



TAMILNADU CSR SUMMIT – 2021

Today 30.08.2021 the State Finance Minister of Tamilnadu *Honorable Dr. PTR Palanivel Thiagarajan* released Tamilnadu CSR Report for the last six years from 2014 till now.

It was a grand Summit organised by DHWANI Foundation, SATTVA consulting and Madras Management Association (MMA). In this Grand convention more than hundred stakeholders from Corporate sector, Grassroot NGOs Academia, IT specialist, Scientist and public participated.

Dr. P. Vedanayagi, Founder of Thendral Movement was representing 32 Grassroot NGOs in the third Panel and presented the collective views,

concerns and recommendations of the Grassroot NGOs who are the real change makers in the micro level and the need of CSR activities to be channelised for the transformation of the society in these sections for the well-being of the underprivileged.

She also narrated a couple of unspoken events about the unidentified victims of

the society. She emphasized the requirement of CSR funds to be focused towards these sections through the Grassroot NGOs who are the real change makers and the champions of the marginalized in building the nation.

MADRAS MANAGEMENT ASSOCIATION (ESTD. 1954) | **SATTVA** (CORPORATE HIGH IMPACT) | **Dhwani FOUNDATION** | **KONRAD ADENAUER STIFTUNG**

TAMIL NADU CSR SUMMIT

FORGING PARTNERSHIPS & IMPACT PATHWAYS

MONDAY, AUGUST 30, 2021
9:30 AM - 2:00 PM
Virtual event. By invitation only.

Distinguished Speakers

 Dr. P. Thiaga Rajan Hon. Minister of Finance and Human Resources Management, Govt. of Tamil Nadu	 Mr. V Shankar Founder, C&MS & Director, ACSYS Investments	 Ms. Aarti Mohan Co-Founder & Partner, Sattva Consulting	 Mr. Alok P Nagar Joint Secretary, Ministry of Panchayati Raj, Government of India	 Mr. Anil Kumar SG Co-Founder & CEO, Samunnati	 Mr. Balachandar NV President - ESG, Ashok Leyland
 Dr. Jairam Vardaraj MD, ELGI Equipments LTD.	 Mr. S L Narayan CEO, SUN Group	 Ms. Rajashree Natarajan CEO, Cognizant Foundation	 Mr. Ranganath N K Water Ambassador & Former MD Grundfos Pumps India	 Mr. Rathish Balakrishnan Co-Founder and Managing Partner, Sattva Consulting	 Ms. Rani Bansal, IAS IAS 2015, Lend a Hand India
 Ms. Rema Mohan CEO, NSE Foundation	 Mr. Srikrishna Sridhar Murthy Co-Founder & CEO, Sattva Consulting	 Dr. A Thillai Rajan Prof. IIT-M & Co-Founder YNOS Venture Engine	 Mr. Unnikrishnan AR MD, Saint Gobain (Glass Business)	 Dr. P Vedhanayagi Founder, Thendral Movement	

FROM MY SHARING ...

I am Dr. P. Vedhanayagi. I am representing 32 Grassroot level NGOs working in 23 districts of Tamil Nadu. We are pooled together for the NIRANTHARA institutional development training programme by DHWANI FOUNDATION.

It's my pleasure and privilege to be the face and voice of the Social Change Makers in this panel. We are indeed change agents in the field who have the ***vision of an Eagle and mission of an Earthworm***. We work to solve the issues of the victims, we being the victims ourselves of the issues. Nevertheless, we continue working to eliminate the problems.

In our service journey, we have come across many hardships, running short of resources to solve the problems. Many a times, *due to the insufficient funds, led to inability to employ Human Resource, lack of Information, technical support, unable to employ the experts to pen down the project proposal and financial turnover deficiency, etc., due to all these hurdles & difficulties*, hearsay knowledge of the CSR provisions has been keeping us away from availing the resources of the CSR companies.

Most of the times CSR activity is focused in and around the company, where development is already taking place. Rather, it should have a wider approach to include Grassroot NGOs & underdeveloped regions of the nation, where helping hand of CSR shall be focused on creating qualitative reforms, which re transformational in the society. All these changes in CSR policy along with an aptitude to look for deserving Grassroot NGOs, civil societies would bring in incremental change in the Society.

As a dictum says, small things matters a lot, so is our deeds to the victims, but mostly the victims are denied even the smallest help. Identifying & strengthening Grassroot NGOs of this nation would touch many such lives, and together we can ensure justice is served to the neediest ones.

For Example, I would like to narrate the couple of unspoken problems from my field experience:

- **It's a Bonded Labor Issue :**

A young mother of a bonded labourer victim infant called me over the phone from an anonymous number, crying to save her husband from the bricklin owner. To which we immediately acted to rescue and release 14 of them through the Govt. officials. In this intervention, we addressed the Bonded Labour issue, Child Labour issue, minimum wages issue, women exploitation, and denial of basic fundamental human rights. Aftermath their release, their hardships continued and worsened their life. In this juncture, we are helpless to support for their rehabilitation and livelihood due to the lack of funds.

- **Domestic Violence Victims Issue :**

In our society, out of 10 women, 7 women are living alone, who are *domestic violence victim women, unmarried women, abandoned women, differently abled women, divorced women and widows*. Such victim women struggling for their livelihood, security, shelter, denied identity, loss self-esteem and become alienated from the main stream life. Their pathetic life is invisible and their problems, voices, rights and pains are not taken in to count by the Government and other stakeholders. We witness their difficulties in our field everywhere.

CSR: Move from Philanthropy to Mission Mode

Our Recommendations:

- **Grassroot NGOs should be the focal point, while framing the objectives for CSR activities.** And also they should have the key responsibility to facilitate the CSR towards the **economic, environmental and sustainable growth** of both corporate shareholders and community stakeholders.
Hence a **committee should be established** in both levels including *academical, technical experts, social analysts, policy makers, innovators, data analysts and young scientists.*
- CSRs has to ensure that an **inclusive growth of the society with the growth of the company**. They should also ensure the quality of the life of the work force and their families as well as of the community and society at large.
- CSR approach should be in **Triple –bottom – line approach** that the CSR is generally understood as being the way through which a company achieves a
 - **balance of economic,**
 - **environmental and**
 - **Social requirements**

In terms of the inclusive growth, Community participation and societal needs should be addressed at all level. In India CSR projects have played major role in the community participation along with the NGOs.

Following areas should be addressed to achieve the mission of CSR.

1. Economic Initiatives:

- **Employment and skill based initiatives should be ensured** among the **First Generation Degree Holders** from social and economic deprived families.
- Promote **Eco –friendly Entrepreneur community network** through Research and Training as well as the fellowships should be provided to **unemployed youth from LANDLESS LABORER'S and deprived families.**

2. Health Initiatives:

- **Quality and low cost medical assistance for all diseases** should be ensured to the society and **economically deprived communities**, also to the Laborers and their families and hygienic work sectors shall be created through stakeholder medical policy with multi –specialty hospitals.

3. As **pandemic situation produce many Child Laborers**, there should be a concrete and sustainable strategy to **find out them and support them to pursue their education.**
4. **Promote organic farming and eco-friendly business initiatives** through honorary awards, fellowships, internships and scholarships.
5. Create an **alternative research platform to study and find the innovative models** for sustainable economic and environmental growth.
6. **Innovative and indigenous research findings and models should be upheld** at all level and encourage the shareholders and stake holders for their promotions.
7. **Grassroot NGOs have played a vital role** as stakeholder in CSR. Hence **Research, Knowledge and technical skills should be improved.** **Digitalized network should be created** in Grassroots level for accessing all level data and information.
8. Community participants should become a community shareholder in the corporate business venture, through providing skills and technical support as well as generating more business opportunity.