



dus spoke India Inc

India CSR : reflections from the last decade, visioning for the next

dus spoke India Inc **2024**

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“ The journey from intent to results is often arduous, especially when it comes to legal mandates and policy. However, legally mandated CSR stands out as a notable exception. Introduced in 2013 amidst much skepticism, it was criticized as being an additional burden, a tax, and ‘not business.’ A decade later, the narrative has transformed.

This unique experiment, unparalleled in scale globally, has unlocked funds worth 2.2 lakh crores, making it one of the largest components of private giving in India. More importantly, 18,000 corporations contribute large and small amounts annually, with consistently increasing levels of governance and maturity. This is testament to the law’s positive impact on India’s development journey and its role in integrating CSR into business decision-making.

CSR is now a well-established function within most large corporations, with dedicated teams, strategic planning, senior management attention, board involvement, and committed budgets.

‘dus spoke India Inc’ acknowledges this decade-long journey, and the changemakers leading the charge inside India’s largest companies. It also articulates the future of this journey, as visualized by these leaders. A future of catalytic impact, which is not about doing everything ourselves, but amplifying and unlocking others’ efforts. I welcome you all to imagine and participate in this future, as CSR steps into its second decade of contributing to building a stronger, happier, and more equitable India.



– Atul Satija (Founder 2.0 and CEO, Give)

Leader Speak



AMIT CHANDRA
Chairperson, Bain Capital India
Co-founder, ATE Chandra Foundation

“The CSR law, for me, was never just a tax but a catalyst for social change. With around Rs. 20,000 crores growing yearly, it's encouraging to see its effect in enabling NGOs to tackle societal issues more boldly. It's filling vital institutional gaps and bringing social concerns into the corporate sphere, shifting key stakeholder mindsets. The potential for CSR to shape future developmental outcomes is immense.”



ARUN SETH
Board Member & Co-Founder, The/Nudge Institute;
Board Member, Jubilant Pharmova & Dixon Technologies;
ex-Chairman, British Telecom & Alcatel Lucent

“Communities sustain corporates, rather than the other way around. Well thought out CSR focused on both programs and capacity building is the best way to give back to the community. It is a small step towards building a sustainable and equitable relationship between business and the larger community.”



GOVIND IYER

Independent Director & Chairperson of the CSR Committee, Infosys;
Senior Advisor, Warburg Pincus;
Founding Member & Chairperson, Social Venture Partners India

“Corporate Social Responsibility has a very critical role to play in helping build our communities. Over the last many generations, organizations have played a huge role in building infrastructure and community centers across India. The formalization of the CSR policy just helps us be more focussed. What is critical is for all CSR leaders to work together through collaboration and collective giving.”



RAMESH G.
MD & CEO,
HDB Financial Services Ltd.

“The CSR mandate has shifted corporate perspectives, urging us to think beyond the traditional triad of shareholders, customers, and employees. It's a revelation in hindsight - the essential inclusion of the community in our circle of responsibility. This evolution in thinking underscores the realization that our duties extend far beyond business transactions; they encompass the well-being and nurturing of the communities we serve.”



S. RAMADORAI
Former CEO and MD,
Tata Consultancy Services Ltd.

“Reflecting on a decade of CSR in India, it's clear that what began as a mandate has transformed into a movement of pride and purpose. This journey has reshaped lives and redefined corporate citizenship, highlighting the power of collaborative partnerships. As we mark this milestone, CSR stands as a beacon for sustainable growth, social equity, and a promising future where businesses, communities, and the environment thrive together.”



SANJIV MEHTA
Non-Executive Board Member,
Danone & Air India;
Former CEO and MD, Hindustan Unilever Ltd.

“CSR in India marks a significant shift in how society views business responsibility. It's increasingly about creating a positive impact on all stakeholders, including the wider society and environment. By combining efforts, focusing on long-term strategies, and effectively using talent and technology, CSR can address some of society's most pressing issues, shifting from simple contributions to measurable impact.”



SATISH REDDY
Chairman of the Board,
Dr. Reddy's Laboratories Ltd.

“As leaders, we must see CSR not just as a regulatory checkbox, but as a core part of our business strategy. It's about creating a positive impact on society, which in turn fosters a sustainable business environment.”

CSR Voices



Dr. Abhishek Lakhtakia



Aman Pannu



Animesh Kumar



Anup Sahay



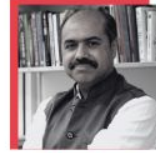
Anupam Nidhi



Bipin Odhekar



Byas Anand



Chetan Kapoor



Deepa Nagraj



Deepak Prabhu Matti



Anurag Mishra



Archana Sahay



Ashish Ghatnekar



Ashwini Saxena



Balaji Ganapathy



Dhruvi Shah



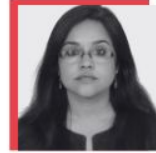
Gayatri Divecha



Harish Krishnan



K. Randhir Singh



Kshitija Krishnaswamy

CSR Voices



Kumar Anurag Pratap



Kurush Irani



Dr. Lopamudra Priyadarshini



Manisha Saboo



Matilda Lobo



Pooja Thakran



Pratyush Kumar Panda



Sakina Baker



Sameer Shisodia



Shanu Saxena



Narayan P. S.



Narendra Kumar



Dr. Nidhi Pundhir



Nusrat Pathan



Pallavi Barua



Sheetal Mehta



Shilpashree Muniswamappa



S. Sivakumar



Sourav Roy



Sridhar N.E.



“ We must change the lens – from compliance to purpose. At the Adani Foundation, identifying core themes and empowering communities through innovative, long-term, and impactful projects is our focus. This contributes to the dignity, well-being, and wealth of the communities, paving the way for sustainable development. ”

DR. ABHISHEK LAKHTAKIA

CEO

Adani Foundation



CSR PHILOSOPHY

Since 1996, the Adani Foundation has remained agile and deeply committed to making strategic social investments for sustainable outcomes, enriching the lives of children, women, youth, and marginalized communities. Its strategies are integrated with national priorities and global Sustainable Development Goals (SDGs).

IMPACT IN ACTION

Sustainable Livelihoods

The Adani Foundation fosters opportunities for sustainable livelihoods through community-based approaches. By building institutions of people such as farmer producer companies, self-help groups, etc., it expands socio-economic horizons. Its programs embrace best practices, innovation, skill development, financial literacy, and market linkage support.





“DCM Shriram Ltd. embodies responsible growth, rooted in a legacy of social impact pioneered by its founder, Sir Shri Ram. His philanthropic spirit continues through DCM Shriram Foundation, nurturing communities and fostering service for over a century.”

AMAN PANNU

**Head Corporate Communications & CSR, DCM Shriram Ltd.
President, DCM Shriram Foundation**



CSR PHILOSOPHY

Our CSR philosophy, 'straight from the heart,' prioritizes impactful programs, bridging theory with practical implementation through deep community engagement. Balancing heart and mind, we integrate data-driven insights with creative solutions, fostering social impact through collaboration and continuous learning.

IMPACT IN ACTION

Khushali - A Holistic Development Initiative | Water in Agriculture

DCM Shriram Foundation focuses on Holistic Development and Water in Agriculture. Through the Khushali Initiative, we address livelihood, healthcare, sanitation, environment, and education. With sustainable water management and conservation efforts, we empower farmers and improve rural water availability and productivity.





Extraordinary Together

“ The SNEHA project reinforced our belief that Corporate CSR can and should be used to catalyze innovation in how social infrastructure is delivered. CSR grants can act as innovation fuel. Scaling up these successful innovations has the power to improve the effectiveness of public social infrastructure. That is our approach to ZEE! ”

ANIMESH KUMAR

President of HR and Transformation
Zee Entertainment Enterprises Ltd.



CSR PHILOSOPHY

As CSR professionals, our role extends beyond just directing grants appropriately. That's just the beginning. It is crucial for us to lead the charge in transforming mindsets within our organizations and the broader corporate sphere we operate in.

IMPACT IN ACTION

Sneha

The initiative targeted health improvement in Bhiwandi's 44% slum population, Thane district, utilizing SNEHA's urban integrated model. It tackled reproductive and child health, malnutrition, gender violence, tuberculosis, and non-communicable diseases, benefiting 50,000 individuals and notably enhancing the community's well-being.





“ We don't just donate funds and step back; we're deeply engaged in planning, executing, and post-completion stages of our projects. This might stem from our business nature, where we place a strong emphasis on detailed execution at every line item. ”

ANUP SAHAY

Head of Corporate Strategy and Special Initiatives
Larsen & Toubro



CSR PHILOSOPHY

Giving is deeply ingrained in our DNA, seamlessly integrated into everything we do. Our first initiatives began 40 years ago, long before sustainability became a legal requirement. We focus on areas closely linked to our business understanding that what we know well, we execute excellently.



IMPACT IN ACTION

Engineering Futures

The project, started in July 2019, addresses gender disparities in STEM at primary schools, focusing on girls. It aims to foster innovation and problem-solving. With 713 trained teachers and 38,545 students in 208 schools, the project empowers students to create independent STEM projects.



HINDUSTAN ZINC
Zinc & Silver of India

“Co-creation is coming together of partners with aligned focus, a common mandate for creating a social shift intertwined with sustainable approaches. It's about acknowledging the interdependence to accomplish more as partners than as individual entities. Whether providing funds or mobilizing action on ground, it's about giving due credit to either side, open communication and transparency as crucial elements for fostering collaboration for shared objectives within the development sector.”



ANUPAM NIDHI

Head – CSR

Hindustan Zinc Ltd.



CSR PHILOSOPHY

At Hindustan Zinc, our focus has been on institution building, creating a shift from undertaking Strategic CSR to Systemic CSR. Our mantra has been scale & speed of our programs, its sustenance, sensitivity, and women focus. We have been revitalizing our initiatives under three spheres of strengthening the local economy, improving living conditions, and focus on ownership-led models.

IMPACT IN ACTION

Zinc Football

Hindustan Zinc has invested in long-drawn grassroots sports, focusing on grassroots football in line with their philosophy of the Student-Athlete model. The Zinc Football Academy, with top-notch facilities, is located in the tribal belt of Udaipur, Rajasthan, India and nurtures talents like Sonu, Sahil Punia, Mohammed Kaif, and many more. Committed to the development model of honing grassroots talent from across the country and their holistic development, the program offers a unique model wherein they provide a holistic full scholarship program with education, both academic and football. It is an Elite Star 3 academy in India.





“We envision an equitable world built on the foundation of 'Caring for Life,' and aim to work with communities, civil society, and institutions in health, education, environment sustainability, and disaster response for underserved communities and promote replicable and scalable models towards sustainable change.”

ANURAG MISHRA

Head – Cipla Foundation



COMMITMENT TO PALLIATIVE CARE

Palliative care recognizes that the challenges faced by a person with a serious illness are not just confined to the disease alone. Palliative care is from diagnosis, for both children and adults. The goal is to provide the best possible quality of life at every stage of all serious illnesses. To support patients and their families during their most difficult times, we set up the Cipla Palliative Care & Training Centre in 1997 in Warje, Pune.



EXPANDING ACCESS TO PALLIATIVE CARE

Cipla Foundation strives to integrate palliative care into the healthcare system so that everyone who needs palliative care receives it. We partner with like-minded palliative care organizations, charitable and government hospitals. Currently, we have partners in 27 cities across India.



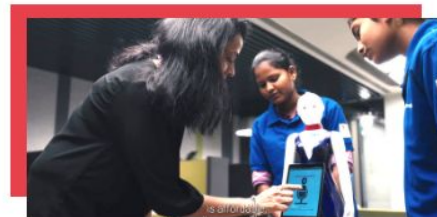
DELLTechnologies

“Aligning CSR activities with a company's core competencies is crucial. Rather than venturing into unfamiliar territories, focusing on areas like technology where we excel ensures more meaningful, effective contributions. This strategic alignment leverages our strengths for sustainable, impactful initiatives.”

ARCHANA SAHAY

CSR Head – APJ

Dell Technologies



CSR PHILOSOPHY

Our goal is to meet community needs while aligning with our company's mission and vision. Projects succeed when the community embraces our interventions, as they are our ultimate customers. Designing programs with a bottom-up approach is crucial for effectiveness.



IMPACT IN ACTION

ShePreneur

Launched in 2022, the ShePreneur Program fosters entrepreneurship among top girl teams from the Atal Tinkering Marathon, focusing on emerging technologies. With activities like bootcamps and mentoring, it aligns with Dell's vision to empower girls in STEM, ensuring their active, impactful participation.



“At the heart of CSR lies the potential to devise groundbreaking solutions for intricate problems, thereby nurturing a stronger and more resilient society. This endeavor thrives on partnership and the active involvement of communities from the very beginning, setting the stage for meaningful social impact.”

ASHISH GHATNEKAR

Chief – People & Operations
HDB Financial Services Ltd.



CSR PHILOSOPHY

True CSR emerges from grassroot ideas with high impact potential. It's about capacity building for long-term impact, extensive use of technology, and aligning programs with the needs of the community.

IMPACT IN ACTION

Transport Aarogyam Kendra

HDB's Transport Aarogyam Kendra is India's first full-time physiotherapy clinic dedicated to truck drivers' community. Since 2020, HDBFS has established six clinics in major transport hubs to ensure drivers have easy access to quality physiocare services for treatment of musculoskeletal disorders caused owing to long driving hours.





“ At JSW, we examine each location’s development status and identify specific problems, such as education, health, or environmental issues. We look for specific issues that are dismally low compared to regional or state averages and address these problems systematically, achieving meaningful outcomes. ”

ASHWINI SAXENA

CEO

JSW Foundation



CSR PHILOSOPHY

The ultimate objective of CSR is to cultivate synergy and relationships among communities, the environment, corporations, and a wide range of stakeholders to work collectively towards the overarching development of a region. In my view, that's the essence of CSR.

IMPACT IN ACTION

Conserving for Better

Combating climate change with tech solutions, emphasizing clean villages, water conservation, biodiversity, sanitation, and sustainable livelihoods, the project's efforts include planting over 2.5 million saplings (2 million mangroves), conserving 16 million cubic meters of water, and building 10k toilets, improving the environment and community welfare.





TCS Empowers

“The greatest lesson from this work is recognizing the immense potential impact within India's vastness. By empowering communities to shape their own destiny, we can work together to create a transformative impact that resonates across the nation.”

BALAJI GANAPATHY

Chief Social Responsibility Officer
Tata Consultancy Services Ltd.



CSR PHILOSOPHY

We believe that everybody is born with equal potential but not equal opportunity. Creating access to opportunities for people in communities where the need is high, marginalization is the most, and resources are the least is the journey we are on.

IMPACT IN ACTION

BridgelT

TCS' BridgelT program addresses social inequalities by empowering marginalized youth to become rural entrepreneurs and civic leaders in their villages. Partnering with local NGOs, TCS provides individuals the skills, mentoring, technology, tools, and resources to become digital last-mile connectors, delivering essential services targeted towards solving the most critical challenges in education, adult literacy, unemployment, and social discrimination.





“ Our core principle, 'Make a Difference,' drives us to positively impact everyone we connect with, including investors, partners in livelihood, associates, employees, consumers, and others. We aim not just to improve their lives but also to help them realize their full potential. Our commitment to making a difference goes beyond traditional philanthropy. It involves actively sharing our skills and knowledge to enhance the lives of our stakeholders.”

BIPIN ODHEKAR

Head – Sustainability, EHS & Operations Excellence
Marico Ltd.



IMPACT IN ACTION

The Kalpavriksha Foundation

Parachute Kalpavriksha Foundation symbolizes Marico's commitment to sustainable agriculture and community development, aiming to increase crop yields and income. By leveraging digital solutions, we aim to bridge the gap between farmers and technology, offering instant solutions and guidance even in remote areas.



IMPACT IN ACTION

WATER STEWARDSHIP AT JALGAON

The Jalashay program aims to create water potential storage for the community. This is to protect the agrarian community against water scarcity and lessen the burden on groundwater. Stakeholders are educated on water-efficient systems like drip irrigation, climate-resilient farm practices, vermicomposting, afforestation, and water budgeting.



“ Dr. SK Burman, our founder, always said, “What is that life worth which cannot bring comfort to others.” Practicing in Kolkata, he distributed critical medicines to the needy by bicycle and provided financial assistance for the sick. Community development is deeply ingrained in Dabur’s DNA. ”

BYAS ANAND

Head-Corporate Communications & CSR
Dabur India Limited



CSR PHILOSOPHY

We realized early on that charity does not really work. If you want a program to succeed, the community has to be an equal partner in the development work.



IMPACT IN ACTION

Adarsh Pathshala-Ek Nai Pahal

The project focuses on enhancing school infrastructure, is tailored to the specific needs of each school, and involves close coordination with school management. It aims to create an engaging environment for students with improvements like proper seating, colorful walls, and adequate sanitation facilities.



TECH
mahindra
FOUNDATION

“Our interventions are designed with two clear outcomes in mind: to create strong replicable models in the thematic areas where we work and to have a deep and lasting impact on the lives of those whom these interventions are meant to serve.”

CHETAN KAPOOR

CEO

Tech Mahindra Foundation



CSR PHILOSOPHY

Over the years, TMF has kept a laser focus on its chosen areas of Education and Employability, choosing to do deep work in these areas before scaling up. We have taken a slice of the problem and have steadfastly found lasting solutions for the communities we work in.

IMPACT IN ACTION

The SMART (Skills-for-Market Training) Program

Since 2012, TMF's SMART program has emerged as a leading skill development program supporting youth from under-served urban communities to gain employment in the formal sector. Through a network of Centers and Academies, more than 170,000 youngsters have benefited from the program.





“ Mphasis courageously pursues innovative programs and uncharted territories. This boldness stems from the organization’s culture and core values, which are inherently geared toward innovation. Our pioneering spirit drives us to explore new frontiers in the industry. ”

DEEPA NAGRAJ

Global Head of Communications & Sparkle Innovation Ecosystem, Mphasis Ltd.



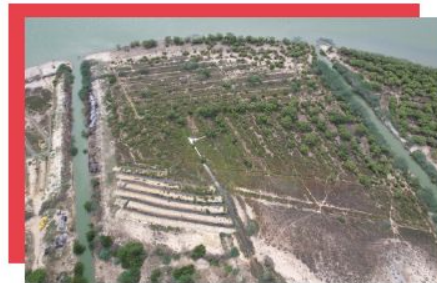
CSR PHILOSOPHY

Museum of Art and Photography

Mphasis FI Foundation collaborated with MAP to establish India's most inclusive museum, dedicated to accessibility for persons with disabilities and the elderly. It features wheelchair ramps, elevators, and special accommodations for mobility challenges. The museum also enhances the experience for visually and hearing-impaired visitors with tactile exhibits and audio guides, affirming its commitment to universal accessibility.

IMPACT IN ACTION

United Way Bengaluru (UWBe)



On World Wetlands Day, February 2, 2024, Mphasis FI Foundation and United Way Bengaluru launched a mangrove restoration initiative in Pulicat, near Chennai. Addressing the dramatic reduction in Pulicat Lake's depth from 3.8m to 2m due to mangrove destruction, this project targets the 720 sq. km coastline, India's second-largest brackish water body. The focus is on revitalizing the remaining mangrove patches to combat environmental degradation.



“ Having refined our strategy and expertise, we are deeply exploring our niche and sharing our knowledge to inspire others in defining effective strategies. Our future goals include intensifying focus on program design, creating significant impact in our chosen area, and crafting compelling narratives. ”

DEEPAK PRABHU MATTI

CEO

Cognizant Foundation



FUTURE4ALL

Creating a better tomorrow through education and skilling

Creating a better tomorrow through education and skilling enables access to quality education and skilling for underserved communities and facilitates inclusion. The Foundation has taken up three focus areas: STEM4All, Excellence4All, and Tech4All under this program theme to help beneficiaries acquire knowledge and skills that are relevant in the modern world.



HEALTH4ALL

Enhancing accessibility to quality healthcare

Enhancing accessibility to quality healthcare promotes societal inclusion by bringing quality healthcare within reach of the underserved. The Foundation has taken up three focus areas: Sight4All, Care4All, and Support4All under this program theme to ensure that its activities reach those in need, quickly and effectively.



“Axis Bank Foundation’s work is driven by Axis Bank’s philosophy of being ‘Dil Se Open’. Since inception, we have a community centric and sustainability focused approach for our grant designs. Over the years, we have remained true to this approach, even as we have evolved to solve the problem differently.”

DHRUVI SHAH

Executive Trustee and CEO

Axis Bank Foundation



CSR PHILOSOPHY

Engaging with people, listening intently, witnessing the local context must be non-negotiable when you want to produce acceptable and workable solutions.

Solutioning needs multiple perspectives, and hence involvement of many stakeholders is vital for building a sustainable ecosystem.

IMPACT IN ACTION

Sustainable Livelihood Programme

Our Sustainable Livelihood Programme has undertaken over 45 projects with 30+ partners. These projects have improved the income of over 16 lakh families across 15,606 villages in 26 states. In FY 23-24, two projects have earned national recognition for state-level impact in Chhattisgarh (11th JSW, Times of India Earth Care Awards, 2024) and Odisha (3rd FICCI Sustainable Agriculture Awards 2023).





“CSR funds are a sacred responsibility, a precious resource that must be judiciously utilized to maximize impact. It's not just about fulfilling regulatory requirements; it's about leveraging resources and reach to drive meaningful change in communities and society at large.”

GAYATRI DIVECHA

Head Sustainability and CSR
Godrej Group



CSR PHILOSOPHY

We adopt a data-driven approach and leverage insights from impact assessments and stakeholder feedback to continuously refine our strategies and maximize the value of our CSR investments. We ensure that every rupee spent from our CSR budget makes a meaningful impact.

IMPACT IN ACTION

Good & Green

Good & Green is the Godrej Group's sustainability vision that works towards building an inclusive, equitable, and greener world. The Group aims to be net zero by 2035, support India to eliminate malaria by 2030, improve key agricultural commodity value chains, and transform plastics and solid waste management in emerging markets.





“Some portion of CSR funds should also be viewed as risk and catalytic capital. It can be used to back innovative projects that have transformative potential. Successful projects can be used as proof of concept and be leveraged by Government and other agencies to scale the solution for population level impact. This experimentation is key to catalyze new solutions and bridge gaps where conventional methods are insufficient.”

HARISH KRISHNAN

Managing Director & Chief Policy Officer

Cisco India & SAARC



IMPACT IN ACTION

Cyber Suraksha

Cyber Suraksha, is an initiative conceptualized by Cisco and implemented by NIIT Foundation. The program offers a range of courses that individuals can choose from to make them cyber aware and secure. The initiative recently celebrated 500K individuals, and the photo shows a cybersecurity champion who attended the program sharing his experience of undergoing the training.



IMPACT IN ACTION

ProjectTvaran

Project Tvaran, implemented in partnership with Villgro, focuses on 7 women-led start-ups working at the intersection of technology and climate. All seven startups were hosted at the Cisco office for sessions with subject matter experts from HR, Sales, Engineering, and Strategy.



“Corporations should inherently feel responsible, without mandates. Our founder, Dr. Anji Reddy, instilled this ethos in us almost 25 years ago. It's a responsibility we carry in every aspect of our approach, shaping our values and actions.”



K RANDHIR SINGH

Company Secretary, Compliance Officer and Head CSR
Dr. Reddy's Laboratories Ltd.



CSR PHILOSOPHY

The tone for CSR must be set at the top; otherwise, it simply won't be effective.

IMPACT IN ACTION

Spirit of Giving

Dr. K Anji Reddy's legacy of giving back to the society is ingrained in all of our endeavors. His vision to enable people so they can lead meaningful, independent lives, guides our engagement with the community. Our work is spread across four major pillars impacting people and planet - education, livelihood and skilling, health, and environmental programs. Our contribution is designed around replicable, sustainable, and innovative actions for social change.





“Just as in any business, where listening to your customers is vital, in CSR, every beneficiary is akin to a customer for the non-profit. The non-profits understand and represent their needs the best, thus making it imperative for us in CSR to ensure that the non-profits are our primary guides. This will help in making a positive difference in the communities we live and operate in.”

KSHITIJA KRISHNASWAMY

MD, Corporate Citizenship – Growth Markets
Accenture



CSR PHILOSOPHY

Each one of us needs to think of ourselves as enablers of positive change for the most disadvantaged. In a corporate context, leveraging our strengths & core competencies and learning from business is important, especially when it comes to emerging trends to do with digital and sustainability in the world that we live in. And this operating philosophy should feed into the CSR programs, to truly make a difference at the grass root level.

IMPACT IN ACTION

WeAct

Women often face digital exclusion and other gender biases. To reduce this gap, Accenture Corporate Citizenship, in collaboration with Entrepreneurship Development Institute of India (EDII), established WeAct in March 2020. This platform revolutionizes inclusivity by equipping rural women nano and micro-entrepreneurs with resources and market access to make their businesses profitable and sustainable. Thus far, thousands of women entrepreneurs have benefited from this program, helping them boost their revenues and fostering digital opportunities.





“

At Capgemini in India, we believe in the transformative power of digital inclusion. Our CSR initiatives are driven by the belief that bridging the digital divide is not merely a responsibility but a necessity. By equipping underserved communities with fundamental digital skills, we empower them to unlock endless opportunities.

”

KUMAR ANURAG PRATAP

Vice President – CSR, India
Capgemini



CSR PHILOSOPHY

Shaping Positive Futures

In the digital age, the digital divide impacts diverse communities across India. Our mission is to narrow this gap by fostering a sustainable and inclusive future for all. Through targeted initiatives, we empower marginalized groups, striving to ensure equitable access to digital opportunities for everyone.

IMPACT IN ACTION

Digital Academy

Capgemini in India tackles the digital skills gap with over 55 Digital Academies in India focusing on skilling, reskilling, and enhancing employability for disadvantaged groups. Emphasizing inclusivity, Capgemini tailors special batches and programs designed for women and individuals with disabilities. Till date, the Digital Academy program has positively impacted over 87,000 youths in India.





FINSERV

“ The Bajaj Group upholds a rich tradition of philanthropy, deeply rooted in our ethos. Our commitment to Corporate Social Responsibility (CSR) is dedicated to making impactful and meaningful contributions. Our strategy is marked by an understanding of effective practices and a clearly defined though process, ensuring that our efforts yield tangible results. ”

KURUSH IRANI

President CSR

Bajaj Finserv Limited



EMPOWERING THE NEXT GENERATION

We firmly believe that the youth and children are integral to shaping a sustainable future. Hence, our social impact programs are focussed on building an equitable ecosystem for them through skilling, child education, child health, child protection, and inclusion for persons with disabilities. We work with multiple partners at the grassroots level through several interventions and strategic projects to provide comprehensive care and support for their holistic development.

IMPACT IN ACTION

Cleft care

Through our partnership with Smile Train, we have aided over 60,000 cleft surgeries to date. As the next step in this initiative, we have forged a strategic alliance with them to launch 'Maha Smiles - Cleft Care for Every Child' initiative. This program aims to identify, offer timely treatment to underprivileged children affected by cleft conditions and spread awareness about it in Maharashtra, in different phases. The motive behind the initiative is to strengthen early detection and provide comprehensive care so that the children can lead healthy and fulfilling lives.





“Successful models can be adopted by other organizations in different locations. This is what I'm striving for – a culture of mutual learning. If we facilitate an exchange of ideas and share successful, long-term projects, we can really scale impact.”

DR. LOPAMUDRA PRIYADARSHINI

AVP and Head of Community Relations & Sustainability
Hindalco Industries Limited



CSR PHILOSOPHY

I see CSR as a measure of how sustainable a business and its operations are. Most large industries operate in rural areas, and it's essential that they operate responsibly and have a social license to operate.

IMPACT IN ACTION

UDYAMEE

UDYAMEE, an enterprise development initiative in CSR by Hindalco, fosters entrepreneurship. Over three years, it mentored 300+ young entrepreneurs through a Rural Incubation Centre, providing comprehensive business development services. This includes crafting business plans, technical support, financial and market linkages, aimed at propelling entrepreneurial success.





“ I believe in having a laser sharp focus on specific interventions that will move the needle, bring purposeful and sustainable transformation. The mantra is to think strategically, build synergy, and multiply the impact by engaging employees to create a win-win-win.”

MANISHA SABOO

Vice President & Head
Infosys Foundation



CULTIVATING COMPASSION FROM WITHIN

If charity begins at home, then it truly starts inside Infosys. Our compact CSR team leverages strengths from various departments, be it legal, design, HR, or marketing. Employees engage deeply, visiting work and beneficiary sites for monitoring, surveys, and gaining diverse perspectives.



IMPACT IN ACTION

Quality Education for All

In a pioneering move, Infosys Foundation and Ramakrishna Mission collaborated to provide scholarships and establish 100 STEM labs in schools nationwide. STEM education nurtures creativity, critical thinking, enables hands-on learning and problem-solving for a brighter sustainable future.



IndusInd Bank

“ Venturing to the grassroots, we encounter stories of resilience. People with minimal resources are working hard to fulfill their basic needs. They aspire to provide a better life for their families, and it is a humbling experience for us to empower them on their journey of economic sustainability.”

MATILDA LOBO

Senior VP – Head of CSR & Sustainable Banking
IndusInd Bank



"SATTVAM" – OUR COUNTRY OUR COMMITMENT

Our commitment to society and the planet transcends mere corporate responsibility; it's a pledge to catalyze profound change. At the heart of this commitment are four interventions in holistic rural development, environmental sustainability, inclusive sports, and education; each driven by the ethos of inclusivity, sustainability, and empowerment.

HARYANA EARLY LITERACY DEVELOPMENT IMPACT BONDS



The Haryana Early Literacy Development Impact Bonds (DIB – Pay for Outcomes) has revolutionized primary education and foundational literacy and numeracy. With financial support from the Bank, the program was implemented in 7 districts of Haryana, at a cost of merely \$6.7 per child per year, impacting 1.2 lakh students, with the 25th percentile lowest performing children reporting the highest gains in learning.



“The whole surpasses the sum of its parts. In any sector, a comprehensive, time-spanning, and geographically diverse approach reveals leverage points and progress needs. This method requires patience. However, when observed unfolding over time, it brings a sense of fulfillment as well.”

NARAYAN P. S.

**Global Head, Sustainability & Social Initiatives, Wipro Ltd.
Managing Trustee, Wipro Foundation**



CSR PHILOSOPHY

We think CSR is as much about people as it is about distributed problem solving. You are not trying to solve a problem alone, but with diverse bodies of stakeholders coming together

IMPACT IN ACTION

Wipro Education Fellowship Program

Established in 2016, the program enhances India's school education system by fostering new educational NGOs. It has assisted over 80 early-stage organizations and 147 individuals in 60+ districts to date. It does this by offering a 3-year fellowship to establish NGOs in specific domains and locations. The focus has been on rural, tribal, and remote geographies. The support includes stipends, capacity-building workshops, access to processes of organizational development, mentoring by established organizations, and networking opportunities.





“ We want to be a company that is nationally relevant. We want to help build this nation person by person, and address the most neglected, the most backward, and make a difference and help them enter a better life. ”

NARENDRA KUMAR

Sr. Associate VP and Head CSR

Cholamandalam Investment and Finance Company Limited



CSR PHILOSOPHY

For any business to thrive, it must first focus on understanding the customer and their actual needs and then provide solutions or products that meet their needs. Missing out on any of this would affect the business.

IMPACT IN ACTION

Chola's CSR initiatives are directed towards commercial vehicle crew members and their families to provide quality life, by enhancing health and safety, fostering financial development among women, and providing quality education to their children. Chola is committed to the upliftment of the trucking community with an aim to create sustainable value for both their business and society.





HCLFoundation

“ CSR is a good fit to reach the last mile. It should take risk and be brave enough to identify marginalized communities or, at the very least, invest in identification. Even simple situation reports can greatly amplify impact. ”

DR. NIDHI PUNDHIR

Vice President, Global CSR, HCLTech
Director, HCLFoundation



CSR PHILOSOPHY

Scale is a major consideration in each of our interventions. We are very conscious of the fact that a project should be scalable, sustainable, inclusive, have value for money, and be relevant. We celebrate ideas and innovations at HCL Foundation.

IMPACT IN ACTION

ECS Life Connect

This 5-year project improved primary healthcare in 72 villages of Tuensang, Mon, and Longleng districts of Nagaland, focusing on pregnant women, lactating mothers, and infants/newborns. Bringing MMR close to zero through local NGO collaboration, community awareness & engagement, and strengthening healthcare infrastructure. It integrated technology to ensure quality health services reach ground zero.





“ Each company's CSR journey is unique, requiring experimentation to find the best approach. Over the past decade, HDFC Bank Parivartan has focused on funding programs over individual projects, emphasizing our approach to find sustainable solutions in areas ranging from supporting education to empowering women through skill training and fostering rural development. ”

NUSRAT PATHAN

Head – CSR

HDFC Bank Ltd



CSR PHILOSOPHY

HDFC Bank acknowledges its responsibility to positively impact the environment, consumers, employees, communities, and stakeholders. As a socially responsible corporate, we proactively empower and enable the growth and development of communities.

IMPACT IN ACTION

HDFC Bank Parivartan

HDFC Bank Parivartan transforms lives through rural development, education, skill building, healthcare, and financial literacy. It enhances livelihoods, offers scholarships, improves healthcare, and boosts economic growth. Committed to sustainability and innovation, HDFC Bank continues to bring holistic change in communities.





TATA COMMUNICATIONS

“Our activities center on community welfare and our vision is to promote the well-being of both people and the planet. We're integrating sustainability into education and livelihood projects, fostering a shift towards responsible consumption, and raising awareness within the community.”

PALLAVI BARUA

Director - CSR

Tata Communications



CSR PHILOSOPHY

We prioritize CSR investments based on data, focusing on underserved regions. Referencing external sources and internal assessments, we ensure impactful allocation. Our aim is to maximize the impact of our funds in areas often overlooked by other corporations.

IMPACT IN ACTION

MPowered

Access to a smartphone can be life-changing for women in underserved areas, offering a path to financial independence. The MPowered project by Tata Communications embodies this potential. Since 2016 in Jharkhand and Odisha, the project has provided women in extreme poverty with mobile phones equipped with a custom livelihood coaching application. Over three cycles, MPowered has enhanced these women's ability to use technology for better livelihood decisions, boosting their self-confidence and decision-making skills.





Honeywell

“The country has embraced a visionary approach, evident in the evolving, effective operation of the sector. Society's focus on social impact is growing, with individuals increasingly volunteering for initiatives, driven by personal motivation rather than being compelled to do so.”

POOJA THAKRAN

Board Member & Head
Honeywell Foundation



IMPACT IN ACTION

Centre of Excellence to upskill Women and Youth

Undertaken in partnership with ICT Academy, this program has trained over 22,700 youth and women across 11 states/UTs. It imparted skills in advanced technology like cloud computing, big data, RPA, cyber security, and CRM and supported them in placement.



IMPACT IN ACTION

Strengthening Rural Health Infrastructure

Implemented in partnership with AmeriCares Foundation, this initiative aims to enhance Primary Health Centres (PHCs) to function as Health & Wellness Centres (HWCs) under Ayushman Bharat Guidelines. To date, 112 PHCs have been upgraded, positively impacting 4.6 million lives.



LTIMindtree

“ We can pursue CSR only if the company prospers. For expanding CSR's impact, we must act to ensure sustainability for the earth, India, and our company. It's a collective responsibility to align business success with long-term environmental and societal health. ”

PRATYUSH KUMAR PANDA

Head - ESG

LTI Mindtree



CSR PHILOSOPHY

Companies should seamlessly integrate CSR with sustainability, ensuring their combined impact benefits the bottom line. It's vital to conduct CSR in a way that achieves positive outcomes without causing harm elsewhere, like improving livelihoods without damaging the environment.

IMPACT IN ACTION

Farm Pond Project



In collaboration with the Deshpande Foundation, Dilasa Janvikas Pratishthan, Anchalik Jan Kalyan Anusthan, and NAF TN, the Farm Pond Project constructs farm ponds in drought-prone areas of Karnataka and Maharashtra. With 1000+ ponds and 1.8 billion liters capacity, it aids in multiple crop cycles and boosts farmer incomes.



BOSCH

“ Social engagement of a corporate should align with its core business, creating shared value for both the organization and the community where it operates. Bosch prioritizes skill development as a core through CSR and Bosch India Foundation by leveraging its existing skilling expertise. Developing skills of varied stakeholders including but not limited to students, teachers, youth, women, etc. equips them with lifelong learning. ”

SAKINA BAKER

Head – CSR

Bosch Limited & Bosch India Foundation



SOCIAL ENGAGEMENT PHILOSOPHY

Creating positive change in the communities through active social engagement and making a positive impact on them is due to the value Bosch has followed since its inception. Its interventions in Skill Development, Environment, Education, Healthcare, and Community Development have touched numerous families, empowered individuals, and strengthened sustainable approaches. These initiatives and platforms provided by Bosch through CSR and Bosch India Foundation have enhanced and brought forth the resilience and determination of our beneficiaries to succeed in life.

IMPACT IN ACTION

BRIDGE

Over the past decade, "BRIDGE," the flagship program of Bosch Limited, has trained 75,000+ youth across 19+ States/UTs. The focus is on youth who are neither in education, employment, or training. Bosch offers them skills and placement support for entry level jobs. The most impressive aspect of this program is that 48% of its beneficiaries are young women.



“Looking at whatever you are doing through a climate lens is very critical. You can always improve a dozen outcomes on ecology, biodiversity, energy which all add up to the climate problem. It takes very little thought to improve design.”

SAMEER SHISODIA

CEO

Rainmatter Foundation



CSR PHILOSOPHY

Understanding that our current situation isn't fixed, we need to envision a world where our children don't lose 17 years of life and 90% of our country isn't in economic distress. Change is essential, and our efforts can shape a better future.

IMPACT IN ACTION

Jagriti Seva Sansthan

Jagriti's JECP in Uttar Pradesh's Purvanchal uses a hub-and-spoke model with Deoria central hub and district offices, aiming to establish a BioRegional Centre focused on circular economy, biodiversity, natural assets, incubating sustainable enterprises, and tackling regional environmental challenges.





HALEON

“Effective CSR projects genuinely impact communities by aligning with their needs and desires. Engagement and dialogue with communities are crucial. Sustainability is vital; projects should empower, not create dependency. Ultimately, CSR should foster self-sufficiency for lasting impact and sustainability.”

SHANU SAKSENA

Chief Compliance Officer (Asia Pacific)

Haleon



CSR PHILOSOPHY

Realizing the importance of balancing enthusiasm for CSR with ethical responsibility, one should make informed and responsible decisions. Balancing the desire to do good with effective fund management is crucial. This blend of passion and responsibility should guide CSR.



IMPACT IN ACTION

Smile on Wheels

Smile Foundation and Haleon partner to provide free oral healthcare to Noida, Delhi, and Gurugram residents. Four Smile on Wheels Mobile Dental Vans offer medical consultations, medicines, lab tests, oral check-ups, and treatments, promoting healthier lives for underserved communities.



mahindra *Rise*

“Witnessing the transformation in the young women who we skill through our CSR initiatives is extremely gratifying, as we know that they have risen from the challenges of social traditions and severe economic hardships to now being independent young women earning an income through lucrative job placements.”

SHEETAL MEHTA

Senior Vice President, CSR
Mahindra & Mahindra Ltd.



CSR PHILOSOPHY

At Mahindra, our core purpose is to drive positive change in the lives of our community. We believe that only when we enable others to Rise, will we rise. This aligns perfectly with our CSR philosophy where we aim to create a more equal world through programs focused on girls' and women's empowerment.

IMPACT IN ACTION

Nanhi Kali



In 1996, Anand Mahindra launched Project Nanhi Kali at K.C. Mahindra Education Trust with the objective of empowering underprivileged girls in India through education. This has now become a movement with over 650,000 girls being supported by multiple individuals, corporates, and the Mahindra Group.



“We often focus on ‘social’ and overlook ‘impact’ in social impact projects. A holistic approach is vital to avoid sporadic, unsustainable efforts. Think long-term, building structures that serve generations. Don’t view CSR narrowly; recognize its broad, ripple effect across various functions and stakeholders.”

SHILPASHREEMUNISWAMAPPA

Director, ESG & Communications
Colgate-Palmolive India Ltd.



CSR PHILOSOPHY

In today's world, agility is key. Adapt and learn from peers and leading companies in CSR. Align CSR with your overall strategy. Observe evolving trends for learning. It's crucial to approach CSR with a strategic mindset for effective impact.

IMPACT IN ACTION

Bright Smiles, Bright Futures®

Colgate-Palmolive is committed to powering a billion smiles through its flagship program, Bright Smiles, Bright Futures® (BSBF). Since 1976, the program has positively impacted the lives of over 176 million children in India, instilling essential oral care habits, raising awareness about tobacco prevention, and promoting good nutrition for oral health. They have partnered with the IMPAct4Nutrition (I4N) Platform, a renowned knowledge and resource platform on nutrition incubated by UNICEF India, and also with the states of Uttar Pradesh and Andhra Pradesh, reinforcing their commitment to promoting a brighter, healthier future for all.





“ ITC’s belief in inclusive capitalism manifests in a range of interventions that simultaneously fuel economic growth, create sustainable livelihoods, and replenish the environment. ”

SHEETAL MEHTA

Senior Vice President, CSR
Mahindra & Mahindra Ltd.



CSR PHILOSOPHY

Anchored on an overarching commitment to sustainable and inclusive growth for transforming lives and landscapes. A holistic Two Horizon strategy with Horizon-I focusing on strengthening current livelihoods and Horizon-II on building capabilities for a better tomorrow.



IMPACT IN ACTION

Climate Adaptation & Mitigation

Accelerating resilience and adaptation by promoting climate-smart agriculture and livelihoods diversification, coupled with nature-based solutions to strengthen mitigation – covering 2.5 million acres with potential water savings of 1,080 mcm annually through demand management.



TATA STEEL FOUNDATION

“ Our work requires us to cut across subjects, programs, and co-create solutions that pivot on points of knowledge and wisdom of the communities, and create avenues of engagement for the last mile person. In the process, it ensures that each of these have the depth and humility to emerge as globally accepted responses to current trends. ”

SOURAV ROY

Chief Executive Officer
Tata Steel Foundation



INNOVATION ON- THE-GO

The Kaushalyan bus takes digital education to schools that do not have computer labs or adequate teaching staff for digital literacy. Covering around 600 school children in Jharkhand, Tata Steel Foundation's next Kaushalyan is poised to bring digital education access to more than 400 children in the Jajpur and Keonjhar districts of Odisha.



CREATING THE LEADERSHIP NARRATIVE

Tata Steel Foundation's Disha programme enables women to be advocates of human rights, gender-based issues, and development narratives within their communities. This is in line with the Foundation's vision to encourage women to unlock their potential to foster a more inclusive society with them as a part of its key decision-making institutions.



“Titan's societal impact initiatives, like SHGs and scholarships near our factories, have endured for three decades. Their CSR is rooted in the belief that their existence is intertwined with the communities we serve, guiding our initiatives.”

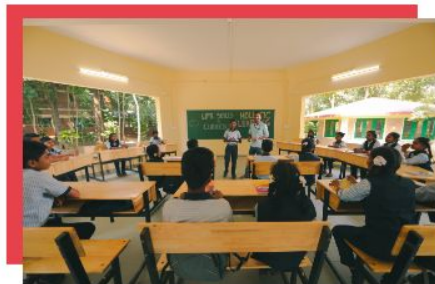
SRIDHAR N. E.

Chief Sustainability Officer
Titan Company Limited



CSR PHILOSOPHY

Our board and management have consistently emphasized that the company's actions were conceived for the external community, not for self-interest.



IMPACT IN ACTION

Design : Impact Awards

This grant initiative fosters social innovation in design for India's underprivileged. Open nationally, it extends product design reach. Titan mentors grassroots innovators crafting local solutions with available resources, recognizing and supporting their talent, aiding efforts for societal impact.

We extend our heartfelt gratitude to all those whose contributions and support have made dus spoke India Inc successful.

Special thanks to the 40 CSR leaders whose visionary words have breathed life into these pages. They generously shared their stories, insights, and experiences, adding depth and authenticity to this effort. We are immensely grateful for the rich conversations that have led to this creation.

We are also in gratitude to the business leaders who guided this initiative and shared their perspective on CSR's role within the larger economic ecosystem.

Our sincere appreciation goes to The Bridgespan Group for their partnership throughout the process. Their commitment to excellence has been instrumental in bringing this project to fruition.

Lastly, we extend our thanks to the Give Grants team, whose tireless efforts and teamwork has made this initiative possible.

Thank you for being part of this journey.

“ *The best way to find yourself is to lose yourself in others.* ”
– Mahatma Gandhi

dus spoke India Inc