy

- **Q.1** Focus on local community; Limited number of well chosen programs; Partnerships; Lean organization; Activities touching heart

- **Q.2** Focus on local community; Bottom-up planning; Design to envisioned Impact; Partnership for new insight; Plumbing of goodwill reservoir

- **Q.3** Spatially distributed approach; Opportunity to serve less served areas such as North-East, Technology partnerships highly desirable

- **Q.4** Long term partnerships with proven expertise, lean approach; Event based activities

Right & Exaggerated Expectation from CSR

- Creation of innovative models that can be adopted later in larger social space
  - Non-conventional schooling
  - Smokeless kitchen
  - Introduction of new varieties in horticulture
  - Vitamin enriched edible oil
- Filling critical gaps in sound public programmes
  - Helping an NRC to be functional
  - Setting up a model Aanganwadi
  - Digitally aided education in Secondary and Higher Secondary levels
- Perspective change of a substantial community
  - Economy in ground water use in coastal areas
  - Swachhagraha
  - Encouragement to with low-chemical agriculture
  - Linking farmer with market dynamics of their produce
  - Making parents interested in wards learning
- EE led question – why even after 4 year and XX crores spent transformation is not seen?

Program Life Cycle: with or without partnership

Project/ Programme Cycle

1. Define
- Scope & vision
- Targets
- Context & stakeholders

2. Design
- Action plan: goals, objectives & activities
- Monitoring plan
- Operational plan

3. Implement
- Workplans & budgets
- Capacity building
- Partnerships

4. Analyze/Adapt
- Incoming data
- Results & assumptions
- Operational functions
- Impacts

5. Share
- Lessons
- Feedback & evaluation
- Learning culture

Partnerships: Essentials for Success

1. Geographical foothold or Cutting age technology

2. Proven Expertise for Execution

3. Cultural Synergy; Alignment of Vision; Leaders Chemistry; Processes, Reporting, Willingness to share Goodwill

4. Readiness to travel long & arduous path

5. Shift from Event to program

Enablers of Partnership

Shared Vision

- Shared vision, objectives and responsibilities
- Collaborative working to achieve a common goal
- Shared development, review and evaluation of work
- Knowledge sharing and mutual learning
- Mutual accountability

Rules of engagement

- Appropriate engagement mechanism
- Shared governance
- Attention to process
- Common and shared definition of success
- Open and transparent communication
- Sharing of credit and recognition
- Clear lines of accountability
- Timely and joint resolution of issues

Obstacles to Effective Partnerships

Incompatible Vision, Goals, and Objectives

Inadequate Ownership

Lack of Trust

Unwillingness to Share Risks

Poor Communication

Inflexibility

Mismanaged Conflict