SKILL DEVELOPMENT

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.
Creating a livelihood for the youth through job creation or self-employment is the critical need of the hour. With the growth in every sector, the need for skilled manpower to accelerate the development process is emerging at an unprecedented pace.

Corporate organizations have a crucial role to play in accomplishing the national agenda for skilling. Corporate Social Responsibility (CSR) is one of the ways to actively contribute in transforming India through job-ready workforce for domestic and international industry.

It is encouraging to see that in recent years, many of the corporates have started their CSR programmes focused on skill development with better employability potentials. Few of such CSR initiatives shortlisted for the National CSR Awards 2019 show the range of intervention which include Vocational Training Programs, alternate livelihood, digital learning tools, skilling of Divyangs, creating infrastructure and enhancing employability potential of educated youth.
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The Problem
The rural women of drought prone Satara district needed alternative livelihood options. Accenture invested in a digital literacy programme to cater to their need.

The Initiative
Accenture identified Mashwad in Satara district (Maharashtra) to implement its CSR initiative - enhancing livelihood for women. It is a livelihood generation project through digital literacy in Satara. It has helped women in particular, not only by helping them earn an income, but has helped in building their self-confidence and provided them with a decision-making power within the family.

The women are trained on livelihood generation which helps them to start their own business and credit is provided through the banks. The skills that the women have learnt can also be transmitted to their peers.

The Impact
The project has empowered a large number of women in developing their business and engaging in various small-scale industry. The beneficiaries are women from the village from a low socio-economic background. 213 Districts have been reached by Accenture through different projects across the country.

The Company
Accenture, provides a broad range of services and solutions in strategy, consulting, digital, technology and operations. Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 459,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.
The Problem
The residents of Gowribidanur town in Karnataka needed an ITI for their local youth. BEL undertook this task and invested in creating training infrastructure.

The Initiative
Bharat Electronics Limited (BEL) has adopted the Government ITI at Gowribidanur in Karnataka, built a whole new building with well-equipped laboratories and, fully furnished and functional classrooms. The company also facilitates soft skills training for the students at the institute, through sessions on communication skills, ethics and values, and presentation skills.

The curriculum at the ITI courses also includes a BEL factory visit to provide industrial exposure. Most of the beneficiaries of the project belong to backward social communities with poor economic backgrounds. The company also provides training facilities for the faculty members of the ITI.

The project is sustainable as it is run by faculty and staff members hired by the Karnataka government. BEL provides additional support in terms of training resources, infrastructural support and curriculum upgradation support. Alignment of ITI offerings with industry demands has enhanced through regular communication with industry stakeholders and running sessions/workshops on needed topics such as engineering drawing.

The same model is being replicated in other 6 ITIs adopted by BEL. The company will soon adopt three more ITIs with the plan to replicate this model and identified Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Maharashtra, Uttar Pradesh, Haryana and Uttarakhand to scale up the initiative.

The Impact
The beneficiaries are students living in and around Gowribidanur town. The ITI batch consisted of 120 students including 15 girls. Most of these students belonged to the SC/ST categories from nearby communities. Post adoption various parameters show the positive impact of the project. These impacts include increased academic performance, increased skill test performance, increased number of job placement offers, decrease in dropout rates, and positive enhancement of students’ career aspirations.

The Company
Bharat Electronics Limited is operating in Strategic Electronics market segment which consists of Radars & Weapon Systems, Network Centric Systems, Communication, Anti-Submarine Warfare, Electronic Warfare Systems, Electro-Optics, Tank Electronics & Gun upgrades. This contributing about 85 percentage of its total revenue. BEL also exports defence products to nations like Sri Lanka, Myanmar, Vietnam, Maldives, Seychelles and other countries.
The Problem

The problem of dropouts, and a lack of meaningful engagement for them, is persistent in urban areas like Delhi as well. Technical skill development training is missing in many areas of Delhi, so to counter this, GMR Varlaxmi, the CSR wing of DIAL, invested in creating the relevant infrastructure.

The Initiative

GMR Varlaxmi Foundation started the Industry Led Skill Development Programme for School and College Dropout Youth. The project is industry led which means that for every trade, there is an industry behind the project for technical support and placement. There is classroom teaching and on-the-job training as part of the curriculum and it also includes factory visits for providing industrial exposure.

Its facility has well-equipped laboratories and, fully furnished and functional classrooms and hostel for men. The company also facilitates soft skills training to the students at the institute through sessions on communication skills, ethics and values, presentation skills etc.

The project on skill development and livelihood are being run at 11 places. The biggest centre is at Delhi which provides training in 12 trades to 1000 youngsters who are dropouts from schools/colleges.

The Impact

- The beneficiaries are students living in and around Delhi.
- Batches of all trades consist of 240 students including 50 girls.
- Most of these students belong to the SC/ST and marginalised categories from nearby communities.
The Problem
Underprivileged students find it very difficult to gain access to leadership opportunities. Therefore DLF Ltd. launched the 'Nurturing Talent' programme.

The Initiative
DLF launched the 'Nurturing Talent' programme for the empowerment of underprivileged students for equality of opportunity in leadership roles. This programme is divided into two components - the in-school training programme and beyond school programme.

The first component seeks to engage with students, teachers and parents for intense counselling and use of technology. The children from poor economic backgrounds are given an opportunity to study in the best available schools and the mentor helps them deal with the challenges faced by them and guides them in regular meetings.

DLF identifies potential students through annual scholarship tests. Each student is assigned a mentor to guide him/her and the performance of children is tracked through MIS. It has increased academic performance of children. At the same time DLF collaborated with different Govt. schools to train teachers, develop infrastructure and introduce remedial classes.

Need-based scholarships are provided under the project for imparting soft skills. Integrated School Development is provided in 20 government schools in Delhi besides providing support to Learning Excellence Programme in 20 schools of Gurugram.

Under the Beyond School Programme, professional and degree courses are imparted for meritorious underprivileged scholars. MIS is maintained to track academic, co-curricular and demographic data of every student and parent which helps in understanding the improvement of the programme in the long run.

The Impact
Some of the children availing the scholarships have scored more than 90% in board exams. Few other parameters also show a positive impact like increased academic performance, increased skill test performance, and increased enrolment in higher education.

The Company
DLF is a premier real estate company operating in India for over six decades and has become synonymous with new urban lifestyles for premium homes. DLF's market segment can be divided into residential segment and lease segment.
The Problem
The urban slum communities of Chennai were in urgent need of repairs for their localities and schools, as well as avenues of employment for their young men and women. Equitas Holdings undertook integrated CSR initiatives to help the communities attain a higher quality of life through skill-based training.

The Initiative
The project focusses on providing skill-based training and giving micro credit loans to women from low income communities to increase their income and improve their quality of life. Equitas works towards transforming the life of people at the lowest social strata through multiple layers of intervention.

The project uses local resources for providing skill-based training and also has a user fee that covers the costs of the contract trainers. Since most of the health camps are done in community setups and with various stakeholders, the costs at these camps are not intensive too.

The project has grown in terms of adding service provision components. The growth of the bank has also helped them to penetrate in different cities. Based on the inputs from the community, various job fairs and other initiatives have been undertaken. The company is planning to devise strategies to ensure that the women who have been trained are also linked to a market chain where they can sell their products.

The Impact
Job fairs have benefitted 131674 youth and other initiatives have been undertaken to better the skills of slumdwellers and improve their lives. They also conduct health camps in collaboration with different stakeholders to help them maintain a healthy life, with over 24000 fully or partially sponsored surgeries.

The Company
Equitas Holdings Limited is a listed core investment company. Its wholly owned subsidiaries, namely Equitas Microfinance Ltd., Equitas Finance Ltd. and Equitas Housing Ltd., all three NBFCs, merged when the Reserve Bank of India granted licence in September 2016 to become the Equitas Small Finance Bank Ltd.
The Problem
The weaver community in Barabanki in UP felt stagnated because of a lack of digital literacy which limited their ability to promote their products. To aid them in this process, Ericsson in partnership with Digital Empowerment Foundation started the Baank-e-Loom project.

The Initiative
The Baank-e-Loom project has adopted an integrated digital cluster development (IDCD) model, implemented by its partner Digital Empowerment Foundation (DEF). This model includes decentralised use of digital and ICT tools in critical aspects of cluster development, especially improving and scaling up weaving skills, making new designs, archiving of designs, marketing, grooming entrepreneurial skills, and adapting sustainable approaches.

More than 50 nodes were established in the area to provide internet connectivity to the households, schools, panchayats, PHC and Anganwadi centres.

The Impact
1124 beneficiaries have been empowered by this initiative, and more than 50% are female. More than 100 women have been trained for tailoring and more than 200 students were trained in English speaking, of which more than 50% are female. The model adopted holistic approach that not only improved the livelihoods but also addressed the socio-economic needs of the community. The organisation has replicated this programme in Chanderiyaan, Barpali and Nuapatna handloom clusters which involves inclusive and decentralised use of ICT and other digital tools in handloom cluster development.

The Company
Ericsson is one of the leading providers in information and communication technology (ICT) to service providers with about 40 percent of the world’s mobile traffic carried through their networks. The company enables the full value of connectivity by creating game-changing technology and services that are easy to use, adopt and scale, making the population connected to the world.
The Problem
The Indian construction sector needed upgraded practices and highly skilled workforce. To address the need of trained construction sector specialists in India, Everest invested in the ‘Roof Master Training programme’ (RMTP).

The Initiative
In India, the construction sector has huge number of workers but most of them are unskilled. Since the country is undergoing mass industrialisation and infrastructure development, this has created incremental demand for skilled workforce.

Everest recognised this problem of a dearth of construction workforce. Thus, RMTP is equipping workers with new era technologies which helps them to make the transition from conventional to modern skill practices and increase their income by 45 to 50 percent. It is also helping them to sustain in the market by aligning with market demand and supply.

The initiative is contributing through customising training modules as per the demand of the market, providing on-job training exposure, assisting each trainee with placement, and aligning with core business interests of construction sector industries to create value for every stakeholder.

The project is scalable as every year there has been an increase in training components, number of beneficiaries, number of geographical sites, and budget. The project has high potential for replication as it has in house training resources and a pool of trainers.

The Impact
The company has conducted RMTP in 15 cities and 17 villages across India. The project reached out to 690 people. The outcomes have been enhancement of skill set of the workers and their adoption of safety practices. The impact has been evident in terms of increase in their income.

The Company
Everest is delivering speed, strength and safety in building infrastructure. Having a strong presence in the country for over 84 years, the company has expertise to provide complete building solutions across commercial, industrial and residential sectors in over 30 countries.
GMR Hyderabad International Airport Limited

The Problem
Lack of proper skills training around Hyderabad has left a large number of local youth unemployed. GMR invested in skills training for the local youth as a remedy to this problem.

The Initiative
GMR undertook skills training for employable youths in the areas surrounding the Hyderabad Airport. To achieve better results, they used active industry involvement and selection of courses according to the industry demand. Industry linkage, advanced training facilities, and due certification from NSDC helped in achieving high placement rates. Bringing in industry efficiency is a replicable model in skills training throughout the country. Interventions are aligned or in partnership with the state-run programmes.

The Impact
In total, 4103 young people have been trained across 195 batches in 17 different courses. This has enabled provision of meaningful employment with very high levels of placement (close to 96%).

The Company
GMR Hyderabad International Airport Limited is the First Public Private Partnership Greenfield Airport project in India on a Build, Own, Operate and Transfer model. GHIAL is a joint venture company promoted by GMR Group in partnership with Airports Authority of India and Government of Telangana.
The Problem
Women from low-income backgrounds have been left behind in relevant and employable skills training of their choice. Godrej launched the ‘Salon-i’ or Saloni initiative to train women in beauty and make-up skills.

The Initiative
The ‘Salon-i’ project was launched as a means to interact with young women to tackle social issues of gender, poverty, livelihoods, and health leading to women’s empowerment. The programme aims at building the core domain skill of the women over 3-4 years, weaving life skills, and includes entrepreneurship modules in the curriculum to help them better articulate and negotiate their rights.

The company is scaling this project through their ‘Beautypreneur’ programme, that builds the capacity of alumni (trainees) to become trainers. The programme further incubates women entrepreneurship and enables women to start training other local girls in beauty and wellness services. This effort is helping create opportunities for skilled women in their own region.

‘Beautypreneurs’ are linked to a financial institute and have a credit facility that helps them expand their training enterprise besides their regular salon business. The project is going on in 90 cities of more than 10 states.

The Impact
Positive impact was observed and interaction with the beneficiaries revealed that they are now economically empowered as they can earn their livelihood by either finding a job in a parlour/salon in the vicinity, or they can also start their own venture from home. Some of the limitations include access to credit to start their own parlour which has also been taken care of.

The Company
Godrej Consumer Products is a leading emerging markets company. As part of the over 120-year old Godrej Group, the company is built on a legacy of strong values of trust, integrity and respect for others. In line with 3 by 3 approach to international expansion, Godrej Consumer Products, are building presence in 3 emerging markets - Asia, Africa and Latin America, across 3 categories - home care, personal care and hair care.
The Problem
In addition to skills training, the youth also need help in terms of better employability and placement in various companies. To this effect, Godrej Disha undertook training for the youth of Maharashtra.

The Initiative
The initiative is focussing on improving the earning potential of youth, through skill building and empowerment. The main stakeholders of the Disha program are students, trainers and training partner industries.

The training is practice-based and hence perceived as highly valuable by the youth in increasing their skill sets. The company not only provides training to the youth but also helps in placement of the trained youth in various companies.

The initiative works towards furthering their interest in an equitable manner. The model of viability gap funding, creation of centres of excellence, and knowledge partnership is well documented and hence can be easily replicated. It has been able to train both male and female youth in urban and rural areas.

Godrej has identified Andhra Pradesh, Assam, Bihar, Chhattisgarh, Daman and Diu, Dadra and Nagar Haveli, Delhi, Goa, Gujarat, J&K, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Punjab, Tamil Nadu, Tripura, Uttar Pradesh and West Bengal to implement this initiative.

The Impact
At Vikhroli in Mumbai and Wavoshi village in Khalapur block of Raigad district in Maharashtra, Godrej has trained 40701 youths. Youth belonging to marginalised communities (24574 youth from SC/ST and OBC) and economically weaker sections have been trained. Many of these youth could not complete high school due to adverse financial conditions of their families. The outcomes of the project are enhanced employment prospects, increased income and increase in confidence.

The Company
Godrej & Boyce manufactures furniture and interiors, locking and security solutions, and green consumer durables (including refrigerators, air conditioners, washing machines), logistics (manufacturing of forklift trucks, shelving, warehouse design and execution), construction, real estate and specialized offerings in the precision engineering areas like nuclear and wind energy, satellite launch vehicles and orbiters and aviation components.
The Problem
The unemployment rates and skilling gaps among persons with disabilities (PwD) was very high in areas around Pune. HDFC Ltd. took up the mantle to bridge this gap by catering to the needs of PwDs.

The Initiative
HDFC launched their initiative – 'Skilling persons with disability' with three main objectives: 1) To enable livelihood opportunities for unemployed youth with speech, hearing and locomotor disabilities, belonging to low socioeconomic groups, through market linked training and placement; 2) To map appropriate mainstream job roles in the private sector; and 3) To sensitise employers and practically demonstrate a business case of employment of PwDs.

The program regularly maps roles and also assesses skills of PWDs, and helps in providing them with job facilities. The employers were also provided with sign language training to better understand and communicate with persons with hearing and speech disabilities.

The project locations were chosen based on the unemployment rate and skilling gaps among PwDs and potential job opportunities which can be leveraged in these cities. Based on the success of the pilot project, the company is planning to start a new project in Guwahati, Assam.

The Impact
The programme has been able to provide employment opportunities to 244 participants of the 378 who have been trained. The training programme has transformed many lives including the lives of families of the PwD employees who participated in the training programme.

The Company
HDFC Limited, the pioneer of housing finance in India has assisted over 6.6 million families to own their home over the past 42 years, operating out of 514 offices. HDFC also ranks among the top institutions for customers who availed benefits of the Credit Linked Subsidy Scheme under the Pradhan Mantri Awas Yojana. HDFC has since emerged to be a financial conglomerate with the Group’s presence in banking, asset management, insurance (life and general), real estate venture capital and education finance.
The Problem

The Jeevika initiative by Hero MotoCorp is providing direction to women looking for job-oriented training and employment. The initiatives focus on key developmental challenges like unemployment due to lack of job-focussed skills; fewer women in the workforce, especially in technical traits; behaviour/desire with respect to government jobs and fear/myths/obstacles of entrepreneurship.

The Initiative

The company has identified Haryana, Delhi, Rajasthan, Uttarakhand and Gujarat to implement the Jeevika initiative. The programme strives to enhance employability with special focus on women, by opening support centres, imparting job-oriented education, and promoting entrepreneurship.

The initiatives cater to women belonging to marginalised socio-economic backgrounds. The training programmes equip them to become auto mechanics, computer operators, tailors and beauticians. The programme has enabled women to learn basic skills.

The functioning of skilling was based on a need assessment in the villages. The material required for tailoring and beautician courses was provided to the women who attended training programme. There were few women in these courses who were aspiring to open boutiques and find jobs in beauty parlours.

The Impact

Project Jeevika is educating younger girls and skilling the older ones to make them financially independent and come out of the cycle of poverty. Skilling programmes on sewing/tailoring and beauty culture are being run at various sites.
The Problem
Renukoot area of Sonbhadra in Uttar Pradesh was struggling with unemployment, acute poverty and migration. The Unnati project of Hindalco has helped the local people to increase their income with the help of technological advancement, multi-cropping patterns, better animal husbandry and organic agriculture practices.

The Initiative
The project has been designed based on the needs of the local areas which includes employment, financial inclusion, sustainable livelihood, tackling seasonal migration, advance practices in agriculture, and women empowerment.

This project is implemented in Renukoot block of Sonbhadra District in Uttar Pradesh. It caters to the farmers, women, SC/ST communities and youths in 30 villages having a population of around 64000. These villages are located within 40km of the company’s operations.

The project has also ensured environmental and social sustainability through its organic agricultural practices and unique community participation approach. The success and impact of Unnati have also been mentioned in a XISS study.

The Impact
The project has impacted the lives of youths, women, and farmers. All these groups are engaged in constructive activities, and their livelihood options are more secured as compared to previous conditions. Many developmental indicators such as per-capita income and decent employment opportunities for youth in aspirational districts have been improved while few like seasonal migration, reduced. Farmers in the area are satisfied as there has been an increase in their annual income.

The Company
Hindalco Industries Limited is a part of Aditya Birla Group. The company is the leading producer of primary aluminium in Asia. It is also one of the largest single-location custom copper smelters in the world. The company is also one of the largest recyclers and environment friendly aluminium products contribute to making the world greener, stronger and smarter.
The Problem
The women in Bellary district were looking eagerly for the skills to get dignified employment. JSW Steel’s Sabale project was introduced to provide them with alternative livelihood opportunities and increase their income by providing them with employment.

The Initiative
Sabale aims to promote economic development of women by strengthening capacities, establishing alternative livelihood opportunities, enabling women to have a greater say in the affairs of the household and increase their income by providing them with employment.

Relevant vocational training is provided to the women, who can then take up employment in BPOs. The BPOs themselves are self-sustaining. The employees of the BPOs are not paid by the Jindal Foundation but from the income that is generated through billing the clients. For women who are not literate, the company provides training on stitching. These women then work in the centres which provide uniforms and other apparel for the company. Following this model, many such BPOs have been started by the organisation in other parts of the country as well.

The Impact
The project focusses on skills and livelihood development in the Sandur Taluka of Bellary district in Karnataka. The major outcomes of this project include establishing of rural BPOs, training centres of textile and apparels, and self-help groups. The total number of beneficiaries is 6212, which includes women of all age groups and literacy levels.

The Company
JSW Steel is the flagship company of the Jindal Group. The major products include hot-rolled and cold-rolled steel, galvanized steel, etc. The company has presence in India as well as the United States of America (Texas) and Europe (Italy).
Maruti Suzuki India Limited

The Problem
The quality of training at Industrial Training Institutes was found to be very poor. To help these institutes impart better skills for their students, Maruti Suzuki invested in the local ITIs in Haryana, Karnataka and Gujarat.

The Initiative
The company works on improving the quality of training in Industrial Training Institutes (ITIs) for school pass outs as per industry requirement, enhance industry exposure of trainers and imparting soft skills to make students industry ready. These activities are trying to bridge the gap between ITI curriculum and industry needs by setting up state-of-the-art workshop. Besides, the students are also trained in soft skills such as work culture, team work, discipline, etc.

Maruti Suzuki has chosen Manesar, Gurgaon and Rohtak districts in Haryana, Ahmedabad district in Gujarat and Bangalore Rural in Karnataka to implement its CSR programmes. The initiatives of the company are unique because stakeholders of the programme have been given ownership and the initiatives focus on the poor and under privileged sections and strive to enhance their quality of life.

The Impact
A total of 43 ITIs across the three states are imparting programmes for skill development and vocational training to the students.

The Company
Maruti Suzuki is a vehicle manufacturing company operating in three segments namely Passenger Cars, Utility vehicles and vans. This company has marked a business growth of 16.8% in petrol segment and 7.1% in diesel segment in the last three years.
The Problem
The youth in areas surrounding rural Ambala needed a career counselling and training centre to cater to their needs. Parijat Ltd. launched a Career Development Centre to aid the local youth.

The Initiative
Parijat Urja Chakra career development centre is located at Fatehgarh village of Ambala district in Haryana. The activities at the centre include, skill-based training courses for unemployed youth in IT, Tally, tailoring and music, and career counselling for youths and sports activities.

The project has ensured financial sustainability. A small fee is being charged and trainers are also from the local area, so they are quite aware about the needs of the youth. The language and other cultural factors are also contributing to positive impacts.

The company is also working with school children and community stakeholders for long-term sustainability. The career development model is itself replicable, it can be implemented at any place, only local needs are to be considered while designing the courses and curriculum.

The Impact
The youth from 5 villages are enrolled in this centre. As of now 800 students have been trained. Out of this, 40% students have been placed, with an average income of Rs. 8-10 thousand per month. The awareness about IT courses is increasing among the girl students and they are actively participating in these courses.

The Company
Established in 1995, Parijat Industries is a first-generation agrochemical company with a manufacturing base at Ambala (Haryana). The Company’s foot print straddles India and across 5 continents. Currently Parijat branded products are sold in 16 Indian states and exported to over 70 countries. Parijat and its international subsidiaries sell branded formulations in countries of Asia, Africa, CIS, Europe, North and South America.
Power Grid Corporation of India Limited

The Problem
Agriculture has suffered as a result of lack of watershed management and poor agricultural practices by the local communities. Power Grid undertook watershed management and skill development to increase agricultural incomes in Vijayapura district in Karnataka.

The Initiative
Power Grid Corporation’s CSR activities in Vijayapura are based on two broad themes. The first is related to watershed management and allied agricultural activities, and the second is related to skill-building. Both of them are aimed at solving the root cause of the problem of water table depletion. Improving the water table level has other benefits also which accrue over the longer term.

The district of Vijayapura has an average annual rainfall of around 650 mm and five rivers. But farmers have inadequate water for irrigation. Power Grid has done the management of water resources primarily by constructing percolating pits, which are dug up on the sides of fields and water checking embankments placed at locations where running water can be collected to prevent run-off.

The other measures taken include providing pesticides and fertilisers to the farmers, as well as a soil health cards which provides information on the nutrient content in the soil and construction of vermi-compost pits in fields for the farmers. Approximately 5000 acres of land has been covered under the watershed management in the Ukkali village.

The focus on sustainability is paramount in the project, even before it is implemented, with farmers being trained to maintain the pits and structures. The same model is easily replicable as it requires no extra investment once the initial structures are built.

The Impact
All of these measures have impacted the productivity levels of existing crops as well as enabled new cash crops like grapes to be grown. The increased productivity has led to farmers having improved incomes by a factor of even 5 to 6 times in many cases. The skill development project has impacted about 500-600 women.

The Company
Power Grid Corporation of India Limited is responsible for planning, executing, owning, operating and maintaining high-voltage transmission systems in the country. Apart from providing transmission system for evacuation of central sector power, Power Grid is also responsible for establishment and operation of regional and national power grids to facilitate transfer of power within and across the regions with reliability, security and economy on sound commercial principles.
The Problem
The people of Thoothukudi in Tamil Nadu needed opportunities to upgrade their education. To cater to this need, Sterlite implemented the ‘Tamira Muthukal’ initiative. The project has enhanced the skills of young population in a trade which interests them and has enhanced their employment opportunities.

The Initiative
Tamira Muthukal project provides opportunities to people with all levels of educational qualifications from SSC to graduation to get trained in a skill which makes them job ready. The project aims to mobilise, motivate and train unemployed, unskilled youth and facilitate suitable employment linkages within or outside the district/ state. The training is imparted through a skills training centre in the Tuticorin region. The centre has a capacity to train 500 candidates annually.

The beneficiaries are shortlisted based on an Entry Gate Assessment; each industry where the candidate would be placed would have separate sets of entry level qualifications, fit-for-job and aptitude tests. The beneficiaries can be broadly categorized based on education such as school dropouts, school educated (10th and 12th), ITI/diploma holders and graduates.

The institute provides training in six trades - sewing machine operation, electrician, Tally, welding, forklift operation and solar technician. The project has scalability as the number of youths trained have increased and also there has been an increase in the number of trades in which youth were trained.

The Impact
The beneficiaries spoke about transformation within themselves, they had become more focussed and time conscious. In 2016-17, Tamira Muthukkal ensured placement of 70.4% trainees.

The Company
Sterlite Copper, a business unit of Vedanta Limited, is a leading world-class LME-grade Copper manufacturer in India. Its operations include Copper Smelter, Refinery and Copper Rod Plants in southern in Western India. Sterlite Copper also operates a 2X80 MW Coal based Thermal Power Plant in Thoothukudi, Tamilnadu.
The Problem
Adult education initiatives are lacking in the country depriving illiterate adults the opportunity to learn and enhance employability. Tata Consultancy Services (TCS) set out to change this scenario through the TCS Adult Literacy Programme.

The Initiative
TCS identified Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Goa, Gujarat, Jharkhand, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal to implement its initiative.

The programme promotes adult female literacy and improves their writing and reading skills by using TCS homegrown CBFL software. The programme aims at promoting education and gender equality and, in a first of its kind, to promote adult literacy in India. Target beneficiaries are across multiple states. The programme is implemented across 9 languages in the country including jails and is well received by jail inmates.

The Impact
As of March 2018, more than 1,73,876 beneficiaries were covered with a majority of female adults. The programme has been scaled across 17 states.

The Company
A Tata group company valued at USD19.08 billion, Tata Consultancy Services is a global leader in providing IT services, consulting and digital and business solutions to large enterprises through its unique global network delivery model. It has over 394,000 employees in 46 countries with 141 solution centres across 19 countries.
The Problem
The girl students of Jharkhand needed productive employment avenues for their future. Project Samriddhi by TATA Steel aims to fulfil this with education pathways in nursing.

The Initiative
Project Samriddhi, identified talented girls from tribal families from extremism-affected areas. After selection of girls through a process they get admission in nursing colleges. The project provides full scholarship to cover educational as well as personal expenses of the girls. After completion of the course, the CSR team helps girls getting suitable employment opportunities.

The project aims to address unemployment and migration, especially in extremism-affected areas. It intends to empower SC/ST girls with employability skills. This will not only provide economic support to households but would also create a culture of sending children out for education and getting them educated.

266 villages in three districts of Jharkhand are covered under this programme. Jobs for trained nurses are available. Scalability depends on the availability of funds and exploring new skills (beyond nursing) and new job markets.

The Impact
A total of 432 girls have benefitted from this programme. The outcomes include girls completing their nursing training and getting employment in the hospitals. Intermediate level outcomes are visible, such as income support to families, encouraging other siblings to get out of the village to better education and employment, etc.

The Company
Tata Steel (established 1907) is among the top global steel companies with an annual crude steel capacity of 27.5 Million Tonnes/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 with employees spread across five continents. It’s India operations of mining and steel production are concentrated in the eastern states of Jharkhand and Odisha.