DIFFERENTLY-ABLED
The National CSR Awards, instituted by Ministry of Corporate Affairs (MCA), Government of India, are the apex recognition for CSR initiatives in India. The award seeks to infuse excellence in CSR initiatives undertaken by corporates in pursuance of Section 135 of the Companies Act 2013.

This award is bestowed to not only recognise the contribution of corporates towards the communities but also to appreciate the ways undertaken to make it more effective. The premier think tank on corporate functioning, the Indian Institute of Corporate Affairs (IICA) has been given the responsibility to execute the awards ceremony on behalf of MCA.

This booklet is a sectoral compilation of entries shortlisted for the National CSR Awards 2019. It provides information to various stakeholders, regarding the sectoral outcome of CSR initiatives of companies in compliance with Section 135 of the Companies Act 2013.
DIFFERENTLY-ABLED

Government of India
Ministry of Corporate Affairs

NATIONAL CSR AWARDS
Empowering Differently-abled

In India, the need to create inclusive infrastructure to facilitate greater independence among the differently-abled or DIVYANGs is much needed. Such people are often considered weak and that is why they lack the opportunity to prove otherwise. Excluding DIVYANGs from education, including vocational form of training, affects their chance of being absorbed in any form of decent employment.

Although government policies and programs do exist for their betterment and support, yet, there is a huge gap in support measures and a shortfall in means to implement the programmes and accomplish better results. The Corporate Social Responsibility initiatives can be instrumental in supporting the efforts of the government and achieving the better results through innovations. The same is evident from the work of companies shortlisted for The National CSR Awards for the year 2019.

Close to half a dozen CSR initiatives, mentioned in ensuing pages, have started to contribute in make lives of DIVYANGs better in some way or other. These initiatives range from providing education, and employment, to artificial limbs as well as enabling access to various government schemes and empowering them to live a normal life.
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The Problem
Differently abled persons seldom find productive jobs, as not many companies are willing to hire them. Therefore, it is imperative that they be suitably trained and groomed to take advantage of employment opportunities. Keeping this in mind, Axis Bank Foundation, the CSR wing of Axis Bank, launched the Parivartan project.

The Initiative
The aim of this project is to sensitise employers to hire persons with disability (PwDs), by highlighting not only the ethical and moral grounds, but also how it is a sound business practice. Axis Bank had identified Hyderabad, Warangal, Chittoor, Rajamundry, Vizag, Vizianagaram, Chennai, Mumbai, Nagpur, Ahmedabad, Jaipur, Ranchi, Puducherry, Kolkata, Coimbatore, Pune, Ahmednagar, and Bhubaneswar, as the target of this intervention.

The project was conceptualised with an objective to impart vocational training to 8,000 PwDs across 18 training centers located in Andhra Pradesh, Telangana, Maharashtra, Gujarat, Rajasthan, Odisha, Tamil Nadu, Uttar Pradesh and Jharkhand. The objective was to enable persons with speech, hearing and locomotor disabilities to find better livelihood opportunities, along with providing job placement to at least 60% of trained PwDs. The trainees, upon completion of the training, were certified by Retailers Association’s Skill Council of India (RASCI).

The employer feedback in the retail sector indicated that the trainees with speech and hearing impairment had received appreciation at their place of employment. Certain students had also received employee of the month awards, recognising their customer service and sales/marketing skills which in turn enhanced their self-confidence as well as self-esteem.

The Impact
Over 8000 participants have graduated the training program across 19 cities and are earning an average annual income of approx. Rs. 95,000. Majority of them are placed in the retail sector (41.5%), hospitality (22%) and ITES (19.5%). All the alumni are financially independent and augmenting their family incomes with their earnings.

The Company
Axis Bank Ltd. is the third-largest private-sector bank in India. The bank offers personal banking, corporate banking and internet banking services including accounts, deposits, credit cards, home loans, and personal loans.
The Problem
The visually impaired girl students of Brajkishore Netraheen Balika Vidyalaya were in dire need of funds for their skills training and for the infrastructure requirements of their institution. Central Mine Planning and Design Institute Ltd. (CMPDI) came to their aid under its ‘Care of visually impaired girls’ initiative in Ranchi.

The Initiative
The company supported the education of visually impaired girls of Brajkishore Netraheen Balika Vidyalaya, Ranchi. It also undertook the construction of a hall on the school premises and sponsored the education of differently abled girls.

The financial support provided by the company also enabled girls to develop skills which would help them to be independent and educationally empowered. The CSR activities of the company are being implemented in Ranchi, Lathehar, Dhanbad and Balumath districts.

The Impact
The project activities included construction of infrastructure such as study halls within the school and fully sponsored education of 40 girl students. The skills training includes imparting computer training to girls and enabling them to find employment opportunities in the IT sector. These girls are now earning some money by working in call centres.

The Company
CMPDI (Central Mine Planning & Design Institute Limited) is a subsidiary of Coal India. It is a consultancy organisation and provides services to Coal India, its subsidiaries and non-Coal India clients in sectors like exploration, mining and coal.
Hindustan Petroleum Corporation Limited

The Problem
There is a distinct lack of educational and therapy facilities for children with special needs. This leads to their marginalisation and exclusion from gainful avenues of employment and education. To address this, HPCL created Project ADAPT as part of its CSR function.

The Initiative
Project ADAPT tries to mainstream differently-abled people and provide them equal access to opportunities that enable them to be educated, employed, and live a settled life. HPCL has identified Maharashtra to implement ADAPT. The project addresses educational and therapy needs of special children and also provides vocational training skills to the youth.

The company has been able to provide platforms for children with special needs which has played a key role in creating awareness in the society about them. This project has also been able to instill confidence and self-esteem among its beneficiaries.

The territories covered were Dharavi, Colaba, Chembur and Bandra in Mumbai, Maharashtra. The project has been replicated at Chennai and Bangalore as well. The company is working on developing a demonstration model of a state-of-the-art regular school which promotes inclusive education. Although resource intensive, the school and centre for advanced learning and inclusive employment is a well thought out concept.

The Impact
Most of the beneficiaries in Mumbai have graduated from the mainstream schools and moved onto college education. 315 children with disabilities are enrolled in these 4 centres and are receiving services. 25 beneficiaries (6 girls and 19 boys) from the Community Centre who have been admitted into neighbouring schools are being provided resource support.

The Company
HPCL is a Schedule-A ‘Navratna’ status CPSE and a Platts Top 250 Global Energy Company formed on July 15, 1974. HPCL owns and operates 2 major refineries producing a wide variety of petroleum fuels and specialties, one in Mumbai of 7.5 Million Metric Tonnes Per Annum (MMTPA) capacity and the other in Visakhapatnam, with a capacity of 8.3 MMTPA. HPCL also owns and operates the largest Lube Refinery in the country producing Lube Base Oils of International standards, with a capacity of 428 TMT.
The Problem
Differently abled persons in the district of Shivpuri were unable to find employment because of a lack of employable skills. To remedy this issue, IRCON worked to train selected participants to enhance their employability skills.

The Initiative
IRCON identified Madhya Pradesh to implement its CSR initiative 'Imparting skill development training to 120 PWDs' in Guna and Shivpuri districts. Skill development training was conducted for welding, carpentry, plumbing and painting for 120 PWDs identified by National Handicapped Finance and Development Corporation.

The Impact
Trained persons are working in their respective skill area which they acquired. There is a good scope for sustainability, scalability and replicability of the project.
The Problem
There is strong need to train persons with disabilities (PwDs) to enhance their employability and workforce integration, and to enable inclusion. For differently abled people, access to prosthetic limbs can be very expensive too, leading to lack of participation in the labour work force. Lack of appropriate skills for the workplace also hampers this participation. To counter this, Minda launched the 'Saksham empowerment of persons with disability' initiative.

The Initiative
The company has created the 'Empowered Centre for Divyangs' which is dedicated to provide prosthetic and orthotic devices to 250 Divyangs annually. It also helps in facilitating the employment of 150 Divyangs annually and facilitation of disability certificate for 250 eligible individuals. The company holds artificial-limb fitment camps in different parts of country for which the beneficiaries/stakeholders are identified through the government. Minda CSR offers Artificial Limb Fitment (ALF) free of cost and life-long registration with partner organisations for consultation and equipment at no charge.

Under the umbrella of the 'Saksham' initiative, various interventions are undertaken such as providing accessible and assistive technologies, imparting skills through on-job training, creating inclusive workplace and ergonomics, and imparting life skills to the persons with disability. The dedicated facilities created by Minda such as Braille books, audio visual clips, and trained professionals, are very helpful to train different types of PwDs. The project has developed simple training tools and manuals which can be used to design the training programmes and are replicable.

The project further imparts skills to eligible beneficiaries under different trades and ensures employment of PwDs within Minda factories or with other organisations.

The Impact
Over 7000 beneficiaries, including 274 war veterans have been served through the initiative. It has currently employed 210 PwDs within its own teams.

1170 beneficiaries from SC/ST/OBC community have also been served by the initiative. The artificial limb fitment has benefitted PwDs from remote areas and the marginalised sections of the community.

The Company
Minda Corporation has a major presence in Global Automotive Industry and manufactures automotive components for the OEMs under different categories- Safety, Security and Restraint System; Driver information, telematics and Plastic interiors. The group caters to the needs of all major passenger vehicles, commercial vehicles, scooters and motorcycles.