

CSR Proposal - FY 2021-22

Agenda

- **Inputs received from CSR committee**
- **Actions taken**
 - **Industry Trends**
 - **Distribution of CSR in FY 2019-20**
 - **Stakeholder Inputs**
 - **Insights**
- **CSR Proposal 2021-22**
- **VAANI's Proposals & Sustainability Approach**
- **Sankara Eye Foundation's Proposal**
- **Annexure**

Inputs from Board Meeting

Market Research of CSR activities of other companies in Bangalore

Employee survey to fathom the causes that motivate them

Reevaluation of VAANI's proposal to make it more impactful towards Hearing Impaired population, while lowering Asset/Admin expenses

Evaluation of sustainability of VAANI's programs

Actions taken in response



Market
Research

Analysis of
CSR
Report,
courtesy:
CSRBOX

Employee
Survey

Collaborati-
on with
VAANI to
rework on
the
proposal

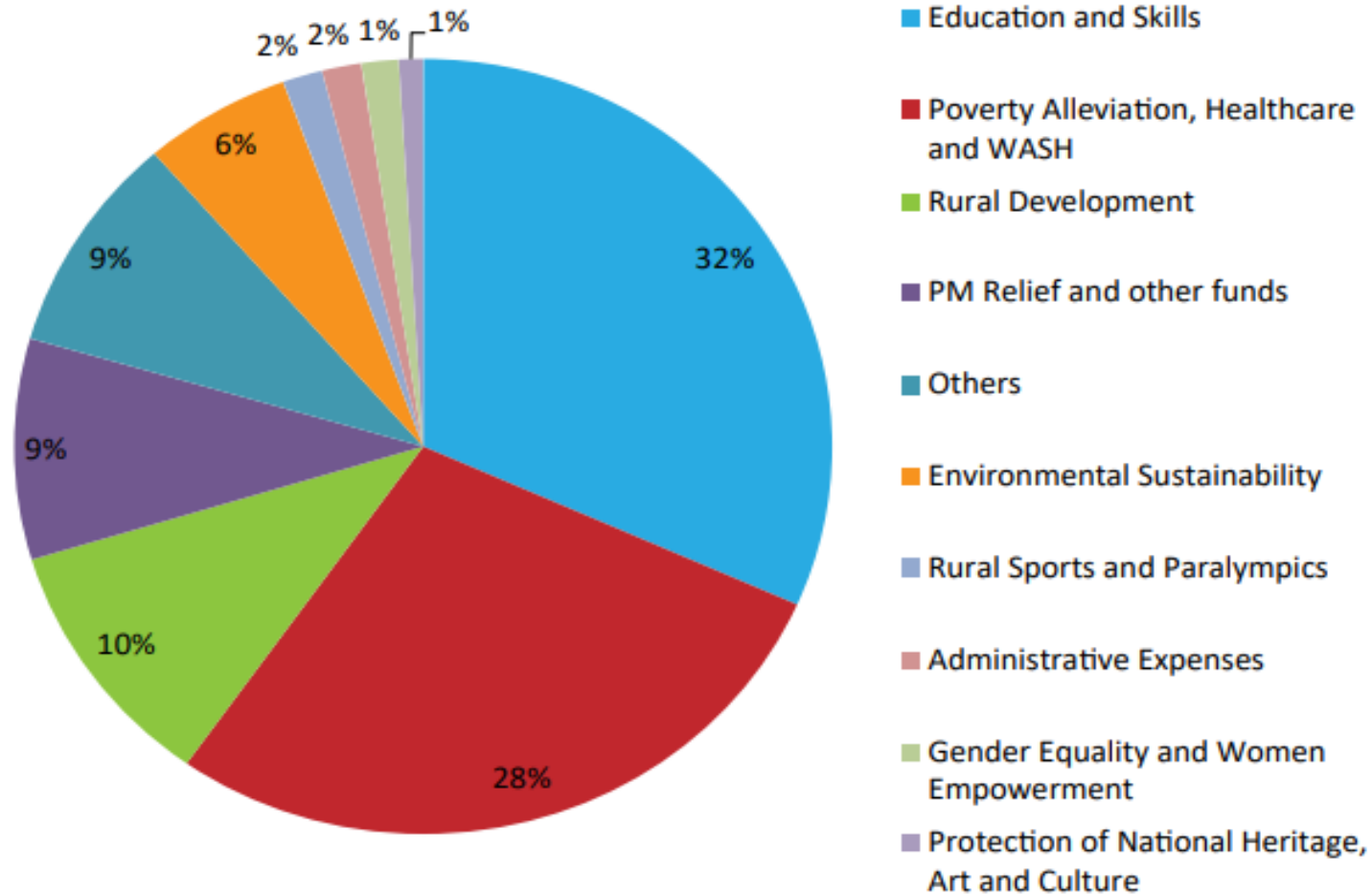
Industry Trends

Company Name	Industry	CSR spend (2018-19/2019-20/2020-21) INR Mn.	CSR focus area
Balaji Telefilms Limited, Mumbai	Entertainment	5.3	Animal Welfare Project, CM Relief Program, Education Promotion, Healthcare Promotion, Old Age
Te Connectivity India Private Limited, Bangalore	Consumer electronics	8.5	CM Relief Fund, Healthcare Initiative, Sponsoring Research, Environment, Education
Axiscades	IT software	3.2	Education For Differently Abled, Upliftment For Differently Abled, Healthcare For Underprivileged, Promoting Education
Mac Charles (India) Limited - Le Meridian	Hotels restaurants	7.5	Promoting Education And Enhancing Vocational Skills
Epson India Private Limited	Printers, etc. - Consumer goods	2.7	Education - Setting Up Smart Classrooms, Distribution Of Education Materials
InMobi	Mobile advertising		Visually Impaired

Industry Trends

Company Name	Industry	CSR spend (2018-19/2019-20) INR Mn.	CSR focus area
Happiest Minds	Technology	0.47	Education, Health Care, Gender Equality, Environment - Akshay Patra
Comviva	Telecommunications	22.6	Comviva Foundation - Early Education & Women Empowerment, Employability Program, Education For Under Privileged, Employability & Entrepreneurship
Thoughtworks	Technology		Rural Journalism (PARI), Rural Healthcare
CGI Inc.	IT Consulting	Couldn't find India specific info	Health & Wellness, Environment, Education, Covid-19 pandemic (Global initiatives)
Mangalore Chemicals & Fertilizers Limited	Fertilizers	6.1	Community Development & Animal Welfare Program, Promotion Of Rural Sports, Arts & Culture, Preventive Healthcare, Water And Sanitation, Education, Employability And Livelihoods Enhancement
Biocon	Biopharmaceutical company	80	Healthcare, Education, Civic Infrastructure; They Have A "Biocon Foundation" Which Focuses On Different Causes Like Rural Upliftment, Art And Heritage, Etc.

Distribution of CSR in FY 2019-20



Number of Companies: 269

Number of Projects

Implemented: 4535

INR 1 Cr. or above prescribed
CSR in FY 2019-20

Listed on BSE or a subsidiary of
BSE-listed company

**Maximum investment is
in the area of education
and skill building**

**Source - India CSR
Outlook Report (ICOR)**

<https://csrbox.org/media/India%20CSR%20Outlook%20Report%202020-CSRBOX.pdf>

Distribution of CSR in FY 2019-20

Thematic Areas	No. of Companies	No. of Projects Implemented	Amount Spent in FY 2019-20 (in INR Cr.)
Education and Skills	238	1485	3631.82
Poverty Alleviation, Healthcare and WASH	248	1377	3222.47
Rural Development	104	401	1203.90
PM Relief and other funds	65	102	1053.70
Others	27	72	1045.18
Environmental Sustainability	171	493	668.56
Rural Sports and Paralympics	12	125	180.10
Administrative Expenses	79	137	179.12
Gender Equality and Women Empowerment	75	151	167.98
Protection of National Heritage, Art and Culture	65	121	109.89
Benefits of Armed Forces	6	32	36.13
Technology Incubation	12	19	23.92
Urban Slum Development	6	6	20.42
Corpus Fund	7	8	15.86
Employee Volunteering	6	6	4.87

Source - India CSR Outlook Report (ICOR)

<https://csrbox.org/media/India%20CSR%20Outlook%20Report%202020-CSRBOX.pdf>

Stakeholder Inputs



No. of respondents - 227	
Option	Score
Covid -19 related causes	3.64
Education for the underprivileged	3.28
Healthcare/Hospitals	3.21
Rural Development	2.65
Women Empowerment	2.22

Inputs from Management Team

- Concentrate our efforts on the current cause
- Focus on multiple issues as part of CSR, viz. Environment, Healthcare, Education/Skill Enhancement
- Identify partners that work with different causes, so that, we can contribute to different causes over time.
- We can help government school kids around Bangalore with starter kits.

Insights

Market Research

Based on our research and CSRBOX report: -

- Most companies extend CSR in these areas - ***Education, Healthcare, Upliftment of underprivileged including Poverty Alleviation & Rural Development, & Environment***
- No direct link between their core business and CSR focus.
- Only 3 out of 12 companies surveyed during Market Research are contributing to causes related to differently-abled kids/individuals.

Stakeholder Inputs

Employees want to contribute to the following causes other than CoVid related ones which topped the survey: -

- Education for Underprivileged
- Healthcare

CSR Proposal 2021-22

Proposal 1	Proposal 2
VAANI – INR 3.0681Mn.	VAANI – INR 2.045Mn. Sankara Eye Foundation, India – INR 1.2Mn.

This is aligned with the market trend and employee inputs, as: -

1. VAANI's activities fall under the purview of Education for Underprivileged & Healthcare.
2. Sankara Eye Foundation, India is a Healthcare initiative.

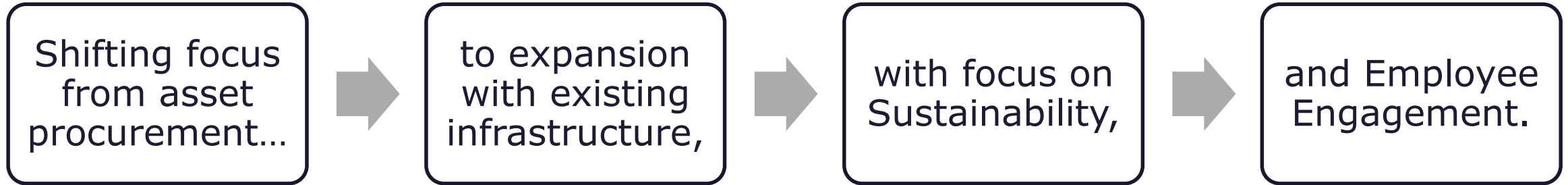
Proposal – VAANI (INR 3M)

Proposal – 2021-22		
Program	Proposed Cost(INR)	Targeted beneficiaries
Early Identification (NewBorn Screening)	278,000	<ul style="list-style-type: none"> 2000 babies to be screened
Sadhan Resource (Early Intervention) <ul style="list-style-type: none"> Educational Intervention (Language / Maths / communication / motor development) Nuritional Supplements Sign Language Support Service Life Skill Trainings For Pre Vocational Skill Building-Capacity Building and Support programme for educational intervention 	1,444,500	<ul style="list-style-type: none"> 125 hearing impaired children in the age group of 4-16 years to be given individual sessions 75 hearing impaired children to be trained on life skills, computer training and communication skills.
Community Outreach <ul style="list-style-type: none"> Forty Audiometric screening camps in the community Twenty Community Mobilization drives, advertising, and networking drives in villages and radio programmes for awareness 	1,072,600	<ul style="list-style-type: none"> Ear Check Up Camps for children between 4-16 years - 2000 Community Professionals (ASHA, Anganwadi, SSA Teachers) -100 Mobilisation campaign on Prevention Of Child Sexual Abuse - 1200
Administrative Overheads (10% of program cost) <ul style="list-style-type: none"> Rent / Maintenance / Account Service Personnel / Director / Deputy Program Head 	273,000	
Grand Total	3,068,100	
Grand Total (INR Mn.)	3.0681	
Area of Focus	Tumkur, Pavgada, Chikkanayakanahalli	

Proposal – VAANI (INR 2M)

Proposal – 2021-22		
Program	Proposed Cost(INR)	Targeted beneficiaries
Early Identification (NewBorn Screening)	182,000	• 2000 babies to be screened
Sadhan Resource (Early Intervention) <ul style="list-style-type: none"> • Educational Intervention (Language / Maths / communication / motor development) • Community Awareness Programmes and Trainings (Prevention Of Child Sexual Abuse Campaign and Awareness) 	717,000	• 175 hearing impaired children in the age group of 4-16 years to be given individual sessions
Community Outreach <ul style="list-style-type: none"> • Forty Audiometric screening camps in the community • Twenty Community Mobilization drives, advertising, and networking drives in villages and radio programmes for awareness 	948,000	<ul style="list-style-type: none"> • Ear Check Up Camps for children between 4-16 years - 2000 • Community Professionals (ASHA, Anganwadi, SSA Teachers) -100 • Mobilisation campaign on Prevention Of Child Sexual Abuse - 1200
Administrative Overheads (10% of program cost) <ul style="list-style-type: none"> • Rent / Maintenance / Account Service Personnel / Director / Deputy Program Head 	198,000	
Grand Total	2,045,000	
Grand Total (INR Mn.)	2.045	
Area of Focus	Tumkur, Pavgada, Chikkanayakanahalli	

Notable Mentions



Current Proposal aims to create influence at three levels - Children with hearing impairment, Parents and Community.

VAANI's Sustainability Approach

Early Identification(New Born Screening)	Sadhan Resource (Early Intervention)	Community Outreach	Employee Engagement
<ul style="list-style-type: none">• Aims at identifying hearing loss early(0-2 years), so that the critical age of language acquisition is not lost.• Involves partnering with government hospitals to replicate this program over the whole district.• Intention is to highlight it to get it included in the National Health Programme.	<ul style="list-style-type: none">• Aims at providing individualized training to the child on communications, life skills, education, vocation and behavior development.• The project will contribute towards improvements in employability and quality of life of hearing impaired individuals, by partnering with organizations working in livelihood space.• The aim is also to capacitate partners and parents as community leaders to run the show independently for a particular region.	<ul style="list-style-type: none">• Aims at building government networks and linkages to ensure the sustainability of VAAN's efforts.• This is done by training and mobilizing Anagnwadi and ASHA & Sarva Shiksha Abhiyan teachers.• Also involves setting up ear check camps to identify hearing impaired children in the community and making masses aware about the importance of prevention of hearing loss.	<ul style="list-style-type: none">• Haath Se Baat Kar - Indian Sign Language Session for OnMobile Employees• Teach for the Deaf – Employees to contribute in preparing teaching material• Support online campaign on Child Sexual Abuse and hearing impairment.

Proposal – Sankara Eye Foundation

Their current proposal focuses on enhancing **Paediatric Glaucoma Services** through the purchase of following equipment for their Bengaluru centre: -

- **B Scan**
- **Icare Tonometer**
- **Corneal Esthesiometer**
- Estimated cost for procuring these machines is **INR 1.2 Mn.**

Annexure

VAANI , Deaf Children's Foundation

- Founded in 2005 to advocate for the right of every deaf child to a complete life of respect and dignity.
- Over 14 years of their activity in India, mainly Northeast, East & Karnataka, they have worked with 76,000 direct and indirect beneficiaries, comprising around 12,000 deaf children, 24,000 parents, 10,000 professionals and 30,000 general public.
- We started working with them in 2018.

Vision - Our vision is to eliminate the most fundamental and overlooked problem with childhood deafness – the inability of the child to communicate with his or her own parent

Bird's Eye View of VAANI's Programs & Initiatives

Program Name	Type	Description	Targeted demographic	Impact (Current/Expected)
New born screening	Preventative & Remedial	1. Infant screening 2. Parent Infant Program Started in 2018	0-3 years	1. 3600 babies/year 50 such parents are currently part of the program
Early Intervention	Remedial	1. Individualized Education Program 2. Speech Therapy 3. Parent Training Driven through Sadhan Centres, Home visits	4-16 years	700 children are currently being taught 11,000 children reached in 15 years
Youth Transition Program	Remedial/Capability building	Prevocational/ Vocational training OnMobile has been supporting these activities for the last 2 years	7-16 years	
Community Outreach	Preventative/Capability Building	1. Community Training 2. Community Screening 3. Home Visits	1. Asha, Anganwadi, local NGO workers, Nurses, Red Cross Workers (excluding parents) 2. All age groups in remote locations 3. Children in remote areas	1. 10,000 people trained in last 15 years. 15 such people are independently hadling screening, training children and parents, speech therapy in their areas of operation 2. 500-600/year
Sustainability Care Model	Capability Building	Community training of identified individuals to help them in screening and training independently.	Asha, Anganwadi, local NGO workers through Community Outreach Creating Parent leaders through Parent Training	
Tools & Technological Development	Capability building	1. Physical kits 2. Online Repository 3. Voice to Visualization Tool	Parents, Teachers, Hearing Impaired Children	3. 10,000 children in the next 2 years

Sankara Eye Foundation India

- They work towards eliminating curable blindness in India.
- Established in 1977, they now have a presence in 7 states of the country, serving around 1000 patients everyday.
- They have programs focusing on cataract screening, and surgery, community outreach for rehabilitation, identifying vision related problems in children, and people with diabetes, etc. They have performed around 2,056,538 free surgeries all over India.
- They follow 80:20 model where 80% of the beneficiaries receive free eye care every year. 20% of affordable beneficiaries' group cross-subsidise the cost of care given to the needy patients.
- They are eligible to receive donation under CSR and are working with quite a few corporates.

Thank you