



Institutionalisation Of Corporate Social Responsibility In Odisha

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February 21, 2019



ODISHA
NEW OPPORTUNITIES



A

CSR Spending in Odisha

B

Aligning CSR spending with State's Priorities

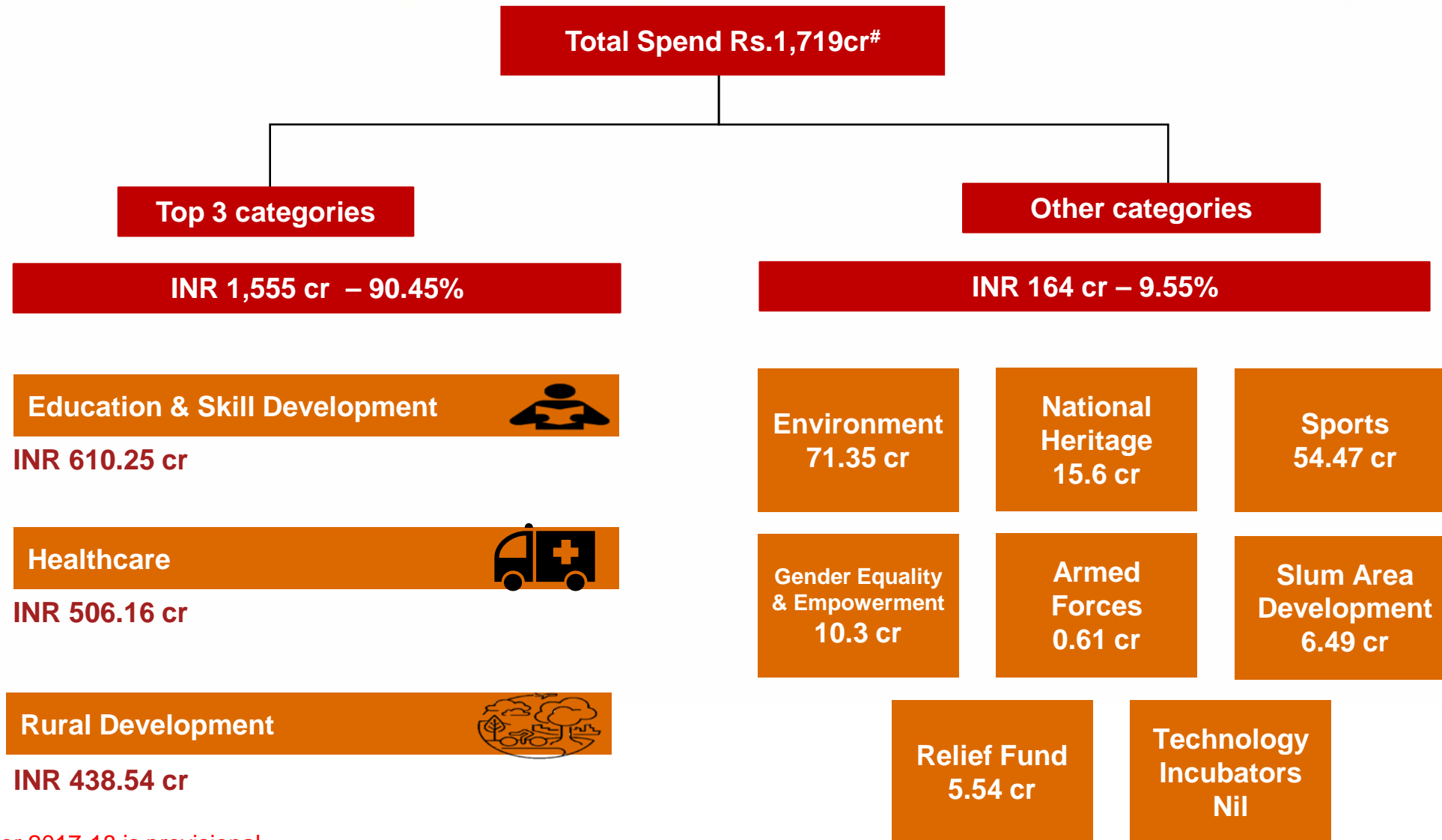
C

GO CARE PORTAL



A. CSR Spending in Odisha

CSR SPENDING ACROSS CATEGORIES IN ODISHA DURING FY 2014 - 18*



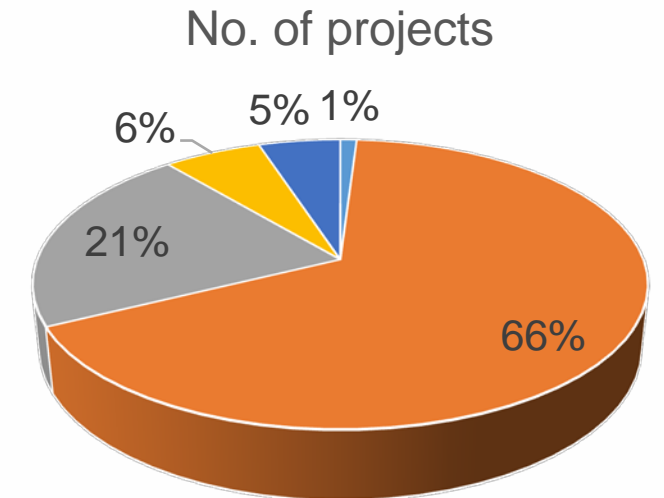
*Data for 2017-18 is provisional

Data as uploaded by companies till September 2018

CSR PROJECTS TAKEN UP ACROSS CATEGORIES DURING FY 2014-18



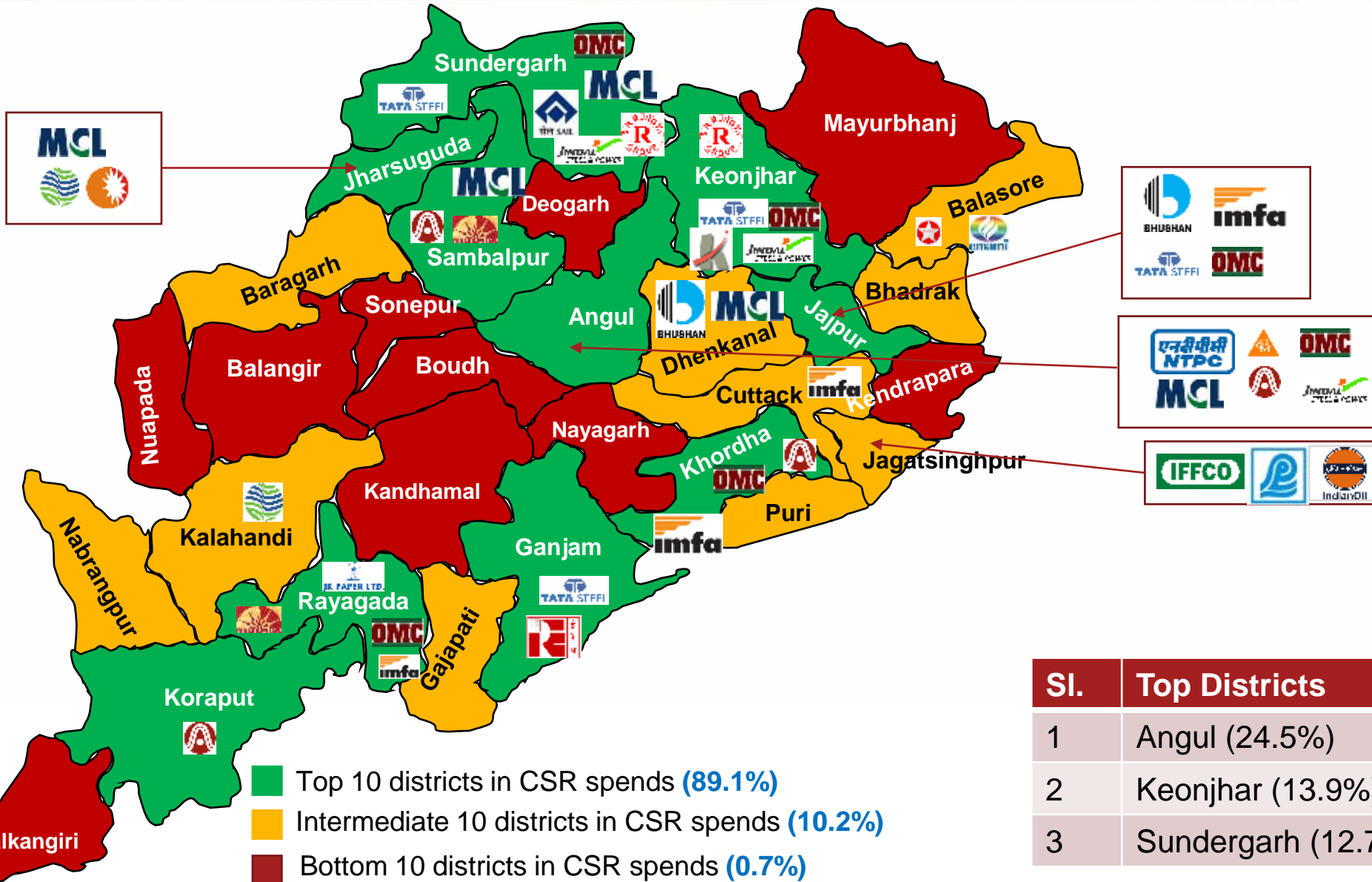
Average Project Size and No. of Projects undertaken in Odisha



- Collaborating with other companies
- Company on its own
- Company's non profit organisation
- Independently registered non-profit organisations
- Others

- Amount mentioned is the average project size in the respective category for the period FY 2014-15 to 2017-18.
- No. of projects is the total no. of projects undertaken in the respective categories during the period FY 2014-15 to 2017-18.
- Data for FY 2017-18 is provisional.

CSR SPENDING ACROSS ODISHA DURING FY2014-15 TO 2017-18



Findings

- Skewed distribution
- Concentrated in a few districts/blocks
- KBK+ districts have very low CSR spending

Sl.	Top Districts	Bottom Districts
1	Angul (24.5%)	Nuapada (Nil)
2	Keonjhar (13.9%)	Deogarh (Nil)
3	Sundergarh (12.7%)	Boudh (Nil)



**B. Aligning CSR spending
with State's Priorities**

Constituted on 27th June 2017 to **institutionalize the Corporate Social Responsibility** activities undertaken by the corporates in the State

FUNCTIONS:

- Recommend projects proposed by departments and districts to the Corporates to consider implementation
- Biannually assess the CSR activities in the State vis-à-vis the developmental agenda
- Encourage corporates to undertake baseline and impact assessment of the projects undertaken
- Review the information reported by Corporates regarding CSR activities and serve as feedback to corporates on the efficacy of CSR interventions.
- Assess the good practices of corporates which can be replicated in the State.
- Institutionalize Annual CSR Paper and CSR Awards



STATE'S PRIORITIES

- Education and improving livelihood of people
- Healthcare & Sanitation and making available safe drinking water
- Rural Development and improving connectivity

PRINCIPLES FOR RECOMMENDING PROJECTS BY CSR COUNCIL

- Ensure more equitable distribution of CSR projects across the State and reducing disparity
- CSR Projects proposed in the “KBK+ districts” to be prioritized

Category 1 (11 Districts)			Category 2 (19 Districts)			
KBK+ Districts			Other Districts			
•Balangir	•Kandhamal	•Nuapada	•Angul	•Deogarh	•Jharsuguda	•Nayagarh
•Boudh	•Koraput	•Rayagada	•Balasore	•Dhenkanal	•Kendrapara	•Puri
•Gajapati	•Malkangiri	•Sonepur	•Baragarh	•Ganjam	•Keonjhar	•Sambalpur
•Kalahandi	•Nawarangpur		•Bhadrak	•Jagatsinghpur	•Khordha	•Sundergarh
			•Cuttack	•Jajpur	•Mayurbhanj	

- Only projects of above certain size (which could create visible impact) to be recommended

KBK+ Districts	Other Districts
Projects of value > 5 lakhs	Projects of value > 10 lakhs

Note: Corporates are free to take up the projects below the cut-off amounts in consultation with the respective district administration

CSR institutionalization aims to reduce the disparity in CSR spending and reaching the unreached areas of the State. Key areas of intervention to achieve the goal of reaching unreached districts are:

A. Vision, Policies and Modalities

- Developing vision document for CSR in Odisha
- Stakeholder identification and baseline assessment survey for target districts and blocks
- Implementation of a 2 to 3 year mission on CSR
- Impact assessment of completed project

B. Partnerships Building and Stakeholders Involvement

- Partnerships such as Policy partners, corporate partners, knowledge partners and outreach partners could be identified and engaged with by the State Government
- They will help by assisting in
 - *reviewing CSR activities and providing feedback,*
 - *bringing in transparency and synergy in the CSR activities undertaken by the Corporates*
- Innovative and mega projects in CSR could be planned - multispecialty hospitals, skill institutes, smart classrooms etc.

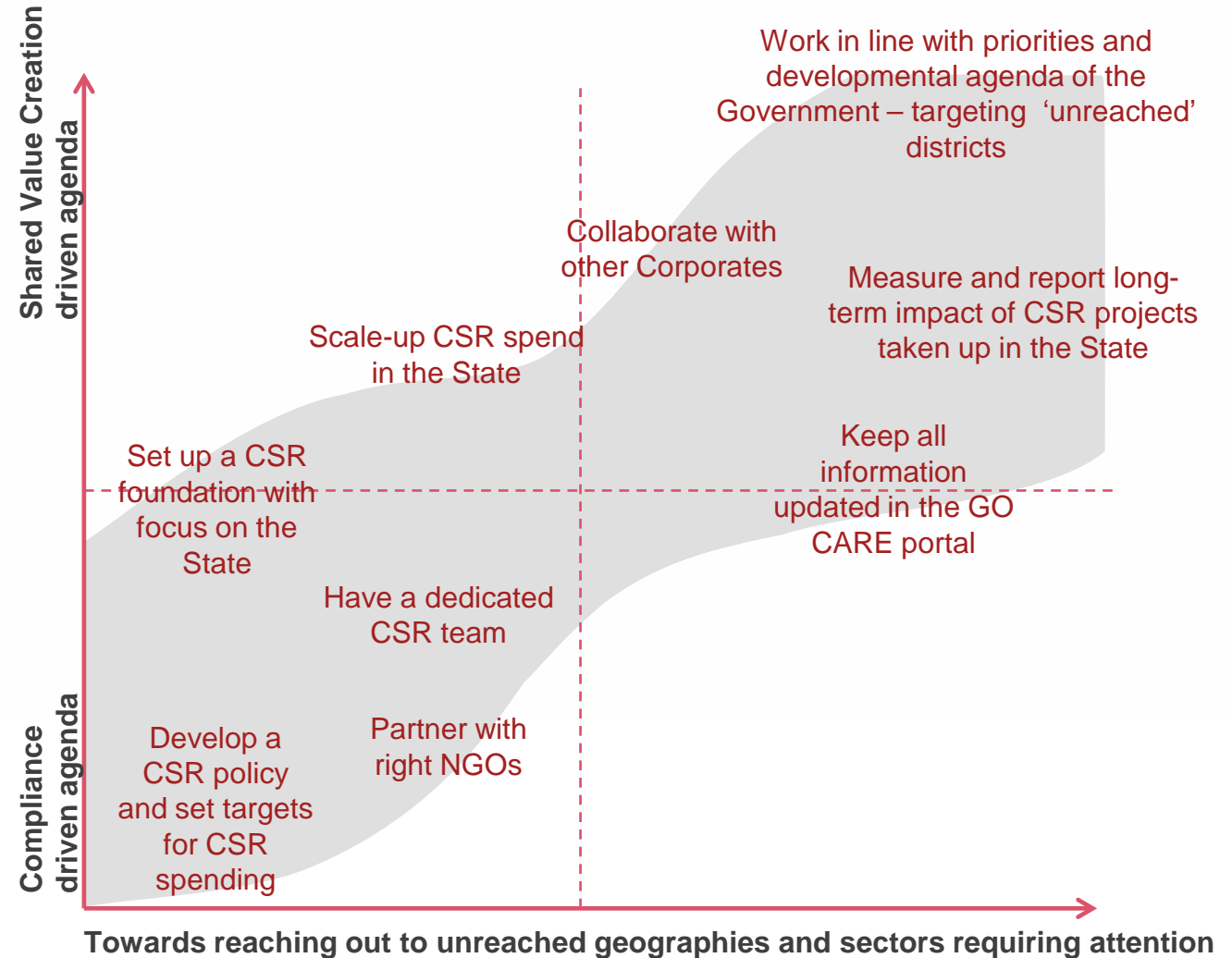
C. Awareness Generation and Knowledge Management

- GO CARE portal
- CSR Awards to encourage organizations through recognition and awards for their commitment in CSR
- Awareness generation Campaigns and Workshops



Major factors which could enable a corporate in contributing with greater value creation, along with reaching out to the ‘unreached’ districts and sectors and make a positive impact to the lives of people

- ❑ Corporates encouraged to undertake projects in state’s priority sectors with focus on unreached districts and backward regions of the State
- ❑ Corporates can collaborate with other companies / Govt. for undertaking innovative and mega projects
- ❑ Planned and coordinated approach in line with the developmental agenda





C. GO CARE PORTAL

DEVELOPMENT OF GO CARE PORTAL



DISHA
NEW OPPORTUNITIES

2016

May 2016

Launch of CSR White Paper

August 2016

CSR institutionalization commenced

Nov 2016 – Feb 2017

Stakeholder consultations – 3 rounds

March 2017

CSR Institutionalization – concept prepared

June 2017

CSR Council Resolution

June - August 2017

Portal preparation, visits to districts and companies

September 2017

Data updation by companies, districts and departments

December 2017

CSR Council Meeting and Portal Launch

Feb – Aug 2018

CSR Dissemination Workshops

November 2018

Knowledge Paper- 'Reaching the Unreached'

[Link to CSR Portal Demonstration Video](#)

2018

THANK YOU



 **DISHA**
NEW OPPORTUNITIES