An Initiative of Ministry of Corporate Affairs to recognise the excellence in CSR in India
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.
Government of India
Ministry of Corporate Affairs
Nation Building Starts With Education

Providing quality education is the foundation of improving lives and for growth of the country. The quality of education provided to children and specially to the girl child in India is a huge concern for the government and numerous efforts are required on an ongoing basis. Efforts have been constantly made to convince families and communities to understand the importance of education for girls but a distinctive approach is being needed to achieve the goals.

Now quite a few companies have started, through their Corporate social responsibility commitments, to contribute to this important aspect of nation building. The biggest pie of the CSR spending in India goes to education sector. The companies are implementing CSR programmes in the remote and most backward regions of the country with the objective of not only to enrol every child in the school but to reduce the drop-out rate and provide them quality education and infrastructure too.

More than 14 such initiatives spread over this booklet, had been shortlisted for the National CSR awards 2019. These initiatives span from reaching out with the tools and resources to ultra-inaccessible regions, bringing girls to the schools in the most challenging environment, reducing drop-out rate to the capacity building of the resource persons and teachers and developing curriculum to link education directly with employability.
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Carclo Technical Plastics Pvt Limited

carclo

The Problem
The local schools for special children and regular students were at risk of shutdown due to lack of funds to maintain the schools in rural parts of Bengaluru. Carclo Plastics invested in the rebuild and revamp of these schools.

Initiative
Two villages in Majarahosahalli Panchayat, Bengaluru, Karnataka were identified for the implementation of this project. As per the need assessment, the government schools in the area were closing down due to poor infrastructure. After a months-long exercise of assessing conditions of 10 government schools, the CSR team selected two villages based on geographical location, community profile and urgency of infrastructure needs.

The projects involved planning, designing, construction and funding of two multi-utility buildings and bio-toilets in government schools, and building dormitory rooms in rehabilitation centres for mentally handicapped persons.

The Impact
The infrastructural support provided by the company through construction of school buildings and bio-toilets has helped the schools retain students and provide them with better sanitation facilities.

The Company
Carclo Technical Plastic is a subsidiary of CARCLO-PLC, UK. The core business of the company is manufacturing and assembly of technical injection-moulded parts to form products like ATM, Scott Helmets, etc. The products also cater to oil industries as well as aerospace projects.
The Problem
Last mile access to schools and educational facilities was a hindrance for the local communities and government departments in the backward districts of Maharashtra. Edelweiss created the ‘Collaborators for Transforming Education’ project, to help the people facing these difficulties in the region.

Initiative
The project focuses on going beyond literacy and enrolment. Edelweiss strives to transform last mile delivery of education in the backward districts of Maharashtra. The Collaborators for Transforming Education initiative (erstwhile EdelGive Coalition for transforming Education (ECE)) is an endeavour to mobilise a consortium of key donors and implementing NGOs who will work with Government education machinery and local community, to transform last mile delivery of education in backward districts of Gadchiroli, Parbhani, Nandurbar and Amravati. The geography selected for intervention is very challenging, characterised by remotely located schools that are difficult to reach, hilly terrain, no access roads, and areas that are cut-off from the mainland during monsoons. The intervention focusses on three specific objectives:

1. Enhancement in learning outcomes of children resulting in transformation of schools to Pragat Schools
2. Support to the education system by conducting capacity building of educational functionaries at multiple levels
3. Improved community engagement.

The programme is essentially a Public Private Partnership with the Department of School Education and Sports (DSES) and supports the Government of Maharashtra PSM initiative, which aims to create a supportive environment for early childhood education and provide appropriate direction to the aspects of child learning and teacher-facilitation.

The Impact
Some of the tangible impacts of this initiative are visible at 272 schools covering 25000 students and 990 teachers over 4 districts of Maharashtra. The average scores of 3rd and 5th standard students, in language and mathematics, are above national and state averages (NAS data, 2018) for 2 districts of Parbhani and Nandurbar. Also, 96% teachers plan and follow their activities and 80% schools have active libraries.

The Company
Edelweiss is a global Financial Services and Investment Banking company. It’s CSR wing EdelGive Foundation was set up in 2008, to contribute to building sustainable institutions and organizations that promote societal growth and innovation.
The Problem
The project addresses the larger issue of cultural indifference towards educating the girl child at the community level, most among rural communities and urban slums in Andhra Pradesh and Maharashtra. The social barriers of education for girls are being removed through constant engagement at family and village level and a support network for girl child is created, which enables her to start and continue her education.

Initiative
Informal platforms like Nanhi Kali clubs and Bal-Panchayats have been created to monitor the girl students’ attendance, hygiene and behaviour of their peers towards them, and to build leadership skills. The initiatives also work to enhance confidence levels and promote health and hygiene awareness, and this has been working successfully. The project is being implemented by a highly dedicated and experienced team of professionals (educationists, resource persons and fieldworkers).

This project is a sustainable, replicable and scalable model which has been in operation since 2005/06 and calls for increased reach and spread. Since then HPCL has provided support to more than 81000 girls, in primary and secondary classes, in most backward and tribal areas. The teaching pedagogy and learning aids are in tune with the changing times and is in consultation with the government schools.

The Impact
During the years 2016-17 and 2017-18, HPCL has supported 12000 Nanhi Kalis and 13000 Nanhi Kalis in tribal and backward communities of Andhra Pradesh and Maharashtra. The initiative has been very successful in bringing positive changes in the lives of most vulnerable and marginalised sections of society such as children with special needs and girls from tribal areas. The project has resulted in reduction of other social evils like female infanticide, child marriage, and dowry in the project locations.

The Company
HPCL is a Navaratna, Forbes 2000 and Global Fortune 500 company which owns and operates 2 major refineries producing a wide variety of petroleum fuels & specialities. HPCL also owns and operates the largest Lube Refinery in the country producing Lube Base Oils of international standards. It holds equities in Mangalore Refinery and Petrochemicals Ltd and Bathinda refinery of Mittal Energy Investments Pvt. Ltd.
Honda Motorcycle & Scooter India Pvt. Limited

The Problem
The company is mindful of the fact that India has one of the highest fatalities from road accidents in the world, with victims primarily in the age group of 18-35 years. This also impacts the economy and drains the human capital of the nation. Its road safety programme educates all age groups with special focus on road safety of women riders.

Initiative
The road safety programme was initiated to save lives through Highway Assistance Booths and effective policing, building a future of safe and responsible riders through traffic parks, mass awareness on road safety and outreach campaigns. Honda has identified Sonipat, Panipat, Karnal, and Kurukshetra in Haryana to implement the 'Saarthi' project, a support to Police Assistance Booth.

This includes setting up of 20 Traffic Assistance Booths across two National Highways, and support to the police for ensuring traffic monitoring has provision of 100 units of Honda motorcycles fully equipped with public announcement systems, sirens, flash lights, safety helmets, first aid boxes and reflective jackets. This ensures safe commute to over 10 lakh people by providing access to superior technology and creating an enabling environment.

Police manning these booths and officials from 'Zero Vision Haryana' reflected the immense utility and impact of the initiative in mitigating traffic accidents and fatalities as also undertaking assessments of traffic accidents at crash sites with a view to making such sites accident-free and safe. These officials were trained to handle panic and emergency situations caused during accidents.

Honda also launched a month long 'Road- Safety Awareness Program’ in association with the Department of Science and Technology, Rajasthan.

The Impact
So far, the initiative has saved over 40 human lives through Highway Assistance Booth on NH1. 'I am a Safe Rider' was a pledge taken by approximately 100,000 people in 250 cities. The marathon activity spanned for 73 days and covered 10,000 km spreading road safety awareness to 8,000+ children. Approximately 800,000 people have benefitted from the initiative.

The Company
Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI) is the 100% subsidiary of Honda Motor Company, Japan. Honda started its Indian 2-wheeler operations in May 2001. In the 18 years since, Honda has grown to become India’s 2nd largest two-wheeler company with over 60 million customers.
Tata Technologies Limited

The Problem
Engineering students were finding it difficult to get jobs due to lack of relevant skillsets. TATA technologies addressed this issue through its ‘Ready Engineer’ certification process to help these students acquire the relevant skills and subsequently get the right jobs.

Initiative
The main aim of the project is to improve industry readiness of young engineers, which has been highlighted as a major concern in the National Employability Report. Tata Technologies has created a scalable and replicable model for reducing the industry-education gap and increasing the employability of engineers in Tier 2 and Tier 3 cities of India. They use a short-term upskilling certification process where TATA Technologies trains participants using in-house developed content and certifies them after an end exam. The certification is called the Ready Engineer programme.

Tata Technologies has chosen their focus area based on their in-house expertise because they know the training they would want their new hires to have. This has greatly helped them in their need-gap assessment which they have conducted in a very structured manner by interviewing probable beneficiaries. Though not specifically related to Skill India Programme, it is definitely helping achieve the goals of the programme.

The Impact
Groomed under project ‘Ready Engineer’ 148 students have got jobs with 39 top recruiters. It is due to the enhancement in exposure that these students can now meet the industry requirements.

The Company
A subsidiary of Tata Motors, Tata Technologies Limited provides services in engineering and design, product lifecycle management, manufacturing, product development, and IT service management to automotive and aerospace original equipment manufacturers and their suppliers. The company is active in North America, Europe, the Middle East and the Asia Pacific region.
The Problem
The local community in Dahej, Bharuch (Gujarat) lacked proper infrastructure for their local schools. To counter this, Technip launched the ‘Seed of Hope’ initiative to accelerate inclusive growth of the local community.

Initiative
Technip India Ltd. has identified Maharashtra, Gujarat, Telangana, and Delhi to implement the ‘Seed of Hope’ initiative. The overall goal of the programme is to accelerate inclusive growth of the local community in alignment with key pillars of sustainability - enhancing the quality of education, improving access to healthcare, promoting skill development, advancing gender diversity and ensuring environmental sustainability.

Besides providing facilities for 12 smart classes and constructing libraries and Anganwadi, it is providing access to better healthcare and hygiene by constructing toilets, and ensuring environmental sustainability through construction of bio-gas plants at Dahej, in Bharuch (Gujarat).

The Impact
The project has been instrumental in enhancing the quality of education through smart classes and providing educational infrastructure such as libraries. It is also improving access to healthcare by reaching out to the villages through a Mobile Medical Van. Skill development initiatives are helping local youths learn new trades such as tailoring, welding and fitting.

The Company
Technip is a global leader in subsea, onshore, offshore and surface technologies in 48 countries. Its expertise includes refining, petrochemicals, LNG, fertilizers, Oil & Gas, process platform and subsea engineering. The company offers to undertake full EPC projects from Concept to Commissioning.
The Problem
Lack of schools and schooling material such as shoes and books impact the enrolment rate of girl students and their ability to complete their schooling. Project Nanhi Kali of Mahindra & Mahindra, enables girl children to overcome their limited circumstances and grow up to be educated, confident and self-reliant young women.

Initiative
Project Nanhi Kali creates a safe ecosystem for underprivileged girls so that girls can remain in school and have improved learning outcomes. The project strives to enable underprivileged girls of rural community, to complete 10 years of schooling. The 360-degree educational support includes daily after-school academic support, a school supplies kit, and continuous community engagement.

Regular contact between the girls and tutors ensures that any challenges faced by the girls in regularly attending school can be proactively addressed. The project engages with school teachers, community leaders, parents, panchayats and village elders to sensitize them on the importance of girl’s education. The project is currently working in 17 cities and more than 3786 villages.

It is a unique project which works with the existing government school structure and has high level of stakeholder engagement. The project has substantial impact and high scalability and replicability.

The Mahindra Pride school and classrooms project has high relevance and has shown significant qualitative and quantitative outcomes. The Pride classrooms are scalable and replicable too. There are six Mahindra Pride schools in six cities and 359 Mahindra Pride classrooms in 14 states.

The Impact
The project has supported 3,50,000 underprivileged girls to complete 10 years of schooling, since inception. Over 15,000 girls have completed Grade 10 and have gone on to pursue higher education and careers. It supports Academic Support Centers through a cadre of over 4,923 trained tutors, 98% of whom are women.

The Company
Mahindra and Mahindra Limited is a leader in utility vehicles and is also the world’s largest tractor company, by volume. M&M also enjoys a strong presence in electric vehicles, commercial vehicles, power back-up solutions, construction equipment and two wheelers.
Mitsubishi Electric Automotive India Pvt. Limited

The Problem
In the most backward regions of Haryana, girls in the Muslim community had very limited access to education, and enhancing it was a challenging task. Mitsubishi Electric, through its CSR initiative—'School Improvement and Child Education program', attempted to work in this area with success.

Initiative
The project is implemented in Ghasera village of Mewat region in Haryana, which is a Muslim dominated area. The beneficiaries are the school children from class 6 to 8.

Community development through education is a fundamental social initiative, which is an important step towards Government initiative of education. The government schools are especially relevant for this intervention as they cater to the children from the weaker sections of the society who can only afford to attend these schools.

The Impact
The project strives to adopt the Government school and improve the infrastructure of school, the sanitation, the kitchen and drinking water facilities. The company is also running a school for drop outs in order to mainstream them.

The Company
Mitsubishi Electric Automotive India Pvt. Limited (MEAI) is a subsidiary of Mitsubishi Electric Corporation, a Japanese multinational company headquartered in Tokyo, Japan. MEAI is engaged in the manufacturing of Automotive Electronic products that include Electronic Control Units, Electric Power Steering Motors, EPS-ECU, GMR Sensors, MCU, Starter, Alternators and many more such products.
The Problem
The local girl schools of Angul district in Odisha did not have sufficient access to scholarships for its students to pursue education, nor did it have sanitation infrastructure for their students. NALCO invested in these areas through its CSR initiative Indradhanush.

Initiative
NALCO identified Koraput, Angul, and Puri for the implementation of the Indradhanush initiative. Students here mostly reside in the residential schools in Bikash Vidyalaya, Adarsha Vidyalaya and KISS, where they spend most of their time, and get a chance to gain knowledge and attend the tutorial classes.

For environmental sustainability - ‘Say No to plastic’ campaign has been started among all beneficiaries. Awareness campaign such as ‘Save Water,’ ‘Hand wash’ and ‘Swachh Bharat’ among all beneficiaries are being continued by the company. Nearby 479 toilets have been constructed in 227 schools. After the interim impact study, water supply was ensured for making all the toilets functional round the year.

The Impact
The project in its various dimensions has impacted the region positively through betterment of life of beneficiaries and better awareness levels towards healthcare and environment. Till date, 540 students have received scholarships and 479 toilets have been constructed in 227 schools.

The Company
National Aluminium Company Limited (NALCO), the Navratna CPSE, is one of the largest integrated Alumina-Aluminium Complex in Asia. The Company has its Bauxite mining, Alumina refinery, Smelter plant, Captive plant and port facilities.
The Problem
There was a lack of educational facilities for youth and elderly alike in a few districts of Assam. OIL India undertook Project Dikhya to help alleviate the lack of education infrastructure near its production sites.

Initiative
Oil India Limited has identified Tinsukia, Dibrugarh, and Sivasagar in Assam to implement its CSR initiative - Dikhya. The project has a clearly defined strategy of introducing holistic and integrated education, and shows a positive impact in terms of computer and value-added education.

The Dikhya buses, specially designed like a classroom and loaded with laptops, whiteboards, fans, and a library, travel from school to school, and has impacted a total of 26,500 students. 300 K-Yan and K-Class (all in one educational devices) with a high-end computer, advanced projection system loaded with subject-specific modules in 3 languages, in-built interactivity with image processing technology, DVD player and inbuilt audio system, were provided to schools of Upper Assam impacting around 4,64,668 students.

A total of 754 primary school teachers were trained. Two levels of life skill programmes are delivered, Level I is based on sports and Level II is for life anchors. Both these levels are based on 16-session modules focussing on the girl students.

The Impact
Started in 2013-14 as a project primarily aimed at promoting computer education and adult education, today the project had diversified into various other aspects of education, be it in schools for students or teachers or be it for elderly. 24 schools with value-added programmes and 30 schools with supplementary teaching programmes provided financial literacy to 5700 adults. Over the years the project has factored in the concepts of sustainability, scalability, and replicability.

The Company
Oil India Limited (OIL) is a Navratna Company under the Ministry of Petroleum and Natural Gas, Government of India, engaged in the business of exploration, production, and transportation of crude oil and natural gas and production of LPG. OIL has carved a niche as a leading Indian national oil and gas company in the upstream sector with a share of 9.5% and 8.9% percent of the country's crude oil and natural gas production respectively.
The Problem
In the areas surrounding Satara in Maharashtra, educational infrastructure was inadequate for the needs of the local community. Therefore, Paranjape Autocast undertook CSR investment to enhance the infrastructure and capacities of the local schools. The early childhood education project is strengthening the Anganwadi centres and showing positive learning outcomes which were perceived as significant by the parents of the children and other stakeholders.

Initiative
PACPRIL’s CSR focusses on creating opportunities for quality education, and reaches out to local communities in Shirwal and Satara, around its factory locations. Its Early Childhood Education (ECE) and needs of children with learning disabilities was developed holistically with a contextualised curriculum, recurrent training, monitoring, and use of audio visuals in the training.

The project engages with various stakeholders such as community, gram panchayat, and Anganwadi functionaries. The outcomes of the project are in terms of improvement in knowledge, skills and practices of Anganwadi functionaries, enhancement of readiness of children for Grade 1, and a few other parameters.

The Special Education Project has various innovative aspects such as preparing an individual education plan for each student, regular monitoring of progress made and also of behavioural aspects of students. The Early Childhood Education (ECE) project shows relevance and results in outcomes which are perceived as significant by the beneficiaries and other key stakeholders.

The Impact
The early childhood education project has 918 beneficiaries of which 499 are girl children and 57 with learning disability. The project on special education has resulted in outcomes which are perceived as significant by the parents of the children with special needs.

The Company
Paranjape Autocast Pvt. Ltd. is in the business of manufacturing vehicle components and is based out of Satara, Maharashtra.
Problem
The region of Mewat is amongst the most backward and least developed districts of Haryana as well as India in terms of education for girls. To provide a remedy for this issue, SRF launched the 'Mewat Rural Education Programme'.

Initiative
The programme strives for education transformation by imparting quality education for all, with a holistic and value-based approach. The project focussed on pre-primary, primary and middle school to address the issues related to inadequate infrastructure and learning environment.

As the students, teachers, school administration, and local panchayat are involved in implementing and monitoring this initiative, the project has all the elements to remain sustainable with a tremendous scope for scalability. The company is collaborating with local partners to expand its scope in order to cater the educational needs of targeted communities.

The Impact
The programme has been successful in achieving its goal, eliminating most of the hurdles, and has helped establish rapport with communities in 19 villages of Nuh district in Haryana. The initiative serves almost 13000 students in this district.

The Company
The main business of SRF Limited is textile, chemical, engineering plastic and packaging films. It has a strong presence in India, Thailand and South Africa and caters to customers spread over 75 countries.
The Problem
Lack of quality midday meals in the districts of Chhattisgarh, Odisha and Jharkhand left students without appropriate nutrition to attend their schools. SAIL’s initiative provides nutritious food to students in government schools which helps reduce the drop out rate.

Initiative
Steel Authority of India Ltd. has identified Chhattisgarh, Odisha and Jharkhand to implement its CSR initiative – ‘Promotion of Education: Providing Midday Meal.’ Students from poor family backgrounds in government schools have been receiving nutritious meals due to collaborative approach of both SAIL and Akshaya Patra Foundation under the present venture.

The food is prepared in a hygienic way and the quality has been rated as good by the students. Students in Durg, Bhilai, Rourkela, Bokaro and West Singhbhum areas are the beneficiaries of the programme.

The company contributes across 8 different CSR activities within the geographic spread of Chhattisgarh, Odisha and Jharkhand. The programme is being scaled up.

The Impact
Through this initiative, students across Chhattisgarh, Odisha and Jharkhand receive freshly made hot food to enable them to attend school and study without forgoing food. The initiative covers over 10000 students across the region.

The Company
Steel Authority of India Limited (SAIL) manufactures and sells a broad range of steel products. It is a public sector undertaking, with an annual production of 14.38 million metric tonnes. SAIL is the largest steel producer in India and one of the largest steel producers in the world.
The Problem
Providing quality education and bringing all children to school was an arduous task in few backward districts of Odisha. The ‘The Thousand Schools Programme’ addresses this to ensure education for all, and reducing school dropouts, successfully.

Initiative
Tata Steel Limited identified Keonjhar, Jajpur, Ganjam and Sundergarh districts in Odisha to implement its CSR initiative ‘The Thousand Schools Programme’. Providing quality education and bringing all children to school is an arduous task in the backward districts.

The programme addresses those people who have never gone to school. The residential bridge course imparted by the organization prepares the child to grasp the subjects taught in schools. The material for teaching and learning is more practical oriented, which maintains the interest of students. It empowers the school committee and provides additional teaching –learning materials to schools to get children to schools.

The Impact
The holistic approach, with involvement of all key stakeholders on continuous basis, is yielding results. School dropouts and students who have never attended school, are now enrolled in Government schools. Replicability and scalability has shown some success.

The Company
Tata Steel (established 1907) is among the top global steel companies with an annual crude steel capacity of 27.5 Million Tones/annum with an end-to-end value chain from mining to finished steel goods. The company offers products and services in 150 countries with operations in 26 countries and commercial presence in over 50 countries.
CSR 2019
CORPORATE SOCIAL RESPONSIBILITY

NATIONAL CSR AWARDS
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