CSR2019
CORPORATE
RESPONSIBILITY
SOCIAL
TRUSTEESHIP
RESPONSIBILITY
2019
NATIONAL CSR
AWARDS
Government of India
Ministry of Corporate Affairs
ENVIRONMENT
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.
Environmental Sustainability Is The Way Forward

The concentration of greenhouse gases in the atmosphere has been increasing at a very alarming rate. Environmental concerns are significant and sustainable development is the way to fulfil needs of the present generation but not at the cost of the future generations’ needs.

Environmental sustainability is the need of the hour but it is also time to move ahead of just planting trees and take care of water and energy related issues. These initiatives include providing access to clean water and energy which has several cascading effects on the social and economic development front, ranging from opportunities for better education, health, and income to increased safety for women and reduce risk of deaths by reducing indoor pollution.

This is evident from the environment related CSR initiatives in India. Some of them have been shortlisted for the National CSR Awards 2019 and are featured here, which shows their commitment towards creating sustainable long-term impact. These CSR initiative include the use of renewable energy, ranging from solar street lamps and lanterns to biomass cook stoves and various rooftop solar projects. The other emerging focus area tackles water-related issues with several projects on watershed development and rainwater harvesting.
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The Problem
Declining tree cover is a major issue for the environment and communities of Faridabad and Rewari districts, where people work and live in environmentally degraded areas. To address this issue, Hero Honda launched ‘Happy Earth: Programme on Clean and Green India.’ This is their CSR initiative on environment and sustainable development including solar energy.

The Initiative
The push towards a greener world is through large-scale tree plantation and environmental awareness drives with a focus on young school children, public orchards providing free access to fruits to communities, installation of solar-powered streetlights and LED lights for rural households, and sanitary facilities across schools around their areas of operation. Through this project there has been a significant increase in green cover. They have planted over seven lakh trees with greater focus on survival of these trees. The programme also created an army of 10,000 green corps in 100 schools.

The programmes have led to the restoration of lost green cover in the project areas and aims at encouraging alternatives and eco-friendly energy resources. The success of the initiative is indicated by the various markers – 6,265 solar lights installed in more than 120 villages, resulting in operational savings of 1.03 crore (estimated) electricity units annually, and construction of 903 hygienic toilets in more than 105 government schools through the Swachh Bharat Abhiyan project.

The Impact
The programmes run by the company have led to restoration of lost green cover in the areas where their projects are running. These programmes will eventually help in positively addressing the issue of air pollution in the long run.

The Company
Hero MotoCorp Ltd. (formerly Hero Honda Motors Ltd.) is the world’s largest manufacturer of two-wheelers, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also the ‘World No.1’ two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.
The Problem
The villagers of Bartoli in Ranchi district had to walk long distances, through dense forests, to acquire water for drinking. MECON worked towards developing sustainable infrastructure with a vision to ease this burden.

The Initiative
MECON seeks to help people living in these challenging areas. The ‘Solar Photovoltaic-Based Drinking Water System’ that has been developed in Bartoli helps reduce the consumption of conventional energy, and hence ensures environmental sustainability. In addition to providing access to safe drinking water, this system also provides solar energy for other needs of the villagers. The sustainability of this project addresses crucial issues of rural development.

The Impact
As far as access to drinking water is concerned, this goal has been achieved for the village of Bartoli. Use of solar energy also saves electricity and fuel costs. Thus far, the project has benefitted 320 residents in 40-50 homes, with improved health outcomes.

The Company
MECON Limited, formerly known as Metallurgical & Engineering Consultants (India) Limited, is a public sector company which provides consulting services to public and private agencies on design and engineering in Metal, Mining, Energy and Infrastructure sectors.
The Problem
Access to affordable and clean energy to meet the needs of the domestic sectors, is the basic building block of socio-economic development. Many village communities still lack access to reliable illumination at night or access to electricity. To help change this situation, Power Finance Corporation (PFC) has installed solar powered illumination in villages of Purnia, Bihar, amongst others.

Initiative
PFC launched a massive programme providing Integrated Domestic Energy Systems (IDES) to 25000 households of Bihar, which gave people access to home lighting, cooking and basic charging infrastructure at the household level. It is also providing entrepreneurship and livelihood opportunities to the beneficiaries through business linkages and provision of better after-sales services for the systems disseminated.

PFC also undertook the provision of LED-based Solar Home Lighting Systems (SHS) in 8589 households in ten districts of Arunachal Pradesh and more than 10000 solar streetlights have been installed in various parts of the country. It is also working to bring improved cooking solutions to village homes through improved stove technology. PFC has collaborated with TERI (The Energy and Resources Institute) for these CSR initiatives.

The Impact
The project has resulted in better illumination of areas due to which the overall quality of life in villages has improved. The beneficiaries are satisfied with the facility provided since the power situation was very erratic in their villages earlier. It has also helped improve the standard of education in the region because with the help of the solar street lights, children are able to take tuitions and study in the late evenings after getting back home from schools.

The Company
PFC is a financial institution providing affordable and competitive products and services with efficient and internationally integrated sourcing and servicing. It is partnering the reforms in the Indian Power Sector and enhancing value to its stakeholders by promoting efficient investments in the power and allied sectors in India and abroad.
Schneider Electric IT Business India Private Limited

The Problem
In the Kargil area of Ladakh, access to electricity was very difficult. To address this issue of accessibility in difficult areas, Schneider Electric invested in the energy infrastructure of the local community.

The Initiative
The programme aims to reach off-grid remote villages where access to electricity is either not available or not reliable. The project provides clean energy solutions by giving people access to electricity through solar energy, which is a contribution to the National Priority Areas.

It has introduced streetlights for community electrification as part of its social improvement policy. Under the company’s sustainability policy, they ensure that every stakeholder of the project contributes towards it and hence feels a sense of ownership. A Village Level Committee collects minimal contributions from beneficiaries through Village Level Entrepreneurs (VLE) and deposits it in a joint bank account. This money is used to pay for the services of the VLEs and procurement of small items required for replacement.

Now night-time markets are being organized weekly giving rise to business and services. The company has replicated these projects in 12 states in the country with improved technology.

The Impact
The solar energy solutions have made it possible for the people living in rural areas to extend time of work and earn more money, children are able to study after dark, officers are able to work efficiently and help people in rural areas for their day-to-day requirements such as health, banking, registrations, etc. Solar powered streetlights have improved safety in these rural areas. People are now able to commute safely within the village after dark.

The Company
Schneider Electric, with operations in more than 130 countries, offers innovative products and integrated solutions across multiple market segments. Its businesses in India cover: Low and Medium Voltage Power Distribution, Industrial Automation and Solar Business on Grid and off Grid solutions and Luminous Inverters & Batteries.
The Problem
In the predominantly rural areas of Alwar district in Rajasthan, there was a lack of access to energy due to deficient infrastructure. WAPCOS invested in the electricity and energy infrastructure to enhance access to energy for the local communities of the region.

The Initiative
The WAPCOS project is in line with two National Priority Areas – promoting vocational skills and livelihood, and ensuring environmental sustainability. WAPCOS has identified 8 States - Bihar, Haryana, Jharkhand, Maharashtra, Delhi, Rajasthan, Uttar Pradesh, and Uttarakhand to implement its CSR initiative – ‘Non-conventional energy resources to develop Infrastructure facilities for providing electricity through Solar Lighting Systems’.

The project was implemented in five villages of Alwar. Local communities now have reliable access to electricity which has eased their life and helping them explore more avenues of livelihood and education.

The Impact
The project has benefitted over 7000 villagers in the region. In addition to getting access to electricity, the villagers are now more aware about solar energy – they have received information and education on alternate sources of energy, as well as availability of common facilities such as street lighting. The same project model can be scaled up to benefit other regions in the country that face similar obstacles.

The Company
WAPCOS Limited is a “MINIRATNA-I” PSU under the aegis of the Ministry of Water Resources, River Development and Ganga Rejuvenation, and it has successfully executed and worked on consultancy assignments in more than 45 countries. It has successfully commissioned several challenging projects of national and international importance for the Government of India, as well as Governments of Cambodia, Tanzania, Ghana, Togo, Fiji, Mozambique, Lao PDR including the Afghan-India Friendship Dam. WAPCOS has been conferred with several national and international awards in recognition of its performance and contribution to nation building.
The Problem
The micro, small and medium enterprises (MSMEs) in India have been the largest contributors to Indian manufacturing but capacity building and scaling up are the biggest challenges that they are faced with. 'Say YES to Sustainable MSMEs in India' is an innovative project, trying to address these concerns of MSMEs.

The Initiative
MSMEs play a critical role in India’s economic growth, and they have the largest employee base in the country. 'Say YES to Sustainable MSMEs' is YES Bank’s CSR initiative which they have implemented in collaboration with the Foundation for MSME Clusters. They aim to help MSMEs strengthen their capacity by promoting best practices in the areas of energy, efficiency, health, safety and security of the workers.

YES Bank has identified 14 states to implement this project. After conducting the pilot, the project is now being implemented in 48 Cities of 17 states.

The Impact
'Say YES to Sustainable MSMEs in India' has created positive impact and the MSME owners, stakeholders, MSMEs associations, and workers have benefitted. The project has been scaled up from two locations to the entire country, and their target is to impact 1 lakh MSMEs in India by 2020.

The Company
YES Bank, India’s fourth largest private sector bank, provides a complete range of products, services and digital offerings, catering to corporate, MSME and retail customers. YES Bank operates its investment banking, merchant banking and brokerage businesses through YES Securities, a wholly owned subsidiary of the bank.