

2016

AHMEDABAD ROUNDTABLE ON CSR

***JOINTLY ORGANIZED BY GUJARAT CSR AUTHORITY AND GUJARAT
CHAMBER OF COMMERCE AND INDUSTRY***

PROCEEDINGS

***VENUE: GUJARAT CHAMBER OF COMMERCE AND INDUSTRY, AHMEDABAD
DATE: 06TH OCTOBER, 2016***

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GCSRA

Introduction

About the Ahmedabad Roundtable on CSR

The Gujarat Corporate Social Responsibility Authority (GCSRA) has been established by the State Government of Gujarat with an objective to co-ordinate, monitor and implement the various CSR activities in the state. GCSRA provides a platform to the companies for the optimal utilization of CSR funds through facilitating both the public and private sector companies in relation to carry out their CSR activities.

In order to identify and document the challenges faced by companies while executing their CSR projects, GCSRA carried out need assessment of large, small and medium enterprises at Ahmedabad, Vadodara and Surat clusters of the state.

Further, a need assessment of 4 villages such as (a) Nana chiloda, (b) Muthia, (c) Ranasan, and (d) Kotarpur, situated in and around GIDC Naroda was carried out in order to analyse the present status of facilities (education, health, water etc.) available in these villages and subsequently identify the gaps and priority areas of villages. Based on the gaps in the villages, various project profiles were developed for corporates for CSR interventions to address these gaps.

On October 6th, GCSRA and Gujarat Chamber of Commerce and Industry (GCCI) jointly organized a Roundtable on Corporate Social Responsibility at Gujarat Chamber of Commerce and Industry (GCCI) to present the key findings on priority areas and address the gaps for strengthening capacities of companies in these villages of in Ahmedabad cluster through CSR interventions of corporates. Approximately, 50 stakeholders from Industry, Government and Academia with experience in CSR attended the Roundtable discussion at Ahmedabad. List of stakeholders is enclosed at Annexure-1.

Ahmedabad Roundtable on CSR was chaired by:

- Mr. Bipinbhai R. Patel, President, GCCI
- Mr. Maheswar Sahu, IAS (Retd.), Chairman, Gujarat CSR Authority
- Mr. A. M. Tiwari, IAS, Chief Executive Officer, Gujarat CSR Authority
- Mr. Shailesh Patwari, Sr. Vice President, GCCI
- Mr. Vijay Shah, Hon. Secretary, GCCI
- Mr. Rohit Shah, Chairman, GCCI CSR Committee
- Mr. Pankaj Kamliya, Chief Operations Officer, Gujarat CSR Authority
- Ms. Sushma Oza, Director, Strategy & Sustainability, Adani Foundation

Discussion Agenda

- sensitize participants about various provisions of Companies Act, 2013 to highlight the prominence of CSR and GCSRA's role in effective implementation of CSR projects in the state
- present key findings of CSR needs and capacity assessment of Ahmedabad cluster, arrived after analysis of the need assessment of Ahmedabad, Vadodara and Surat clusters
- present key findings of need assessment carried out in various villages nearby the GIDC Naroda area
- provide the perspective of state government on the human development deficit areas (key thematic areas), and the CSR interventions by GCSRA to address the same

Welcome address by Mr. Shailesh Patwari

The welcome address was given by **Mr. Shailesh Patwari, Sr. Vice President, Gujarat Chamber of Commerce and Industry (GCCCI)**. He commenced the Roundtable on CSR by welcoming the key stakeholders. He applauded the Government of India's framework in the Companies Act, 2013 and said that CSR no longer remains just a philanthropy activity for the corporates.

He reiterated that corporates should not consider CSR as an obligation and should believe that CSR funds invested by corporates would create a greater impact on the society development. Small and Medium Enterprises can come together, pool their CSR funding and channelize it towards the thematic sectors of CSR.



*"This Roundtable on CSR would assist corporates to understand the extent of issues in more defined manner."
Mr. Shailesh Patwari, Sr. Vice- President, GCCCI*



(From L-R) Mr. Bipin Patel, President, GCCCI welcoming Mr. Maheswar Sahu, IAS (Retd.), Chairman, GCSRA and Mr. A. M. Tiwari, IAS, CEO, GCSRA

Theme address by Mr. Rohit Shah

The theme address was given by **Mr. Rohit Shah, Chairman, GCCCI CSR Committee**. In his theme address, he briefed the participants about the activities of the GCCCI CSR Committee which actively works to serve as a bridge between corporates and NGOs.

Major points highlighted by Mr. Shah were as follows:

- Small and medium enterprises were facing challenges in utilizing their CSR funds.
- Idea behind the roundtable was to provide a platform to SMEs to utilize their CSR funds with the assistance of GCSRA and GCCCI.



*"GCCCI and GCSRA provide platform to SMEs to effectively implement their CSR projects."
Mr. Rohit Shah, Chairman, GCCCI CSR Committee*

- GCSRA conducted a need assessment at some villages nearby GIDC Naroda area and developed some project profiles based on specific issues highlighted based on the key findings of the need assessment conducted.
- 3-4 small and medium enterprises can also come together and invest CSR funds towards the thematic areas. Alternatively, companies can also approach GCSRA for investing the CSR funds which is formed for facilitating and channelizing the funds by inviting corporates and pooling their CSR funds for effective implementation of CSR projects 'at scale', by focusing in an integrated manner on key thematic areas such as skill upgradation, malnutrition, health & sanitation and education etc.

Presentation by Mr. Maheswar Sahu, IAS (Retd.)

The context setting presentation was made by **Mr. Maheswar Sahu, IAS (Retd.), Chairman, Gujarat CSR Authority**. Mr. Sahu highlighted the role and objectives of GCSRA and the perspective of the state government for CSR interventions.

Major points highlighted by Mr. Sahu were as follows:

- Corporates still do not have clarity on the CSR regime and hence have not been properly utilizing the CSR funds for CSR activities in Gujarat.
- Main aim of CSR Authority is to bring in adequate clarity on CSR regime and facilitate and channelize the CSR contributions from corporates for optimal utilization through a sustainable mechanism.
- Magnitude of CSR in Gujarat is huge and it is estimated to have CSR funding of INR 800 crores from 3,775 eligible companies (with over 3000 SMEs) in Gujarat.
- It is necessary to identify need areas and implement projects by empanelling good NGOs and implementing agencies.
- GCSRA shall also carry out the capacity building activities on CSR for corporates and other stakeholders.



“The expected CSR spending of corporates in Gujarat could reach around INR 800 Crore.”
Mr. Maheswar Sahu, IAS (Retd.), Chairman, GCSRA

He then summarised GCSRA’s package of support for Corporates:

- GCSRA can assist in creating meaningful CSR programmes by pooling the funds of 3-4 companies. Under the same, corporates can contribute towards GCSRA’s key areas of interventions such as health, water & sanitation, malnutrition, skills & livelihood, education and entrepreneurship. The key areas of intervention in diagnostic centres include consultation, diagnostic and medical facilities etc.
- Besides, CSR activities would help companies in improving the visibility and branding, facilitating meaningful CSR project implementation in priority areas as per community needs and better credibility with any business partner.

Presentation by Mr. A. M. Tiwari, IAS

- **Mr. A. M. Tiwari, IAS, CEO, Gujarat CSR Authority** started with a presentation on **Need Assessment** carried out by PwC India in some villages situated in and around GIDC Naroda and briefed that major objective of this exercise was to understand and analyse the present status of facilities (education, health and water etc.) in these villages and develop possible areas of corporate interventions based on the thematic requirements identified.
- He mentioned that PwC India carried out this need assessment in four villages (i) Nana Chiloda, (ii) Muthia, (iii) Ranasan, and (iv) Kotarpur and based on this need assessment, it was identified that:
 - Government schools in these villages lack sufficient number of teachers as compared to total number of enrolled students. In some schools, students: teacher ratio is not meeting the requirements prescribed by various regulatory bodies.
 - There is a shortage of teachers in Maths and English (important subjects). Total number teachers required in these seven government schools are 11.
 - It was also identified that total number of malnourished children are 47 and number of pregnant, lactating and adolescent girls are 66, 79 and 152 respectively. In this context, Mr. Tiwari said that there exists the requirement of supplementary nutrition support to malnourished children, pregnant & lactating women and adolescent girls.
 - Some of the Anganwadis in these villages are running in rented building and some are not having sufficient infrastructure (toilets, kitchen, store rooms etc.) to cater the requirements of children.



“Any CSR activity carried out by corporates should create impact on the society”
Mr. A. M. Tiwari, IAS, CEO, GCSRA

He added that corporates can invest their CSR funds in following to address these gaps:

- meet the additional teachers requirements by providing industry innovative (who may introduce innovative education solutions) and highly motivated teachers in these government schools
- enhance the capacities of teachers at primary level in government schools in the areas of Mathematics and English
- provide nutritional support to malnourished children, pregnant and lactating women, and adolescent girls to combat malnutrition
- construction and renovation of anganwadis as present status of anganwadis in these villages are not able to provide conducive environment to children for holistic growth and development
- promote education and skill development in these villages using digital technology (by providing computer tablets)

Presentation by PwC India Pvt. Ltd.

A presentation on PwC India's partnership with GCSRA was made by **Mr. Biplav Chatterjee, Associate Director, Responsible Business Advisory, PwC India**. He briefed that PwC India is providing (a) knowledge management support and (b) project management support to GCSRA.

Further he added that, they are developing information packs and project profiles on various thematic sectors for the independent implementation by interested companies. Various seminars, training programmes are also being planned to support GCSRA's mission to create enabling environment for corporates.

PwC India is supporting GCSRA in taking a cohesive and integrated approach for undertaking knowledge management initiatives and offering strategic (planning & mobilization) support to GCSRA and also addressing the need for capacity building of various companies and their CSR personnel in order to ensure implementation of meaningful CSR initiatives and their continuous monitoring to Gujarat CSR Authority.



Mr. Biplav Chatterjee, Associate Director, Responsible Business Advisory, PwC India Pvt. Ltd.

He briefed that the planning for the Roundtable was started with conducting preparatory meetings with corporates, followed by a phase of survey of SMEs to understand the challenges faced by them for effective implementation of CSR activities followed by CSR needs and capacity assessment of 88 large, medium and small companies carried out at Ahmedabad, Gandhinagar and Surat clusters. It was identified that top focus areas of SMEs across Ahmedabad cluster are **Healthcare (including preventive healthcare), Education & Vocational skill training** etc. He also highlighted that team also carried out need assessment in some villages based at GIDC Naroda and companies can invest their CSR funds to address the gaps identified during the need assessment of these villages.

Presentation by Pashupati Group

A presentation was made by **Mr. Saurin Parikh, Founder & Director, Human Wellness Foundation** (an initiative by Pashupati Group, Kadi) on their cancer awareness programme 'Ayush'. He briefed that purpose of this programme is to spread awareness of cancer by way of mobile van with multi facilities in pan Gujarat.

He mentioned that the mission is to reach all 33 districts, 247 blocks and 18,539 villages of Gujarat and in last 12 months, 'Ayush' successfully reached to 1,15,376 people of 314 villages and sensitize people to create awareness about cancer.

Presentation by Pearl Special Needs Foundation

A presentation on '**Setting up Centre of Pre-vocational and vocational skills development and therapy centre for children with special needs**' was made by **Dr. Griva Shah, Managing Director** and **Ms. Soniya Shah, Managing Trustee** of Pearl Special Needs Foundation.

Ms. Shah briefed that vision of Pearl foundation is to promote inclusion in the work place and thereby the society by ensuring financial stability and contributing in the Gujarat government's vision of inclusion and equal opportunities for all.

She further highlighted that they run a learning centre for children and young people with varied disabilities or special educational needs.

Dr. Shah mentioned that they are in process of setting up a pre-vocational and vocational skills development and therapy centre for children with special needs with support of Gujarat CSR Authority. Initially, they are starting with student staying in and around Ahmedabad and Gandhinagar districts. It is believed that centre once successful shall be replicated as a model across Gujarat.

GCSRA website orientation by Chief Operations Officer

Mr. Pankaj Kamliya, Chief Operations Officer, Gujarat CSR Authority briefed about the GCSRA website and discussed about the support available to stakeholders.

He further briefed that various information packs and project profiles on different thematic sectors have been developed and uploaded on the GCSRA website for the independent use of corporates for CSR interventions. NGOs and corporates can enroll themselves with GCSRA by filling the online form available on the website of GCSRA.

He also mentioned that they are in process of revamping of GCSRA website and it is expected that new website would be launched in due course of time.

Interactive session with participants

An interactive session was held with participants to explore the ways of potential collaboration and discuss the concerns raised by participants. Some of the key points made during the discussion are:

- **What is the process of getting empaneled with Gujarat CSR Authority, if any corporate intends to undertake any project?**

Any corporate intends to undertake any project and invest CSR funds can fill the online form available at GCSRA website and select CSR spending sectors and amount they would like to spend through GCSRA. All sectors are as per the Schedule VII of companies Act, 2013. After that, company would be allotted with user name and password to login and track the project activities, CSR funds utilization etc.



- **How Gujarat CSR Authority will assist in capacity building of implementing agency (NGOs)?**

In this context, Mr. Sahu, IAS (Retd.) said that it is important that capacity building of implementing agencies should take place and Gujarat CSR Authority believes that it would allow implementing agency to achieve measurable and sustainable results. Gujarat CSR Authority plans to conduct seminars and training programmes for corporates and implementing agencies for their capacity building and strengthen their skills, competencies and abilities of agencies in creating impact.

- **What is the regulatory framework of implementing such projects?**

Mr. Sahu, IAS (Retd.) said that there is no other state in the country having such regulatory framework or body for facilitating the CSR funds towards the different thematic sectors and as per the Companies Act, 2013. However there are few states who have initiated the process. Ms. Sushma Oza, Director, Strategy & Sustainability, Adani Foundation (one of the panelists) also added that Gujarat Government is open and creates an enabling environment for smooth functioning of corporates.

- **Is there any scope of interventions in skill development other than discussed project profiles during the roundtable?**

Mr. Tiwari, IAS highlighted here that skill development is one of the thematic areas of Gujarat CSR Authority. Team has already developed and uploaded an information pack on skill development on Gujarat CSR Authority. CSR Authority is also in process of developing more project profiles in this thematic sector which would allow corporates to undertake projects independently.

Closing Remarks

Mr. Vijay Shah, Hon. Secretary, GCCI gave the vote of thanks. He thanked Mr. Maheswar Sahu, IAS (Retd.), Mr. A.M. Tiwari, IAS, GCSRA and GCCI team for taking up the initiative of organizing Roundtable on CSR at Ahmedabad. He then thanked all the participants for contributing to the discussions and expressed that the discussions were quite fruitful and requested companies to undertake the projects focusing on need based issues and impact creation.

Event ended with a note that few SMEs expressed their willingness to adopt Muthia village and assured to invest their CSR funds to address the gaps in the village.



Mr. Vijay Shah, Hon. Secretary, GCCI

Action Plan

A feedback form was circulated among the participants in order to understand their priorities in terms of investing CSR funds and identify areas wherein GCSRA can provide support to these SMEs. Some of the major findings are as follows:

1. Plan to invest CSR funds in project profiles on different thematic sectors:

Sr. No.	Name of Project	% of total respondents
1	Combating Malnutrition	29%
2	Construction of individual toilet blocks	29%
3	Capacity Building of teachers	29%
4	Computer tablets	24%
5	Others ¹	24%
6	Missing teacher's linkages	18%
7	Construction and renovation of AWs	12%

- 29% of respondents said that they are willing to spend their CSR funds to different project profiles of GCSRA such as (a) combating malnutrition, (b) individual toilet blocks, and (c) capacity building of teachers.
- 24% of respondents said that they are planning to invest their CSR funds in computer tablets and 18% expressed to invest in project profile of missing teacher's linkages.

2. Support from Gujarat CSR Authority

- 29% of respondents expressed their willingness to seek support of Gujarat CSR Authority to develop innovative project profiles and 12% of respondents expressed their willingness to develop CSR strategy in support of Gujarat CSR Authority.
- Some respondents expressed to take support of Gujarat CSR Authority to create a dedicated CSR team and develop sector specific funds.

Gujarat CSR Authority would take follow up from the companies interested to collaborate in thematic areas.

¹ Other areas include skill development, health & hygiene for girls, social empowerment of women etc.

Annexure 1: List of participants

List of participants from external stakeholders

Sr. No.	Name	Designation	Company
1	Ms. Nita Shah	Sr. Faculty	Narottam Lalbhai Rural Development Fund
2	Mr. Pranav R. Khatri	Reporter	Khabhar Gujarat
3	Mr. K. I. Patel	Founder	Aries Group
4	Mr. Kailash Gadhav	Owner	V. K. Jindal & Company
5	Ms. Rekha Agrawal	Managing Trustee	Utkarsh
6	Mr. Bharat Joshi	Manager	Blind People's Association
7	Mr. Bhushan Punani	President	Blind People's Association
8	Ms. Rosemary Grace	Project Executive	Youth4jobs Foundation
9	Mr. Atul Parmar	Project Executive	Youth4jobs Foundation
10	Mr. Sagar Brahmhatt	Chief Executive Officer	Health campus drug free nation
11	Mr. Ashutosh Vyas	HR Advisor	Modsonic Instruments
12	Ms. Mrunal Majumdar	Manager- HR	Havmor Ice Cream Ltd.
13	Mr. Sumit Agrawal	Dy. Manager (Account)	Havmor Ice Cream Ltd.
14	Mr. Vijay Shah	Partner	Cosmo Eco System Care
15	Mr. Saurabh Solanki	-	Krishna Laxmi Multitrade Pvt. Ltd.
16	Mr. Parag Shah	-	Aastha Charitable Trust
17	Mr. Mansi Tijoriwala	Officer	Ratnamahi Metals and Tube
18	Mr. D. R. Sindhal	Director	Symbian Advisory Services Pvt. Ltd.
19	Mr. Dhiren Choksi	Deputy Manager - International Business	Wagh Bakri Tea Group
20	Mr. Bipin Patel	-	GCCI
21	Mr. Sheetal Desai	-	-
22	Ms. Sonia Parikh	Managing Trustee	Pearl Foundation
23	Ms. Griva Shah	Managing Director & Inclusive Education Consultant	Pearl Foundation
24	Ms. Bijal Fadia	Managing Trustee	Pearl Foundation
25	Mr. D. N. Patel	-	Naroda Enviro Projects Ltd. (NEPL)
26	Mr. Desai	Assistant Professor	Gujarat Technical University
27	Mr. J. J. Rahewar	Manager (Accounts)	Orio Shanghai Colours Pvt Ltd
28	Mr. Gurnish Chaddha	Company Secretary	Shilp Gravures Ltd.
29	Mr. Dinesh Patel	Company Secretary	Gujarat Tea Processors and Packers Ltd.
30	Mr. Pravin Indrakar	-	Divya Bhaskar
31	Mr. Satish Agrawal	Chief Executive Officer	Aastropure Systems Pvt. Ltd
32	Ms. Kritika Rawal	Assistant Professor	Gujarat Technological University
33	Mr. Satish Agrawal	Director	NEPL
34	Mr. Vivek Mehta	Deputy Chief Reporter	Gujarat Samachar
35	Mr. Ketan Dave	Senior Correspondent Cum Copy Editor- Editorial	The Times Group
36	Mr. Yogesh Mistry	Reporter	Divya Bhaskar

List of participants from Gujarat CSR Authority, GCCI and PwC India Pvt. Ltd.

Sr. No.	Name	Designation	Company
1	Mr. Maheswar Sahu, IAS (Retd.)	Chairman	Gujarat CSR Authority, Ahmedabad
2	Mr. A. M. Tiwari, IAS	Chief Executive Officer	Gujarat CSR Authority, Ahmedabad
3	Mr. Pankaj Kamliya	Chief Operations Officer	Gujarat CSR Authority, Ahmedabad
4	Mr. Chirag Vyas	Project Officer	Gujarat CSR Authority, Ahmedabad
5	Ms. Ankita Arora	Project Officer	Gujarat CSR Authority, Ahmedabad
6	Ms. Denisha Agravat	Project Officer	Gujarat CSR Authority, Ahmedabad
7	Mr. Bipinbhai R. Patel	President	Gujarat Chamber of Commerce and Industry, Ahmedabad
8	Mr. Shailesh Patwari	Sr. Vice President	Gujarat Chamber of Commerce and Industry, Ahmedabad
9	Mr. Vijay Shah	Hon'ble Secretary	Gujarat Chamber of Commerce and Industry, Ahmedabad
10	Mr. Rohit Shah	Chairman	GCCI, CSR Committee
11	Ms. Sushma Oza	Director, Strategy & Sustainability, Adani Foundation	Member, GCCI CSR Committee
12	Ms. Isha Shah	Research Fellow	Gujarat Chamber of Commerce and Industry, Ahmedabad
13	Mr. Biplav Chatterjee	Associate Director, Responsible Business Advisory	PwC India
14	Ms. Anindita Biswas	Sr. Consultant, Responsible Business Advisory	PwC India
15	Mr. Subhash Advani	Consultant, Responsible Business Advisory	PwC India
16	Mr. Padmank Jani	Consultant, Responsible Business Advisory	PwC India