

Punjab CSR Report

Development Landscape - Indicators and Insights



PUNJAB CSR SUMMIT - 13 SEPTEMBER 2021

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Executive Summary



Corporate Social Responsibility - Move from a responsive approach to a strategic one.

On 1 April, 2014, India became the first country to legally mandate Corporate Social Responsibility (CSR). Seven years after its inception, CSR spending across the nation has more than doubled, becoming a significant source of development funding in India. There are now five corporates that contribute over INR 500 crores annually through CSR itself. CSR investments have also evolved from being only compliance focused to a more strategic impact-first approach, going beyond CSR regulations and standards. This form of strategic CSR leads to greater value creation for the communities, as well as gets greater buy-in from companies who now see the benefits of CSR on their businesses as well, making it a win-win for all.

Sattva's experience over the years, showcases that data-backed insights provide an advantage for the decision-making process, specifically in socially responsible activities to implement more strategic CSR policies. The role of data is becoming increasingly critical in the social impact ecosystem to design and scale the most relevant and impactful initiatives.



Patterns in overall CSR spending

Over the six years of CSR, INR 92,605 crores of funding has been channeled by corporates towards development causes. Analyzing this broad ecosystem level data, we see that PSUs account for close to one-fourth of the CSR funding in India. Additionally, projects that are tagged as pan-India have received 38% funding, followed by those located in Maharashtra at 15%. Punjab is the 17th highest recipient state of CSR funds in India.

Projects worth 42% of the funds have been channeled by implementing agencies, which has helped to further strengthen the non-profit sector in India. The sectors of education, healthcare, vocational skilling, and art and culture are among those that are receiving higher CSR amounts with each passing year, whereas Swachh Bharat Kosh, conservation of natural resources and women's empowerment initiatives have seen a declining trend.

₹ 92,605 cr CSR funding over 6 years	38% funding for projects PAN India	15% funding for projects in Maharashtra	17th highest recipient state is Punjab	42% funds channeled by implementing agencies
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Some insights from overall CSR spending in Punjab

Similar to the national story, the corporate sector is emerging as an important player in the development of Punjab. Over INR 631 crores of CSR funds cumulatively have been invested for social development projects in Punjab in the last six years (FY15 to FY21). 26% of the funds have been spent towards education, 21% towards healthcare and 15% towards environment and sustainability. This is in line with the broader national trend of these three sectors being the top areas of investment by corporates, cumulatively accounting for 55% nationally, against 63% in Punjab.

Punjab has received over INR 341 crores of CSR funding in each of the last two financial years (FY19 and FY20), accounting for 54% of the total CSR funds received over the six years. The top four spending companies - HPCL Mittal Limited, Trident Limited, International Tractors Limited and Bharti Infratel Limited - have contributed 25% of the total CSR spend that the state has received over the years. Oil, gas, coal and petroleum and Telecom are the highest contributing sectors, providing 22% and 8% funds respectively.

69% of the total funding is going to the Malwa region, which is also the hub for the state's Aspirational districts, however only 1.15% of the funds are going to these Aspirational districts, Moga and Ferozepur. This is also aligned with the national observation of the aspirational districts receiving ~1.4% of total CSR spends, and some of the more industrialised districts and cities such as Pune, Mumbai, Hyderabad, Kolkata, and so on attracting most funds from corporates in their respective states.

₹ 631 cr CSR funds invested cumulatively	₹ 341 cr CSR funds received in the last 2 financial years, accounting for 54%	25% of total CSR funds contributed by top 4 spending companies	69% of total CSR funding goes to the Malwa region
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Punjab and the SDG index

Over the last decade, Punjab has witnessed an upward trend in performance across development indicators, with two high performing Aspirational Districts in the Champions of Change Rankings by Niti Aayog. Punjab is among the top-performing states on the UN's Sustainable Development Goals with a composite SDG score of 68 in comparison to India's average of 66, and currently ranks 12th on Niti Aayog's SDG Index. It is a "frontrunner" state in some SDGs such as Affordable and Clean Energy (SDG 7) with a score of 100, Healthcare (SDG 3) and Clean Water and Sanitation (SDG 6). At the same time, it also ranks 9th on the Human Development Index with a score of 0.723. In other words, the state has achieved high growth rates and economic transformation in combination with significant progress on social outcomes. Some of the performance attributes of Punjab on key indicators can be summarised as follows -

Trends for Punjab correspond to national trends - Overall performance has increased and the thematic areas which have witnessed an improvement/ drop are same for both.

The state is a 'Frontrunner' in multiple thematic areas



Within certain SDGs, the state has scored 'Performer' or Aspirant which are areas of improvement

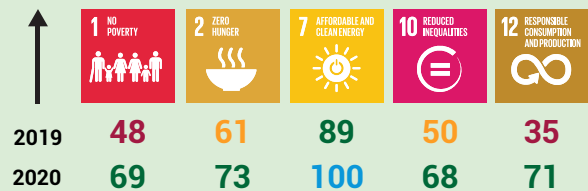


Key trends in performance from 2019 to 2020

The state dropped to becoming a 'performer' or 'aspirant' in some SDGs in which it was previously a 'frontrunner'



The state has also shown improvement in and has moved up to a 'frontrunner' in those SDGs



SCORES: ■ Achiever(100) ■ Frontrunner(65-99) ■ Performer(50-64) ■ Aspirant(0-49)

What to look forward to in this report

Through this report, Sattva presents a critical glimpse of Punjab with respect to the CSR investment and its development performance. For this study, the data was obtained from the Ministry of Corporate Affairs and the India Data Insights platform.

We provide a critical analysis of the data in the following structure:

- First, this report provides an overview of the CSR investments in the country
- Second, it provides a spotlight on CSR trends in Punjab
- Third, it compares the CSR and development indicators of India and Punjab
- Lastly, it lays down Sattva's experience of working with corporates across the CSR continuum

We hope that this report provides a deep data backed perspective in setting the development agenda for Punjab state over the next 3 to 5 years.

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Overview



On April 1, 2014, India became the first country to legally mandate corporate social responsibility.

After 7 years of its inception, CSR spend has doubled (111%). CSR spend in FY 2019-20 increased by 14% (~2600 crores) from its previous year. There are three companies that have been added to >500 Crore spend pool in FY 2019-20 and therefore making it to a total of five companies in the >500 Crore CSR spend category. These 5 companies together contribute 8.5% of total CSR.

PSU's contribute 23% of CSR funding. Now let's look at it from the lens of mode of implementation, geography, states/districts, sectors and industries: Majority of the implementation i.e. around 42% of CSR implementation is done through implementing agencies. In terms of geography, more than 1/3rd (37.6%) of total CSR spend is PAN India and over 15% in Maharashtra. States with low GDP and high population continue to receive low CSR funding. CSR funding in Aspirational Districts remains at ~1.4%.

Education and Healthcare are top sectors receiving CSR funds. In FY 2019-20, significant increase in funds were seen in two sectors - Prime Minister's Relief funds (120%) and Art and Culture (187%). Since FY 2018-20, there has been a significant increase in CSR funding by Oil, gas, coal and petroleum (81%), IT/ITES (57%) and Energy companies (108%).



111%

CSR spend has doubled since 2014



~2600 cr

CSR spend increased by 14% in FY 2019-20



23%

CSR funding is from PSUs



42%

of CSR implementation is done through implementing agencies



37.6%

of total CSR spend PAN India and over 15% in Maharashtra



~1.4%

CSR funding in Aspirational districts



Top sectors

receiving CSR funding are Education and Healthcare



Top funders

are Oil, gas, coal and petroleum compaines

This report specifically focuses on Punjab, which is one of the top performing states against SDG goals. In 2019-20, the state scored 62 in Niti Aayog's SDG Index and in 2020-2021 Punjab increased its SDG score to 68.

The state has spent INR 631cr from 2014-2020 and the top 3 funding industries are Oil, gas, coal and petroleum, telecom and automotive. HPCL Mittal Limited, Trident Limited, International Tractors Limited and Bharti Infratel Limited are the top three spenders in the state.

Punjab was also one of the worst affected states due to COVID-19 affecting the marginalised community at large. In the post COVID scenario, it is imperative for Punjab to focus on combining diverse resources in creating effective approach to usher in tech-led transformational impact in the most backward areas. Multi-stakeholder partnerships to bring in localised impact would be the cornerstone for the state to retain its position as top performers on SDG index.



15th
largest state in
terms of GDP



12th
rank in Niti Aayog's
SDG Index

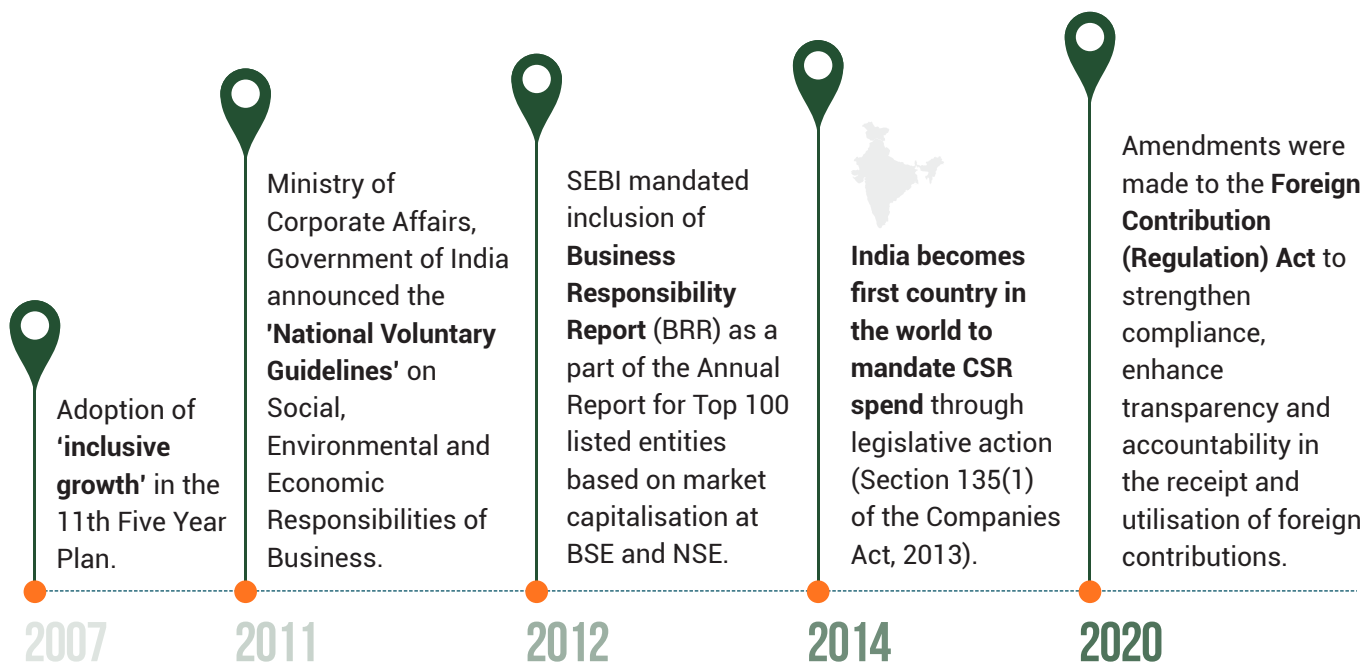


₹631cr
spent from
2014-2020



Top funding industries
are Oil, gas, coal and petroleum,
Telecom, Automotive

THE CSR JOURNEY SO FAR

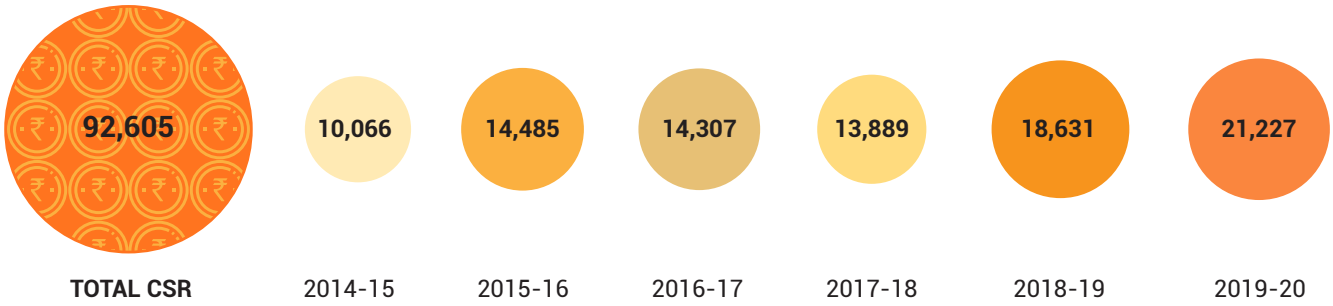


CSR amendment rules 2021: Significant changes were introduced to the CSR law to increase transparency and accountability. It mandates requirements like impact assessment of CSR contributions, governing MandE of CSR activities, utilisation of CSR expenditure etc.

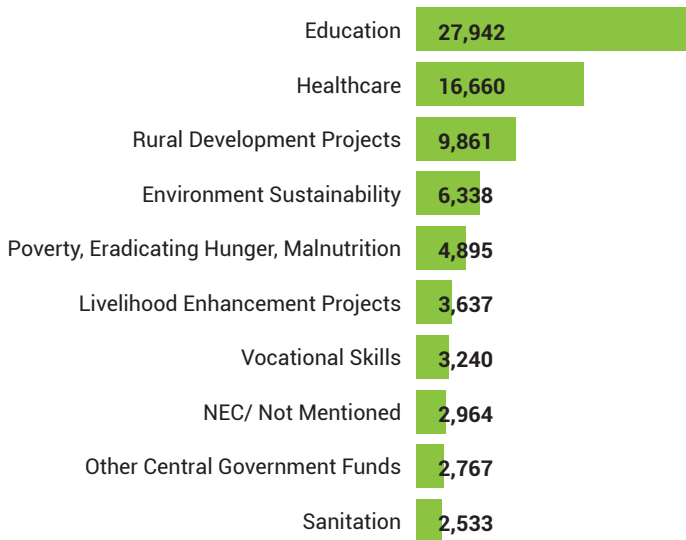
2021

India's CSR Spend

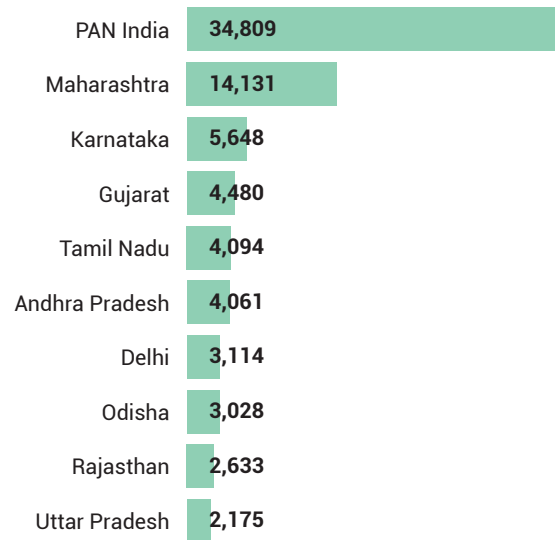
(2014-2020)



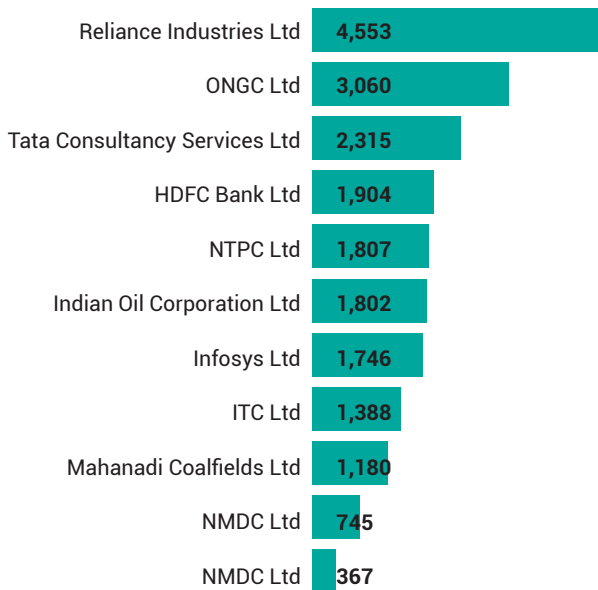
TOP RECIPIENT - SECTORS



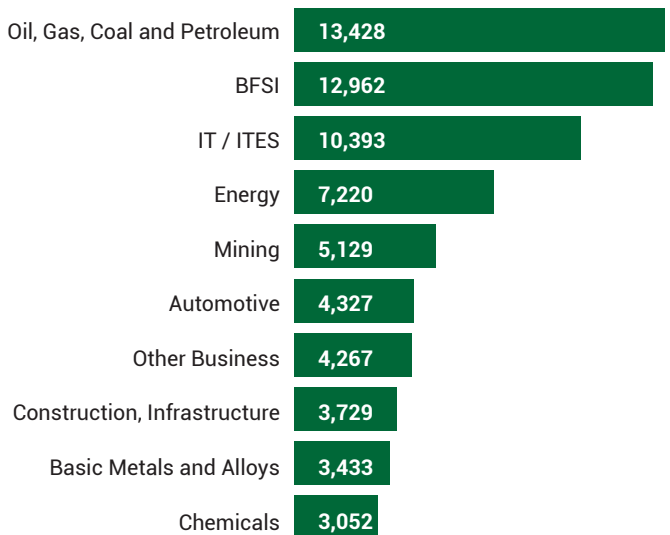
TOP RECIPIENT - GEOGRAPHIES



TOP FUNDING COMPANIES



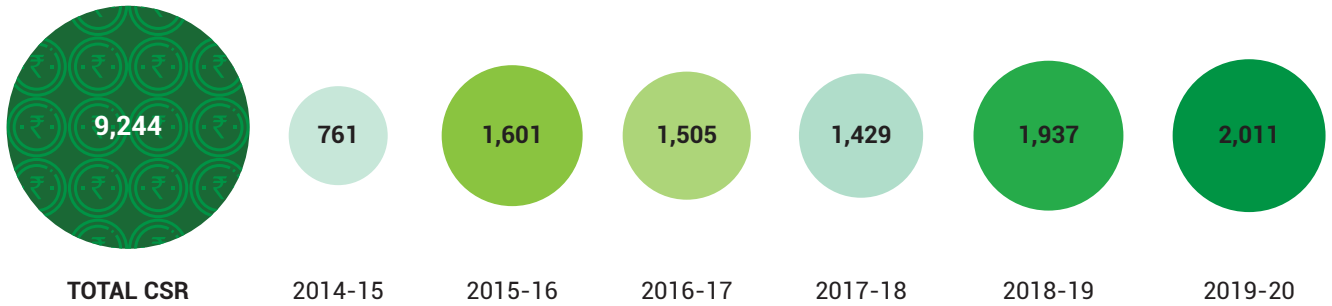
TOP FUNDING INDUSTRIES



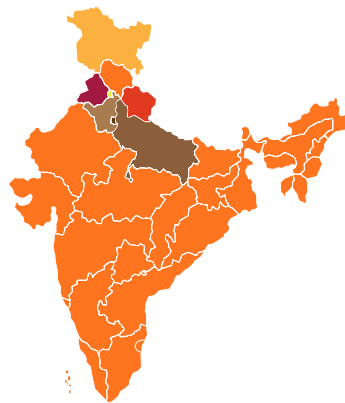
Notes: Data as updated on MCA portal as of Mar 2021. All amounts are cumulative and in INR crores

CSR Spend in Punjab's Neighbouring States

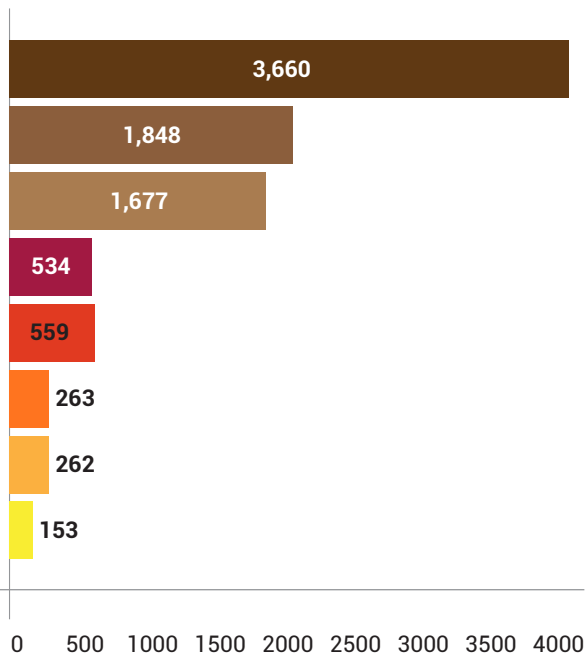
(2014-2020)



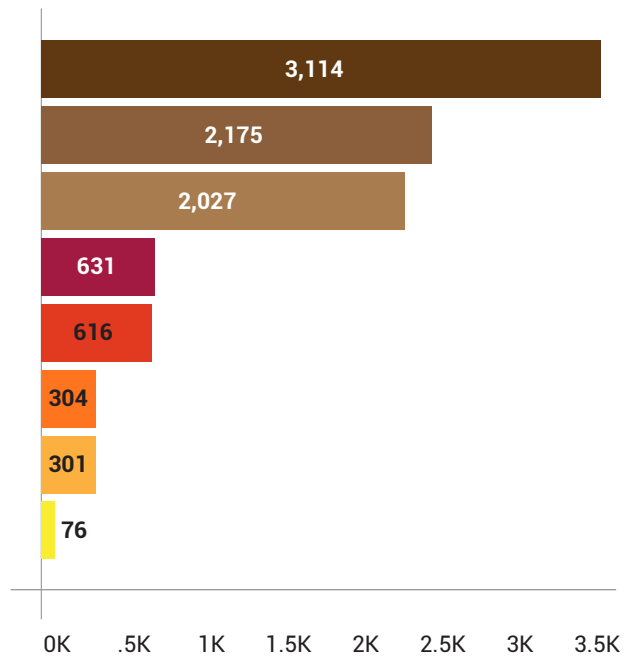
STATE-WISE CSR DETAILS IN NORTH INDIA



NUMBER OF COMPANIES



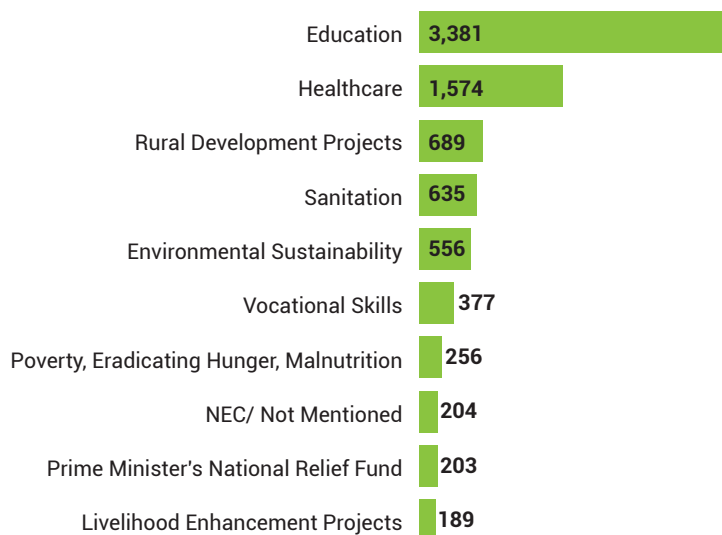
CSR AMOUNT (INR CRORES)



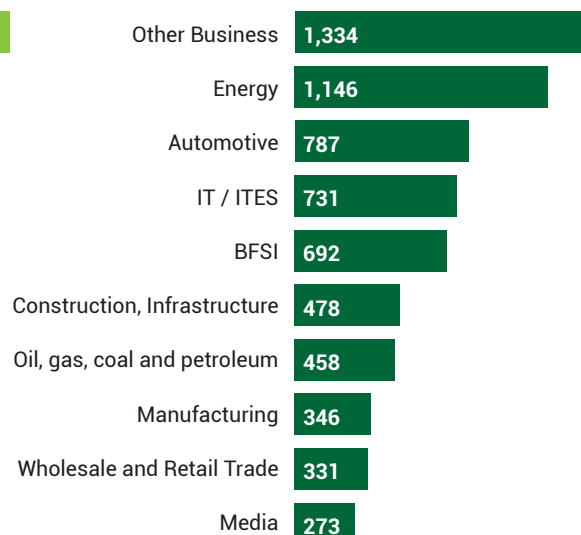
State where CSR project was undertaken

Delhi Uttar Pradesh Haryana Punjab Uttarakhand Himachal Pradesh Jammu and Kashmir Chandigarh

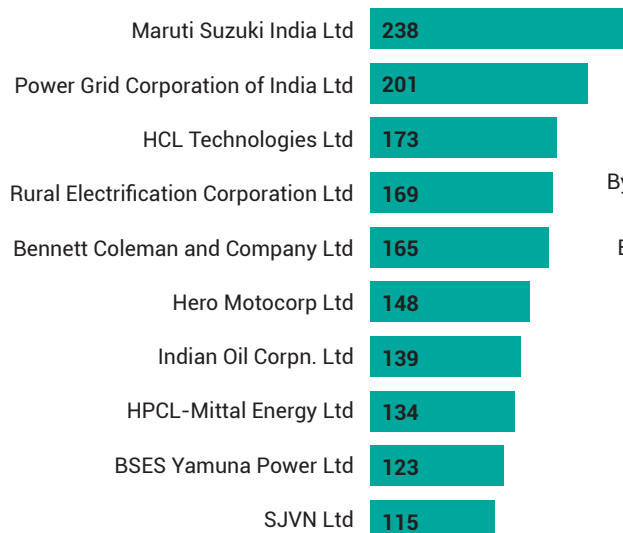
TOP RECIPIENT - SECTORS



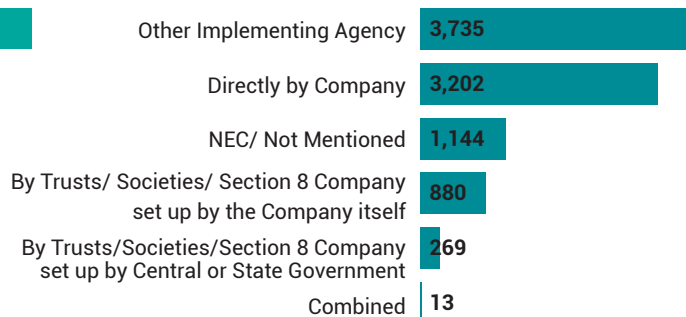
TOP FUNDING INDUSTRIES



TOP FUNDING COMPANIES



MODE OF IMPLEMENTATION



Notes: Data as updated on MCA portal as of Mar 2021. All amounts are cumulative and in INR crores

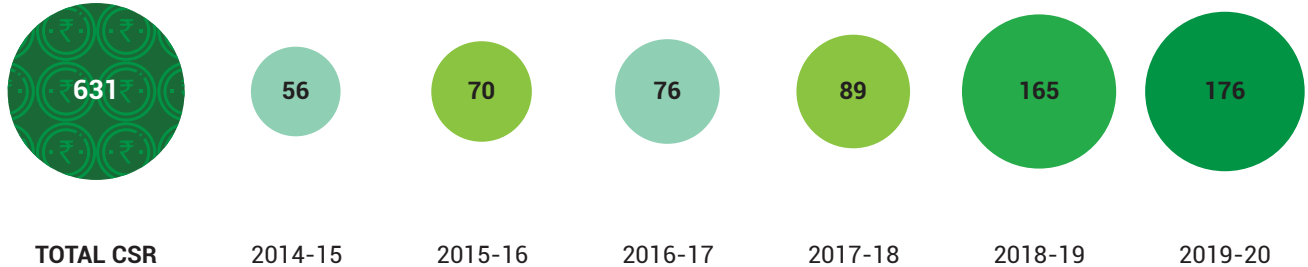


CSR in Punjab

Companies spending in Punjab

(2014-2020)

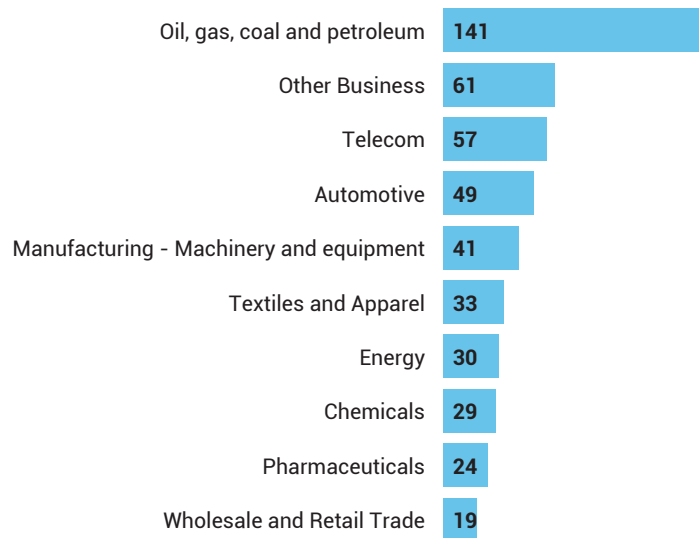
Punjab has received INR 341 cr in CSR for the last two financial years (2018-19 and 2019-20).



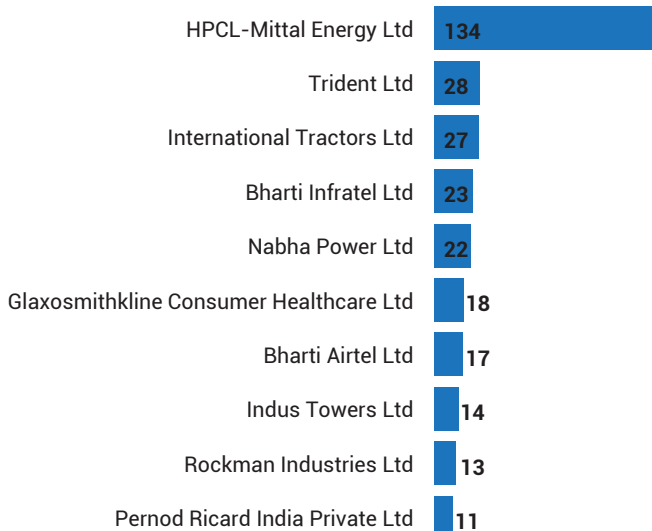
TOP RECIPIENT - SECTORS



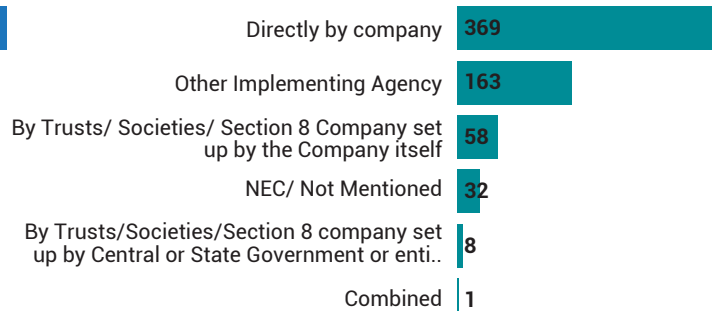
TOP FUNDING INDUSTRIES



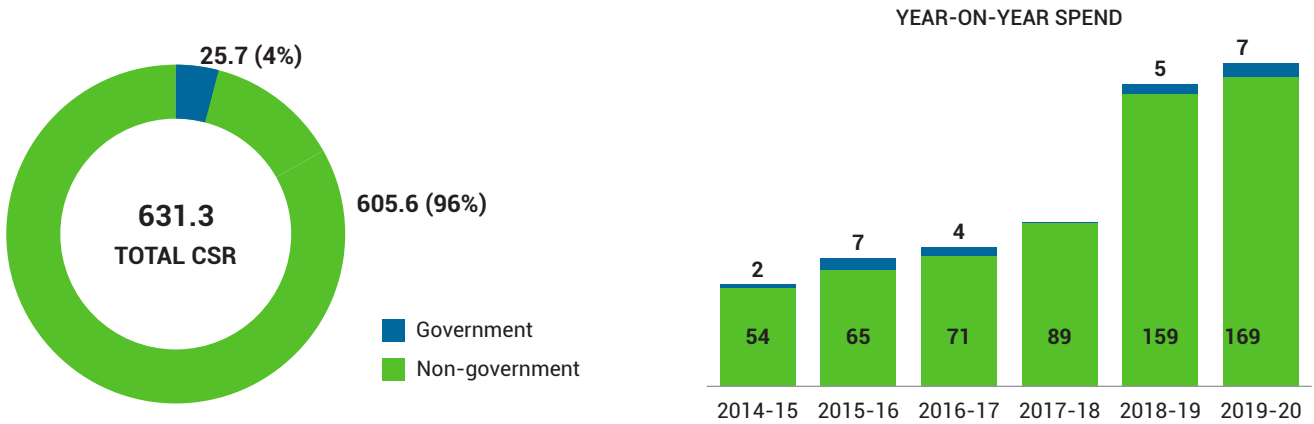
TOP FUNDING COMPANIES



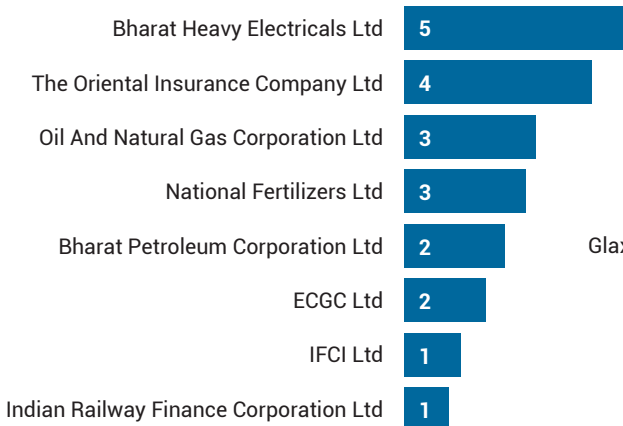
MODE OF IMPLEMENTATION



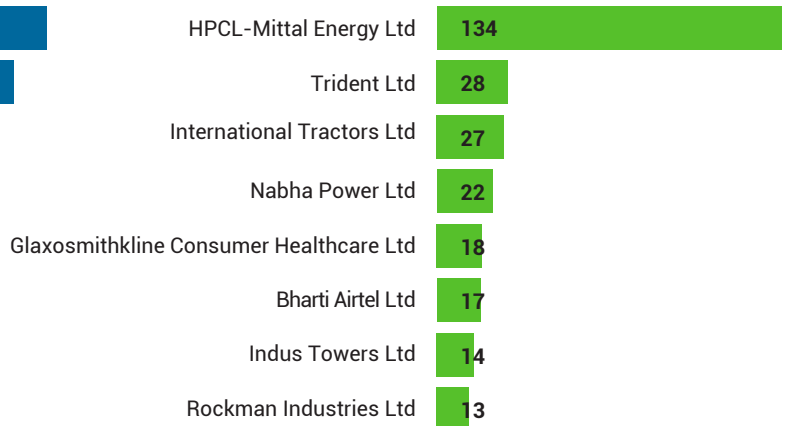
CSR SPEND BY COMPANY CATEGORY



TOP SPENDERS GOVERNMENT COMPANIES



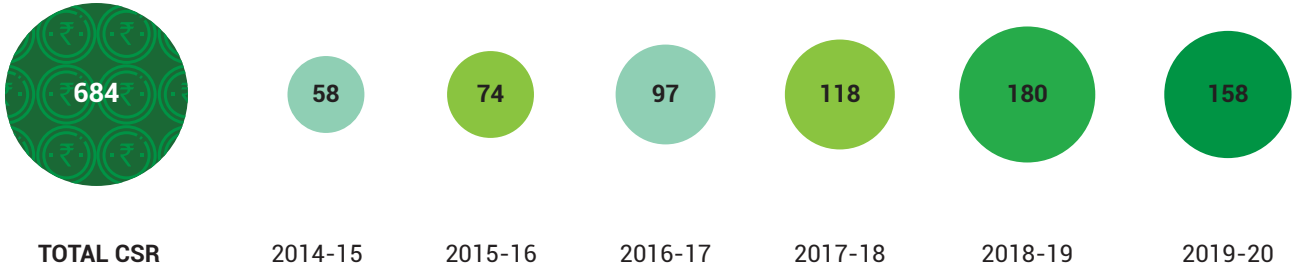
TOP SPENDERS NON-GOVERNMENT COMPANIES



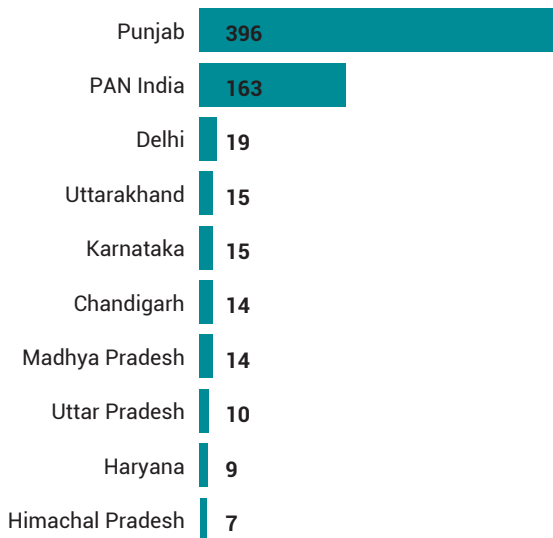
Companies Headquartered in Punjab

(2014-2020)

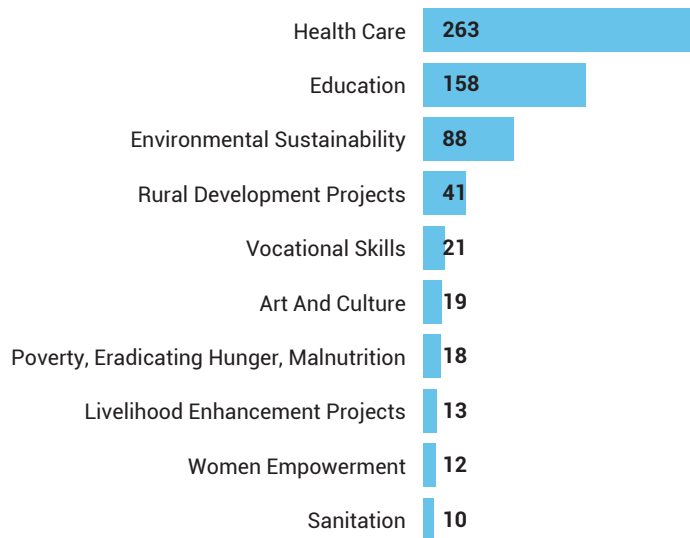
The contribution of CSR funds by companies headquartered in Punjab is 58% of overall CSR spend.



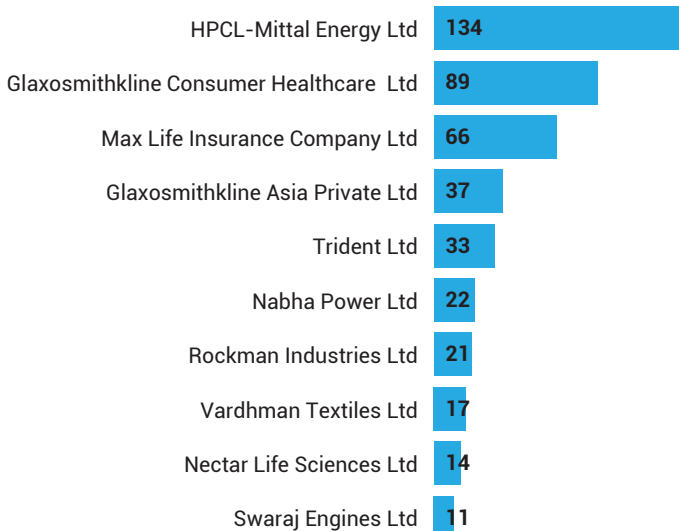
TOP RECIPIENT - GEOGRAPHIES



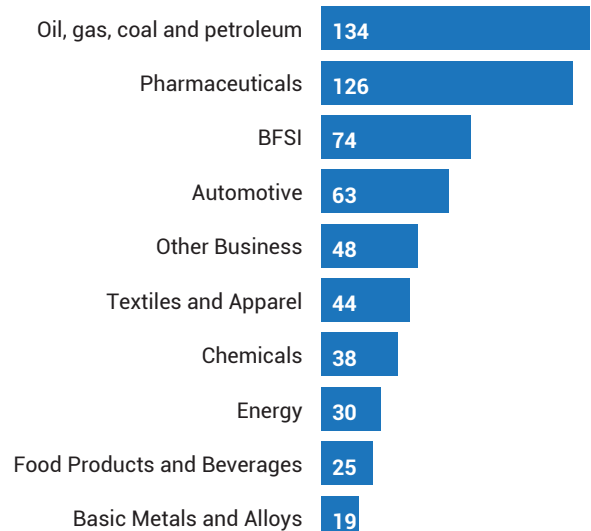
TOP RECIPIENT - SECTORS



TOP FUNDING COMPANIES



TOP FUNDING INDUSTRIES

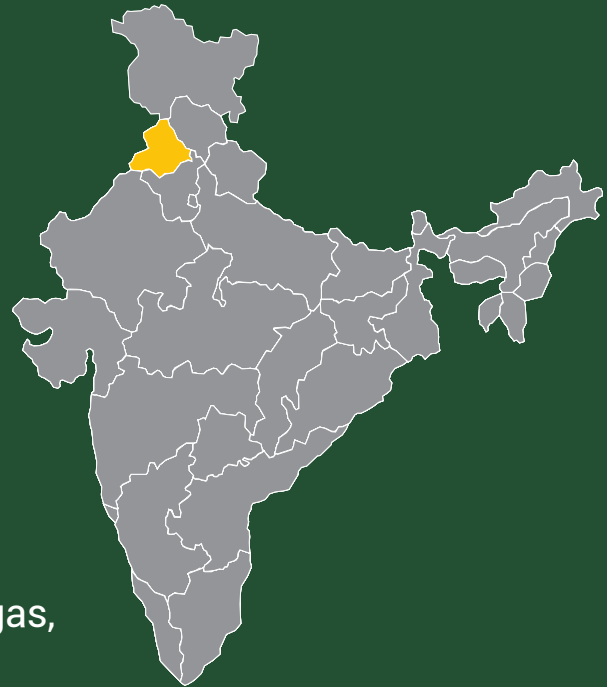




26%
in Education



21%
in Healthcare



15%
in Environment
Sustainability



22%
contributed by Oil, gas,
coal and petroleum



24%
of total CSR spend contributed
by Top 4 funding companies



58%
of implementation is done directly
by companies



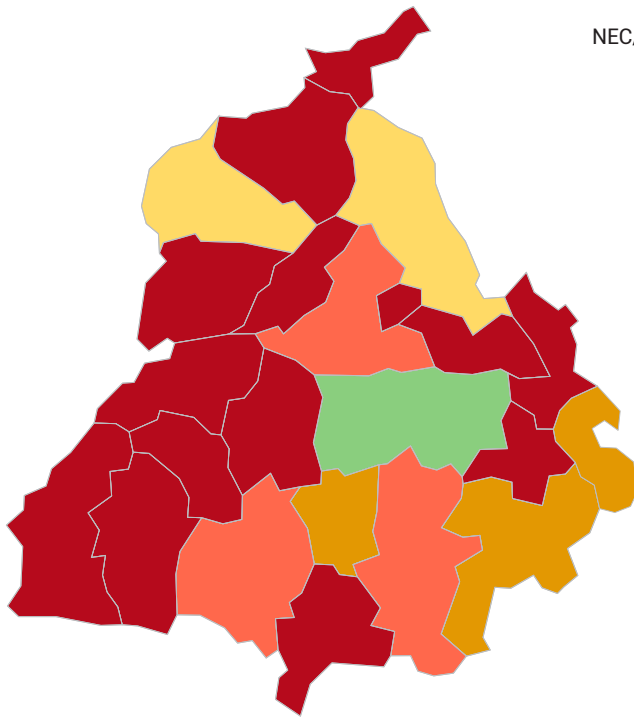
58%
of the CSR spend by companies
headquartered in Punjab is spent
in Punjab



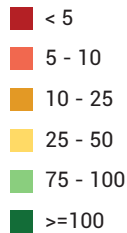
38%
of the CSR funds are contributed by
companies in the top 2 industries -
Oil, gas, coal and petroleum, Pharma

CSR Spend in Districts of Punjab

(2014-2020)



CSR SPEND (INR CRORES)



NEC/ Not Mentioned	60.96%
Ludhiana	13.32%
Amritsar	4.76%
Hoshiarpur	4.68%
Barnala	3.15%
Patiala	2.73%
Mohali	2.69%
Sangrur	1.52%
Jalandhar	1.20%
Bathinda	0.88%
Tarn Taran	0.78%
Firozpur	0.75%
Kapurthala	0.61%
Mansa	0.54%
Muktsar	0.51%
Moga	0.40%
Fatehgarh Sahib	0.11%
Gurdaspur	0.09%
Pathankot	0.08%
Shaheed Bhagat Singh Na..	0.08%
Faridkot	0.08%
Rupnagar	0.06%
Fazilka	0.00%



61% (₹385cr)

of CSR spend is not mapped to any district



13% (₹84 cr)

of total mapped CSR funds received by Ludhiana



>= ₹30cr

CSR funding received by Ludhiana, Amritsar and Hoshiarpur districts

Data as updated on MCA portal as of Mar 2021. All amounts are cumulative and in INR crores

CSR Spend in Aspirational Districts of Punjab

(2014-2020)

69% of the total CSR funding is going to the Malwa region, which is also the hub for the state's Aspirational districts, however only 1.15% of the funds are going to these Aspirational districts, Moga and Ferozepur.

India's CSR Spend (2014-20)

TOTAL 92,605

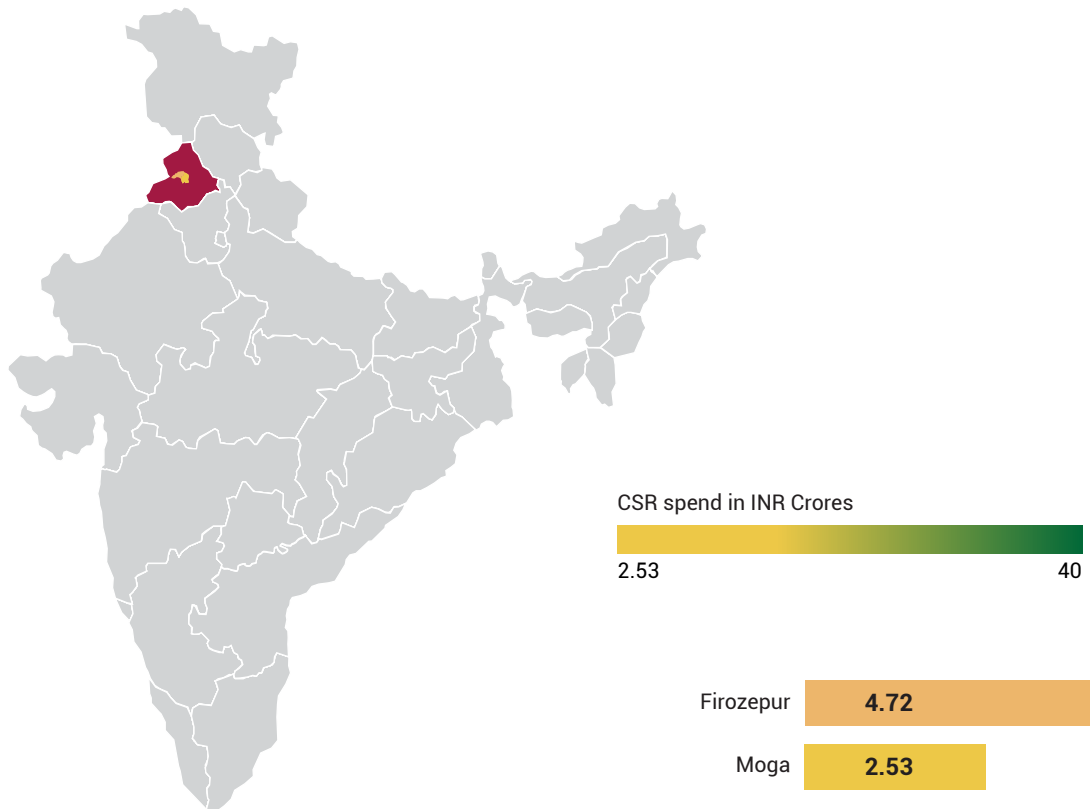
Aspirational Districts 1,345

CSR Spend in Punjab (2014-20)

TOTAL 631.30

Aspirational Districts 7.25

DISTRICT-WISE CSR SPEND



TOP SPENDERS (COMPANIES)

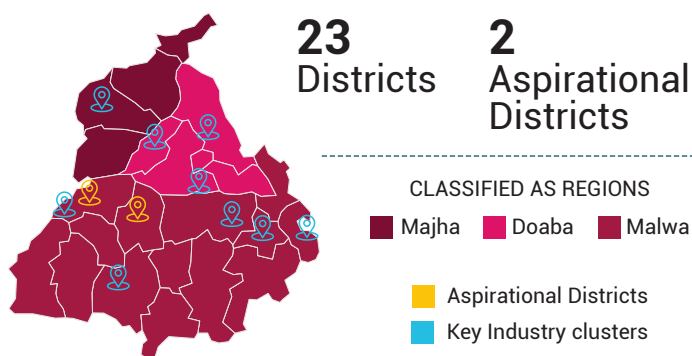
THE ORIENTAL INSURANCE CO. LTD	4.17	SUKHBIR AGRO ENERGY LTD	0.20
PNB METLIFE INDIA INSURANCE CO. LTD	1.58	MALBROS INTERNATIONAL PVT LTD	0.16
TATA AIG GENERAL INSURANCE CO. LTD	0.30	CANARA HSBC ORIENTAL BANK OF COMMERCE LIFE INSURANCE CO.	0.13
POWER GRID CORPORATION OF INDIA LTD	0.23	BRY- AIR (ASIA) PVT LTD	0.08
FANUC INDIA PVT LTD	0.23	FUSION MICRO FINANCE PVT LTD	0.05

A comparative understanding

CSR and Development Indicators of India and Punjab



Punjab Development Profile



SDG SCORE - 2020



India - 66

Punjab - 68

Demographics

Total Population	Total Projected Population (2020)	Population in the Age Group 0-6 Persons	Area (km ²)	No of Households	Density - Population /km ²	Literacy Rate	Sex Ratio	BPL % (2011-12)
INDIA								
1,210,855K	1,371,360K	164,515K	3,287,240	249,502K	382	74	940	22
PUNJAB								
27,743K	30,141K	3,076K	50,362	5,513K	550	76	895	8
(2.29%)	(2.20%)	(1.87%)	(1.53%)	(2.21%)				

Notes: Data from Census 2011. % in brackets () below the state figures denote the percentage share of State's value w.r.t India's value for a specific indicator
K- Thousand; BPL - % of population below poverty line

Economy

GDP Per Capita (at constant price) in INR 2019-20	No. of Registered Companies - as of 2018	No. of Companies Participating in CSR 2014-20	CSR Spent in a State (INR Crores) - 2014-20	Estimated MSMEs (in Lakh) 2015-16	WPR (15yrs and above) 2019-20	MSME WPR w.r.t Total WPR	Loan/Deposit Ratio (2019)
INDIA							
94,954	1,777,194	30,824	92,605	633.88	50	22	0.78
PUNJAB							
120,569	29,761	365	631	14.65	47	23	0.62
	(1.67%)	(1.18%)	(1%)	(2.31%)			

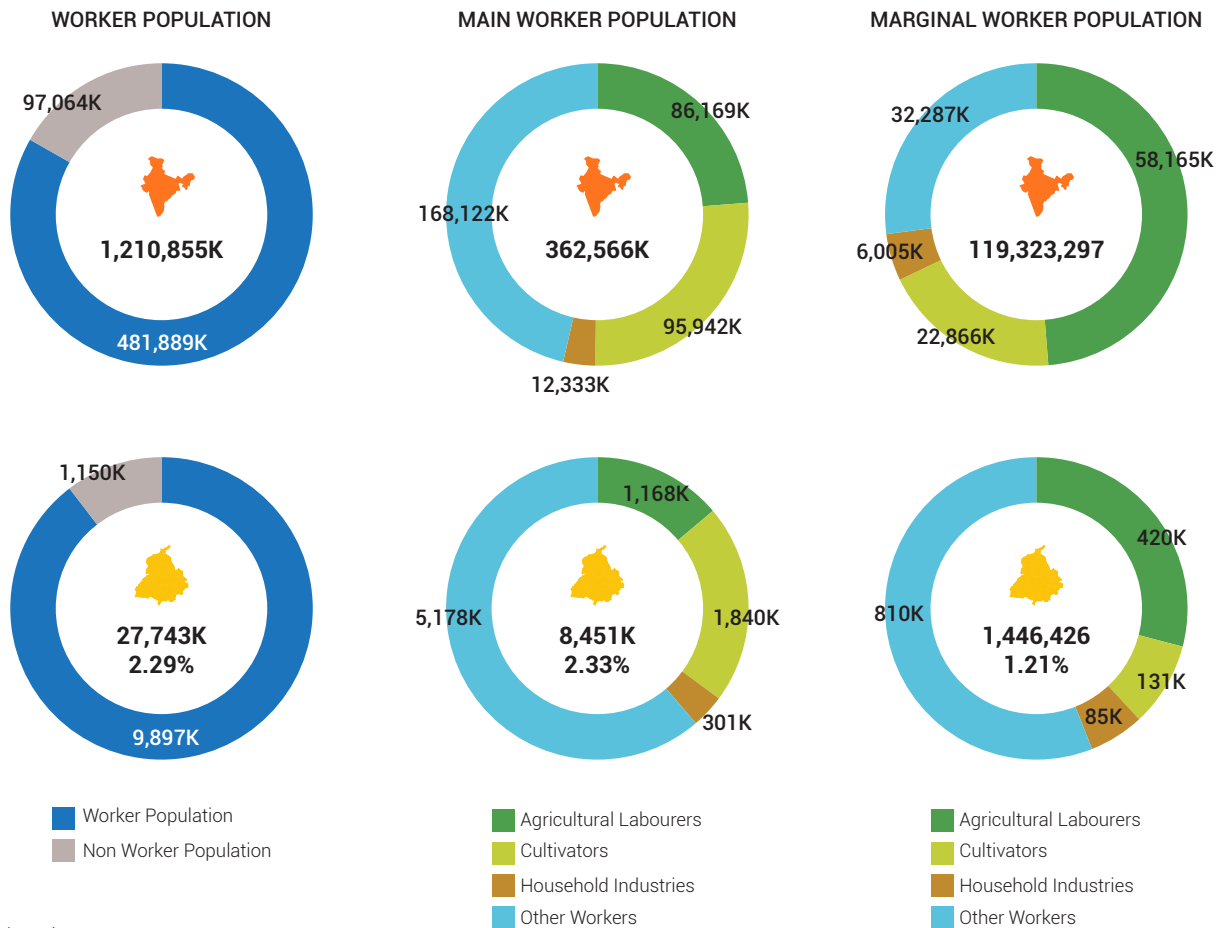
Notes: % in brackets () below the state figures denote the percentage share of State's value w.r.t India's value for a specific indicator. WPR - Worker Population Ratio; Loan/Deposit Ratio - Data pertains to SCBs and UCBs ONLY; 37.77% of Total CSR is associated with PAN India projects (not mapped to specific state)

Economic Infrastructure

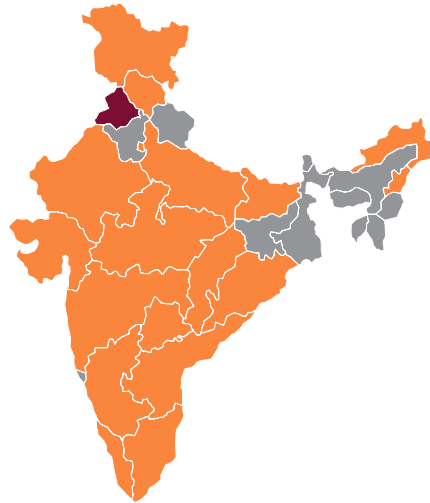
Projected Population 2020	Banks Per Lakh Population Mar 2020	ATMs Per Lakh Population Mar 2020	Aadhaar Coverage 2020	Teledensity (subscribers per 100 population) 2020	Internet Density (subscribers per 100 population) 2020	Post Offices Per Lakh Population 2021	Fair Price Shops Per Lakh Population Mar 2020	% of Operational ePOS in FPS
INDIA								
1,371,360K	11	17	88.57%	86	59	11	36	93.65%
PUNJAB								
30,141K	23	25	100.42%	121	88	13	58	9.22%

Notes: K - thousand; ePOS - Digital Point of Sale; FPS - Fair Price Shop

Worker Population



Punjab and other Large States



	GDP Per Capita (at constant price) in INR 2018-19	Total Projected Population 2020	Composite Score	Sex Ratio	Literacy	Bpl % (2011-12)	CSR Spent in a State (INR Crores) 2014-20	Estimated MSMEs (in Lakh) 2015-16	WPR (15yrs and above) 2019-20
Delhi	269,505	19M	68	868	86	10	3,114	9.36	43
Haryana	169,409	28M	67	879	76	11	2,027	9.70	42
Gujarat	153,495	64M	69	919	78	17	4,480	33.16	54
Karnataka	153,276	68M	72	973	75	21	5,648	38.34	53
Kerala	148,078	36M	75	1,084	94	7	1,154	23.79	45
Maharashtra	147,450	123M	70	929	82	17	14,131	47.78	55
Telangana	143,618	39M	69			9	1,748	26.05	55
Tamil Nadu	142,941	78M	74	996	80	11	4,094	49.48	55
Himachal Pradesh	139,469	7M	74	972	83	8	304	3.92	70
PUNJAB	115,882	30M	68	895	76	8	631	14.65	47
Andhra Pradesh	107,241	54M	72	993	67	9	4,061	33.87	55
India	92,085	1,371M	66	940	74	22	92,605	633.88	50
Rajasthan	78,570	81M	60	928	66	15	2,633	26.87	55
Odisha	76,417	46M	61	979	73	33	3,028	19.84	51
Chhattisgarh	69,500	29M	61	991	70	40	851	8.48	65
West Bengal	67,300	100M	62	950	76	20	1,957	88.67	49
Jammu And Kashmir	65,178	14M	66	889	67	10	301	7.09	52
Assam	60,695	36M	57	958	72	32	1,614	12.14	43
Madhya Pradesh	56,498	85M	62	931	69	32	1,176	26.74	57
Jharkhand	54,982	39M	56	948	66	37	548	15.88	53
Uttar Pradesh	44,421	238M	60	912	68	29	2,175	89.99	45
Bihar	28,668	125M	52	918	62	34	583	34.46	39

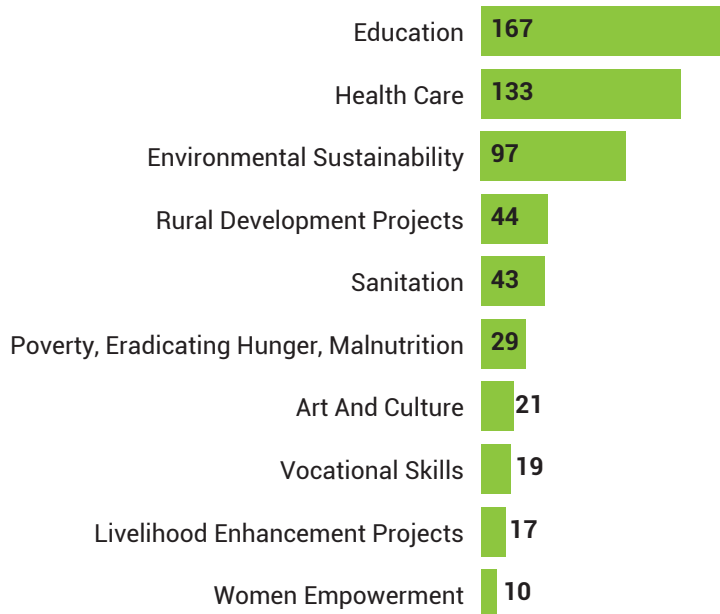
Notes: WPR - Worker Population Ratio | BPL - Below Poverty Line

Sectoral Focus



Education is the most popular chosen sector for CSR projects, receiving 26% of the total CSR. 52% of the Total CSR spend was for the Top 3 sectors - Education, Healthcare and Environment Sustainability.

CSR SPEND IN VARIOUS DEVELOPMENT SECTORS (2014-20)



64% of CSR spend is in the Top 5 Development Sectors:



26%
Education



21%
Healthcare



15%
Environment Sustainability



7%
Sanitation



7%
Rural Development Projects



Health Infrastructure

Average Life Expectancy - 2015-16	Total State Expenditure on Health (INR Crores) - 2015-16	Per Capita Health Expenditure (INR) 2015-16	Public Health Centers Per Lakh Population - 2019	Total physicians, nurses and midwives per 10,000 population - 2016-17
INDIA				
70	140,055	1,112	15	37
PUNJAB				
70	3,400	1,173	12	56

Notes: Public Health Centers: Primary Healthcare, Community Healthcare, Sub District/Divisional Hospitals and District Hospitals; Health workers: Governmental Physicians, Nurses and Midwives; Life Expectancy and Healthcare Expenditure data - 2015-16.



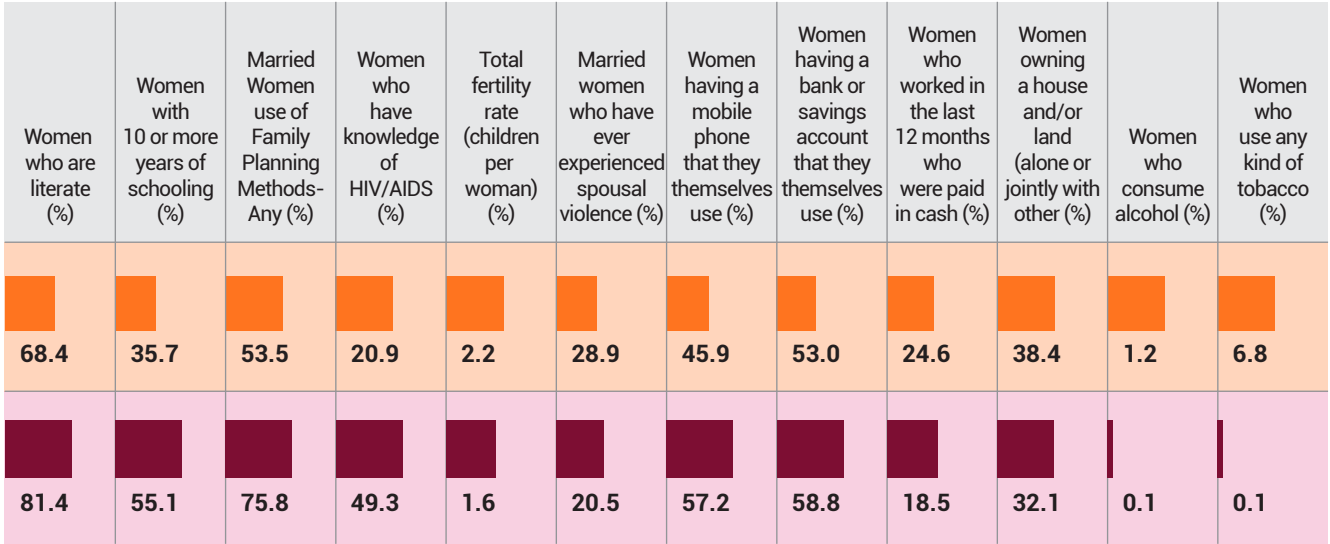
Elementary School Education

Sum of Projected Population - Age	Total Enrolments	Total Schools	Number of Teachers	% Enrolment in Rural Schools	Average of Enrolment / School	Pupil Teacher Ratio
INDIA						
524,689K	264,528K	1,508K	9,688K	69.24%	175	23
PUNJAB						
9,957K	6328K	29K	282K	59.02%	220	20
(1.90%)	(2.39%)	(1.91%)	(2.91%)			

Notes: % in brackets () below the state figures denote the percentage share of State's value w.r.t India's value for a specific indicator Education indicators data is as of 2019-20; All data pertain to pre-primary to Grade XII



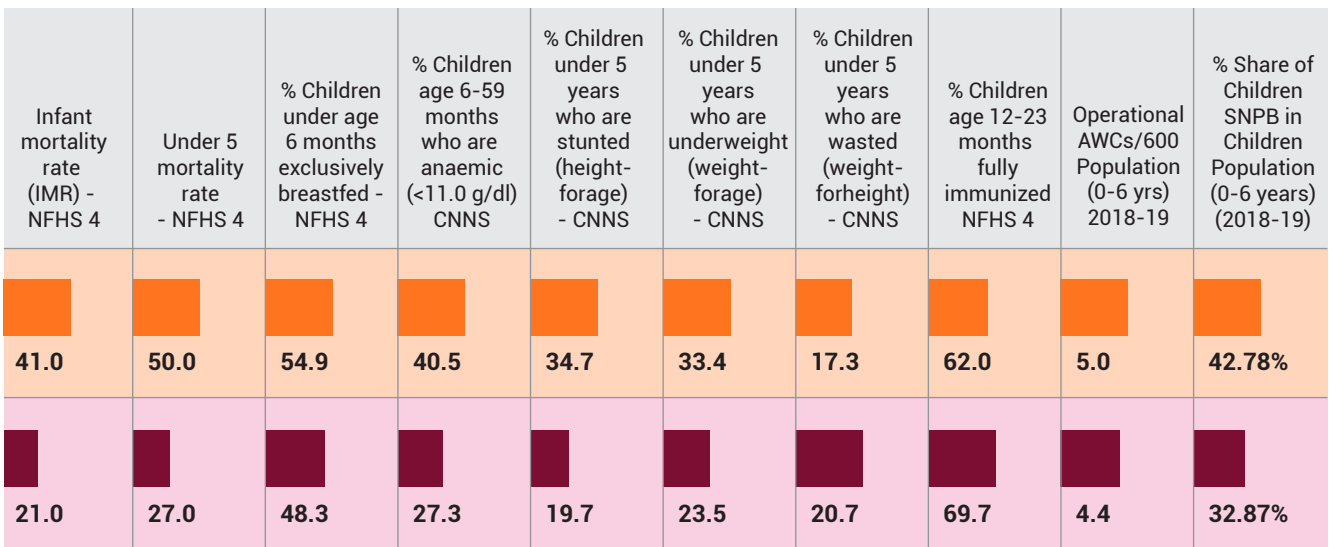
Women (age 15-49 years)



Notes: Data is as of NFHS 4 (2105-16); Slightly above normal BP - Blood Pressure with Systolic 140-159 mm of Hg and/or Diastolic 90-99 mm of Hg



Children's Health and Nutrition

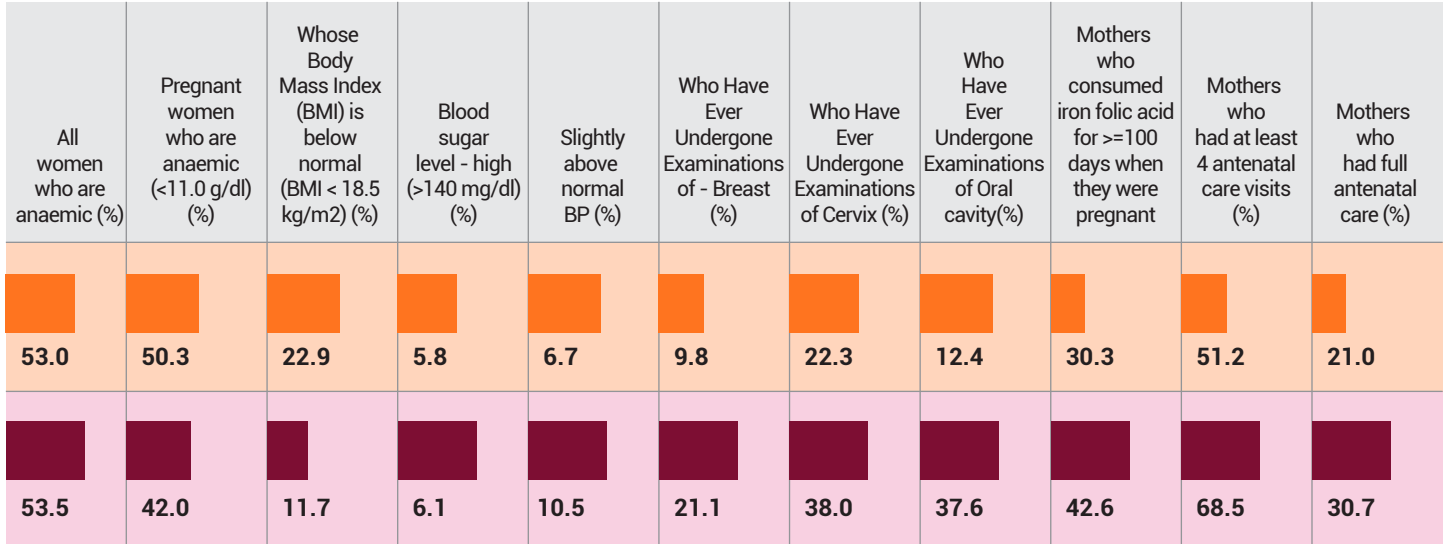


Notes: NFHS 4 - 2015-16; CNNS - 2016-18; IMR – Infant Mortality Rate - number of infant deaths in a year per 1,000 live births during the year; U5MR – Under 5 Mortality Rate – refers to the probability of dying before age 5 years per 1,000 live births; AWCs - Anganwadi Centers; SNPB - Supplementary Nutrition Program Benefits

India Punjab



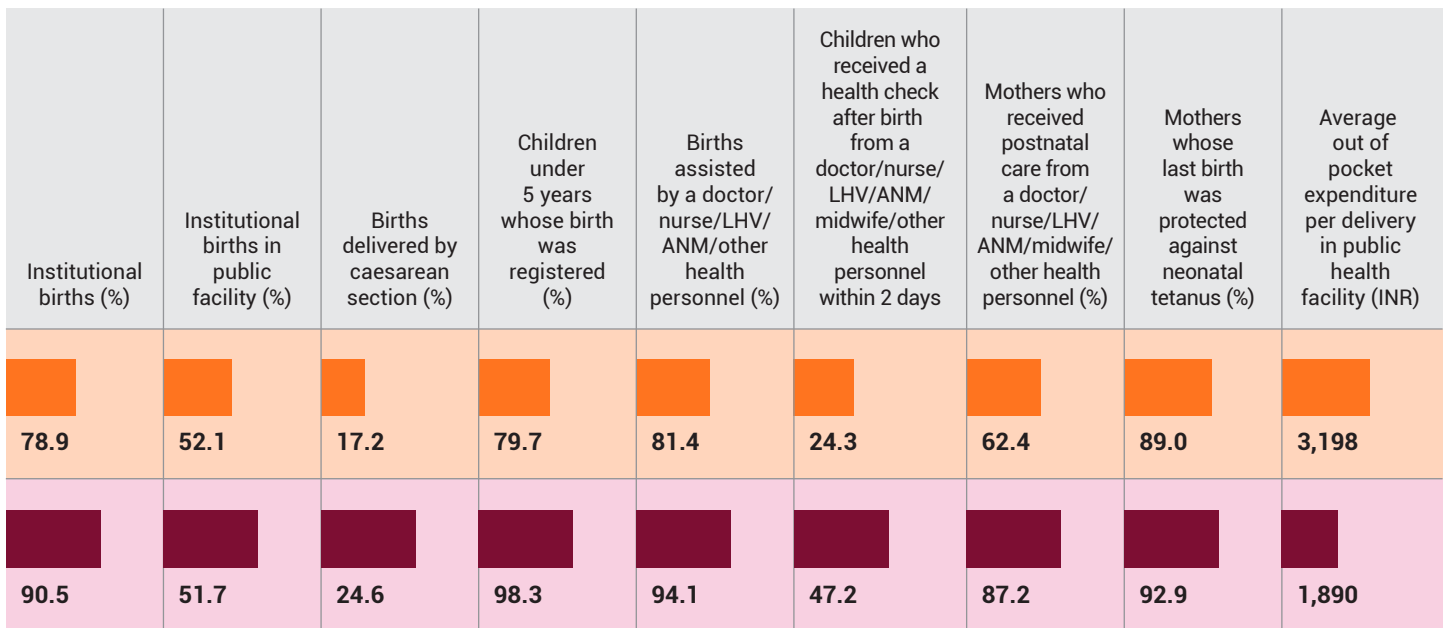
Women's Health and Nutrition



Notes: Data is as of NFHS 4 (2105-16); Slightly above normal BP - Blood Pressure with Systolic 140-159 mm of Hg and/or Diastolic 90-99 mm of Hg



Maternal and Neonatal Care



Note: Data is as of NFHS 4 (2105-16)

India Punjab



Water

% Rural Population with Piped Water Supply - 40 LPCD - Apr 2020	FC - % of Population with PWS - Apr 2020	PC+QA - % of Population with PWS - Apr 2020	Gross Irrigated Area (in thousand hectares) 2014-15	% Irrigated Cropped Area 2014-15
67.07%	53.45%	17.45%	96,457	48.63%
97.85%	80.34%	17.89%	7,757	98.72%

Note: LPCD - Liters Per Capita Per Day; PWS - Piped Water Supply; FC - Fully Covered; PC+QA - Partially Covered with Quality Issues; Gross Irrigated Area - It is the total area under crops, irrigated once and/or more than once in a year. It is counted as many times as the number of times the areas are cropped and irrigated in a year.; % Irrigated Cropped Area - It is the ratio of Gross Irrigated Area to the Total Cropped Area.



Classification of Land Usage

Geographical Area	Total Reported Area for LUS	% Reported Area: Geographical Area	% Forests: Reported Area	% Fallow: Reported Area	% Cultivable Land: Reported Area	Net Area Sown	% Net Area Sown: Reported Area	Total Cropped Area	Cropping Intensity	% Food Crop Area: Cropped Area	% Non-Food Crop Area: Cropped Area
329K	308K	93.64%	23.32%	8.51%	59.09%	140K	45.52%	198K	141.55%	71.99%	28.01%
5K	5K	99.94%	5.08%	1.76%	85.14%	4K	81.84%	8K	190.76%	87%	13%

Note: Data is as of year 2014-15. All Areas are in Thousand Hectares. Cropped area - Net Area Sown and area sown more than once; Cropping Intensity - % Total Cropped Area : Net Area Sow



Agriculture - Major Food Grains

Area (Hectare)			Production (Tonnes)			Yield (Tonnes/Hectare)		
Rice	Wheat	Arhar/Tur	Rice	Wheat	Arhar/Tur	Rice	Wheat	Arhar/Tur
36,179K	22,696K	4,235K	99,626K	79,078K	4,652K	2,391	1,042	463
3,046K	3,495K	6K	12,638K	17,636K	5K	89	109	13
(8.42%)	(15.40%)	(0.13%)	(12.69%)	(22.30%)	(0.11%)			

Notes: % in brackets () below the state figures denote the percentage share of State's value w.r.t India's value for a specific indicator
Data is as of year 2016-17; Tonnes - 1000 Kgs; K - Thousand

India Punjab

Case Studies





Bharti Foundation was set up in the year 2000 as the philanthropic arm of Bharti Enterprises. It implements and supports programs in primary, elementary, secondary education as well as sanitation. Since inception, the Foundation's programs have impacted the lives of over 4.5 lakh students across 18 states/UTs in India.

Bharti Foundation's flagship initiative, the Satya Bharti School Program was launched in Punjab (August 2006), with its first school in Ludhiana East. The program currently runs 81 Primary and Elementary Schools, providing free quality education to over 15,000 underprivileged students with nearly 600 teachers. The Foundation is also running five Satya Bharti Adarsh Senior Secondary Schools in the villages of Sherpur Kalan and Rauni (Ludhiana), Fattubhila and Chogawan (Amritsar) and Jhaneri (Sangrur) through a Public-Private Partnership model under Punjab government's Adarsh Scheme, engaging around 200 teachers, benefiting over 6000 students. Schools focus on holistic quality education, which incorporates value education, life skills, promote expression, creativity and joyful learning among children. The senior secondary schools are equipped with vocational labs such as Retail, Beauty and Wellness in addition to Computer Lab, Science, Art lab etc to expose children to career opportunities.

The Foundation also works in partnership with the Government towards strengthening the overall quality of schooling experience for students in Government Schools through the Satya Bharti Quality Support Program. Started in 2013 with two schools in Punjab, currently, the program is reaching out to more than 11,000 students in 43 schools, covering 500 teachers. Under this program, Bharti Foundation focuses on bringing in good practices, mainly in co-scholastic areas, in government schools as well as energize the school's leadership team to transform schools into vibrant and integrated institutions of learning. The interventions are around:

- i) Student's Empowerment
- ii) School Leadership and Teachers' Engagement
- iii) Parents and Community Involvement
- iv) School Environment.

15 years of dedicated effort in supporting students from the lesser privileged backgrounds have presented many proud moments. Students from these schools are making an effort to educate the community on various social issues like child marriages, road safety, importance of cleanliness and many more. Some of the alumni are now studying in prestigious institutions, while many have joined in jobs, proudly supporting their family.

Bharti Foundation launched sanitation initiative, the 'Satya Bharti Abhiyan' in Ludhiana and Amritsar districts (rural) in 2014 to improve sanitation conditions by providing toilets to households and institutions and foster behavioral change among community members. The Foundation provided over 31,000 toilets, benefitting more than 2,17,000 beneficiaries.

15,000
underprivileged students
provided free quality education

81
Primary and Elementary
schools

31,000
toilets provided through
sanitation initiative

2,17,000
beneficiaries
reached

COVID-19 relief efforts in Punjab:

- As part of our core philosophy of Winning with Purpose, PepsiCo India had rolled out its Global #GivemealGiveHope program to extend relief and support to the COVID-19 impacted communities in Punjab. We provided over 2 million meals to the underserved communities in the state and made available over 6000 COVID-19 testing kits to various Government hospitals in Amritsar and Patiala.
- Saluting the hard work of Punjab farmers who have been braving the pandemic, PepsiCo India also provided hygiene kits to them and their families. We also raised awareness among the farmers on best hygiene practices, especially focusing on handwash, wearing masks, and practicing preventive measures like social distancing.
- We have also provided hygiene kits to the Department of Health, Sangrur, Punjab, in partnership with Smile Foundation to support the frontline healthcare workers, helping the communities in these challenging times.
- In continuation of our COVID relief efforts, we have worked with an NGO partner SEEDS to provide oxygen concentrators to the local administration in Sangrur and provided a 10 bed COVID isolation centre to complement the efforts of the local healthcare system and support them with the rising COVID patients. To address another key requirement, we have also been driving COVID vaccination efforts driving over 10,000 COVID vaccines in Punjab both through direct inoculation as well as conducting awareness campaigns in communities to address fears and hesitancy around COVID vaccine.

Additionally, as our core focus area, we have been focusing on various environmental interventions around our plant location in Channo, Punjab.

Sustainable Water Resource Development and Management Program: We have been working on creating/rejuvenating rainwater harvesting structures in the form of community ponds for recharging ground water and improving the ground water levels through a robust community water stewardship program called the Sustainable Water Resource Development and Management Program (SWRDM), executed in partnership with a development support agency called Alternative Development Initiatives (ADI). In 2020, we were able to recharge over 450MM litres of groundwater through our initiatives, as assured by an independent auditor. The program focuses on creating strong community water stewards by providing trainings on monitoring rainfall through rain gauge and tracking improvement in ground water levels by monitoring observation wells. The program focuses on boosting local economy through various livelihood opportunities provided to women Self Help Groups (SHGs), who are able to free up their time, due to water availability in the catchment with these efforts, and engage in entrepreneurship opportunities like tailoring, soap making etc. Agri water optimization is another area that the project focuses on providing trainings and exposures to the farmers for undertaking less- water intensive crops like horticulture and floriculture.





Nutrition Enhancement Project- Sangrur, in partnership with Smile Foundation: The project aims to improve the nutritional status of Pregnant and Lactating Women and children across 13 villages in Bhawanigarh block of Sangrur District, Punjab. The program focuses on ensuring consumption of a balanced diet containing local grains and staples of high nutritional value by promoting awareness amongst mothers, care givers and community leaders and strengthening government linkages for continuous supply of nutritious meal servings to beneficiaries. The efforts have focused on promoting importance of breast-feeding and nutritional diets through home visits. Nutritional kits have been distributed to beneficiaries as per the Angawadi Centre (AWC) recommendations on calorie value due to disruptions in the Government supply chains owing to COVID-19. To regularise and increase the footfall at AWC, health camps are organized, where beneficiaries are screened and counselled on Nutrition practices and IFA tablets provided to pregnant women. To ensure and inculcate healthy eating habits among beneficiaries and community at large a unique initiative of establishing Kitchen Garden was undertaken to grow seasonal vegetables which could be included in the daily diets.

Anganwadi refurbishment is another important component of the program, aimed at increasing the footfall in the Anganwadis for the women in communities to have gainful engagements with Angawadi workers. Capacity Building of Anganwadi Workers and Outreach Workers are also organised on topics of Maternal Nutrition, balanced diets and Breastfeeding.

6,000

COVID-19 testing kits provided to Government hospitals

2 million

meals provided to the underserved communities

450MM

litres of groundwater recharged

13

villages as part of the Nutrition Enhancement program

Pernod Ricard India Foundation (PRIF), subsidiary of Pernod Ricard India Private Limited (PRIPL) to fulfill its commitment to the cause of Corporate Social Responsibility. Over the years, the Foundation has worked across several themes such as water, healthcare, education, environment and livelihoods. In Punjab specifically, PRIF is working extensively on projects around water conservation, Healthcare and Education.

Project Srijal is a water conservation project which aims to recharge ground water through revival and creation of new water harvesting structures, promote water saving technologies to reduce pressure on ground water table and encourage organic farming practices (Sri-Vidhi) and crops that require less water for irrigation. PRIF is working with communities in 20 villages on the construction, maintenance and asset transfer of check dams, farm ponds, injection wells, rooftop rainwater harvesting, sprinkler / drip irrigation systems and capacity building trainings for women SHGs, organic farmers groups, Jal Panchayat and Kisan Ghosthis.

Project Sanjeevani is the Healthcare program where the aim is to deliver free primary healthcare according to the ADCR formula (Awareness, Diagnosis, Cure, Referral) at the doorstep of those from underserved areas and improve overall health indicators by reaching populations not covered by the Government PHCs. PRIF operates 2 medical mobile vans (MMU) in Punjab. The MMUs consist of free doctor's consultation, free distribution of medicines, basic diagnostic tests, and referral to other healthcare facilities. Information and awareness material on rights and entitlements, government social security schemes and health programmes is also provided. The reach of each MMU is around 25,000 patients per year.

Project Digital Classroom Solution has the objective of facilitating quality education to the students of government schools through the 'one to many' model which aims to improve the quality of K-12 Education and the conceptual clarity of the Curriculum; increase teaching effectiveness and student learning abilities and improve performance of students in targeted schools. The PRIF project targets a total of 10 schools in Punjab.



20
villages as part of water conservation project

2
Medical mobile vans operated as part of healthcare program

25,000
patients reached per year

10
schools as part of digital classroom solution project



POWERGRID being one of the Largest Transmission Utility in the world is playing a strategic role in the development of Indian Power Sector and has proved its capabilities to execute large transmission projects on schedule. POWERGRID owns and operates the inter-state transmission network of the country and transmission system availability is consistently maintained over 99%, at par with international utilities, by deploying best operation and maintenance practices.

The company believes in integrating socio-economic development interventions within the core strategic business planning through its Corporate Social Responsibility (CSR) department. It is noteworthy that POWERGRID has undertaken numerous projects under its CSR initiatives in Punjab, especially under Healthcare. While COVID pandemic is stretching healthcare services to its limit, providing ventilators, distribution of masks, sanitizers, organizing vaccination camps, etc., to contain COVID-19 is a source of inspiration for public health-care initiatives. Notwithstanding the above, POWERGRID has lent strong support to the PM-Cares Fund by contributing Rs. 200 Crore.

Recently, POWERGRID has provided Cold Chain Equipment in Punjab worth Rs.159.70 Lakh to support world's largest vaccination drive. POWERGRID has sanctioned projects worth Rs.11.15 Crore in Punjab in past 6 years. Few major projects undertaken/on-going in Punjab are:

- i)Construction of 8 classrooms at Govt. High School, Singhawala, Moga
- ii)Construction of 20 toilets for girls and 2 pathways at Govt. Girls Sr. Secondary School, Matana Village, Fatehabad
- iii)Providing Sanitary Napkin Vending machines and Incinerator machines in each Govt. Middle, High and Senior Secondary schools of Firozpur
- iv)Construction of a double story building having 16 class rooms and providing benches for Govt. Sr. Secondary Girls School, Moga
- v)Supply of 3 Ambulances and construction of PHC building at Mallanwala and Kassowanna at Firozpur

POWERGRID has also undertaken several Skill Development Programmes, distributed ambulances and several equipment to various Primary Health Centers and Govt. Hospitals in Punjab. Further, POWERGRID has also undertaken projects such as installation of solar lights, construction of class rooms, toilets, smart classes, water tanks, community centers, conducted various health camps, constructed 2 PHC buildings at Mallanwala and Kassowana, Ferozpur. In addition, blood donation camps and COVID vaccination camps were also organized at POWERGRID Moga and Jalandhar complex. All these initiatives will result in upliftment of general population in Punjab and shall have direct impact in their lives.



₹200cr
donated to PM
Cares Fund

₹11.15cr
worth projects sanctioned
in the last 6 years

₹ 159.70 lakh
worth cold chain equipment
provided for vaccination

8
classrooms constructed
at Moga District

TATA TRUSTS



Reviving the Green Revolution (RGR Initiative)

Tata Trusts is amongst India's oldest, non-sectarian philanthropic organisations. The Trusts support an assortment of causes, institutions and individuals in a wide variety of areas. Their funds have been deployed towards a whole range of community development programmes across the country, for over 100 years now. Since its inception, Tata Trusts has played a pioneering role in transforming traditional ideas of charity and introducing the concept of philanthropy to make a real difference to communities. Through grant-making, direct implementation and co-partnership strategies, the Trusts support and drive innovation in the areas of natural resources management; education; healthcare and nutrition; rural livelihoods; enhancing civil society and governance; media, arts, crafts and culture; and diversified employment. The Trusts engage with competent individuals and government bodies, international agencies and like-minded private sector organisations to nurture a self-sustaining eco-system that collectively works across all these areas.

Tata Trusts work in Punjab was started as early as 2002 with first set of pilots started with Punjab Agricultural University, Ludhiana towards development of Integrated Pest Management technologies in cotton which was later on extended to other crops such as Basmati, maize and groundnut etc. Under "Reviving the Green Revolution Initiative", Trusts strategy in Punjab is centred around promoting sustainable crop production practices towards crop diversification. Key partners in the initiative are Punjab Agricultural University (PAU), Ludhiana, various KVKs and Department of Agriculture & Farmers Welfare, Govt of Punjab and Department of Horticulture (DoH), GoP. In 2008, the Reviving Green Revolution Cell (RGR Cell) was set-up by Tata Trusts to address the detrimental effects of the post-Green Revolution era. Technologies to reverse this damage existed within the confines of a research lab but, large-scale farmer dissemination was lacking. In partnership with the Punjab Agricultural University, RGR Cell identified and worked to implement simple, cost-effective measures directly with the farmers. Initial work focused on multi-crop Integrated Pest Management (IPM) in a Zero Subsidy Model in Punjab and generated a successful replicable and scalable extension model. IPM in Cotton and Basmati based cropping system have been demonstrated at large scale in partnership with DoA, GoP. Encouraged by successful implementation of IPM in Punjab, IPM was scaled to Tamil Nadu, Maharashtra and Gujarat.

Over the years, RGR Cell has evolved its programs based on emerging needs of the agricultural sector. We have adopted a cropping cycle approach in Punjab; integrated Information Communication Technology (ICT) in agriculture; tried create market linkages for fair price and promoted institutions such as Producer Company for dairy farmers. At the household level, these interventions have helped in a sustained increase in income and mitigated the resultant environmental risks of the post Green Revolution era.

Integrated Pest Management: The concept of IPM has been demonstrated at large scale across 1600 villages in Punjab for cotton and Basmati crops. Later on, the approach was extended to cropping cycles instead of single crop interventions to further consolidate the gains. Around 3 Lakh HHs have been covered under the IPM interventions.

Crop Residue Management: RGR Cell initiated the promotion of Crop Residue Management program which offers a no burn alternative to farmers for in-situ & ex-situ management of paddy residue instead of burning it. We provided easy accessibility to straw management machines and on-ground training to enable farmers to

effectively manage the problem as well as increase their profit margin. Program consist of more than 18,000 acres of wheat area sown in 540 villages spread in 9 districts of Punjab with Happy Seeder machines without crop residue burning. Over 1,27,000 farmers benefited from the program. A total of 36 Straw Management Sewa Kendars (SMSK) have been established in the project villages to increase availability of the machinery and to provide latest information about straw management technologies to farmers.

Sustainable Cotton Production: Seeing the success of the IPM program in cotton additional agencies such as WWF came forward in 2012 to take IPM at scale. Under this project, Integrated Pest Management (IPM) technology is transferred to the adopted farmers with the objective of reducing wasteful expenditure by farmers and harvesting higher yield of better-quality cotton. During 2021-22, RGR Cell ensured adoption of the Minimum Production Criteria by cotton growers for better cotton production. Over 40,000 cotton growers from South-Western cotton belt of Punjab have been covered under the project bringing ~70,000 Ha area under sustainable cotton production. The Pink Bollworm problem is being jointly tackled with Department of Agriculture, PAU and other stakeholders in collaborative manner.

ICT in Agriculture: Mobile penetration has increased tremendously in rural India. This has helped us increase our reach to many more households across villages across interventions. ICT integration in agriculture has been a key focus across all our interventions in Punjab. It has played a central role in the dissemination of all our technical and training knowhow to farmers. Over 3.0 Lakh farmers have been covered under mobile based advisory in Punjab.

Safe drinking water. Under the Jal Jeevan Mission program, RGR Cell has signed an MoU with Department of Water Supply and Sanitation (DoWSS), Govt of Punjab for covering 600 villages in Moga and Ferozpur districts benefitting around 30,000 HHs providing tap connections.

e-mobile vending cart for vegetable marketing: RGR Cell is operating e-mobile vending cart project in collaboration with Department of Horticulture, Govt of Punjab to promote self-marketing in 7 districts. A total of 30 such entrepreneurs have been supported by RGR Cell. Anticipated minimum gain in income is expected to be Rs 42,000/annum as a result of price realisation.

The focus of RGR Initiative is to work on key agriculture issues especially in context of climate change and develop sustainable crop production practices. The allied activities such as dairying too is being promoted upon as potential alternate source of livelihood for additional income generation.



18,000

acres of wheat sown with Happy seeder machines

40,000

cotton farmers covered under IPM program

3 lakh

farmers covered under mobile based advisory

600

villages covered in the Jal Jeevan Mission program

30

entrepreneurs supported by operating e-mobile vending carts

www.rgrcell.org

<https://www.tatatrusters.org/our-work/livelihood/agriculture-practices/integrated-productivity-management-in-cropping-systems-punjab>

<https://www.tatatrusters.org/our-work/livelihood/agriculture-practices/ending-burning-crop-stubble-through-happy-seeder-technology>

About Sattva



Irrational Commitment to Social Impact



Sattva Consulting is a social impact research, strategy advisory and implementation firm. As a mission-driven organisation, Sattva works at the intersection of business and impact in collaboration with multiple stakeholders including non-profits, social enterprises, corporations and the social investing ecosystem. With its work on the ground in India, Africa and South Asia, and engagement with leading organisations globally, Sattva strives to realise the Sustainable Development Goals in emerging economies across themes including education, employability, skill development, livelihoods, healthcare, water, sanitation, gender, digital and financial inclusion among others. Sattva's mission is to eradicate poverty in all its forms, and it is working towards this goal guided by its core values of being an impact-first, outcome-focused, agile, collaborative and people-centric organisation.



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Impact-driven organisation working across **India, Africa and South-east Asia**



Experience in scaling over **50 social initiatives** in a sustainable manner



Strong alignment with **SGDs** and national priorities



Working with multiple **stakeholders** including CSRs, Non-profits / SEs, Foundations, Government



Extensive network of **NGO** and other key partners on the ground across India



Holistic expertise in **CSR - Advisory, Implementation, Assessments, Technology, Data and Research**



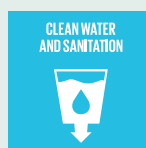
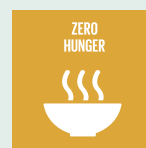
Expertise on **CSR compliance** through research and teaching at Indian Institute of Corporate Affairs



Thought leader in the **impact sector** with the largest social media following

OUR FOCUS AREAS

We co-create solutions with our clients to help them achieve impact in these key **SDG** areas.



LEVERAGE OUR EXPERTISE FOR EFFECTIVE CSR



CSR Advisory

Expert leadership at Sattva with experience in designing strategic CSR programmes and driving collaborative models of CSR, supported by India Data Insights with focus on geographic needs



Programme Management

Dedicated teams with experience of driving large scale CSR programmes for corporates, across regions, thematic focus areas and various scales of impact, via active stakeholder engagement backed by Tech



Monitoring and Evaluation

Experience of designing outcome oriented Monitoring and Evaluation frameworks for impact, by leveraging best practice approach and on-field insights for reporting and course correction



Audit, Assess and Advice

Need assessment to design flagship programmes, rigorous programme and financial audit, certification, evaluation of programme systems and processes and assessment of impact outcomes

POWERED BY DATA



India Data Insights

Data that helps deliver actionable insights and help you make sharper and quicker decisions for better impact.

India Data Insights works as your data guide to understand India's socio-economic state. We provide SDG-based views of hundreds of data indicators across time periods and geographies. Get access to data views and download ready-to-use charts and interactive dashboards.

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