CSR
BROCHURE

NHF
NGO HELP
FOUNDATION

TRANSFORMING
LIVES!

" CSR isn't something
you do for others,
it's a responsible and
sensible Strategy that
everyone benefits from "

VISION

" To ensure development is not only sustainable and easy to access but, also simplistic and scalable."

MISSION

To conceptualize, develop, manage and implement result-oriented initiatives through mobilization and utilization of resources to create a positive social impact.

ORGANIZATION BRIEF

Ngo Help Foundation (NHF) is a Global CSR Platform connecting Corporates to the world of NGO 's ,and the Organization offers expertise in sectors like Healthcare, Environment, Education, Skill Development and Livelihood with emphasis on Corporate Social Responsibility and Sustainability.

Started in the year 2009, our organization has grown phenomenally and has set a benchmark in the country's social sector through its quality services. Our research-based and grass-root level approach in Need Assessment, Baseline Survey, Project Implementation and Impact Assessment has efficiently helped us to bridge the gaps between businesses and communities and has a well proven history.

With the implementation of ' Proposal Research laboratory' which is complemented by a robust Monitoring & Evaluation division, we make a remarkable difference on how projects are implemented. Our team with its expertise at ground across India helps in identifying "real" needs and develop programmes, and accordingly manage them.

" BUSINESS CANNOT BE SUCCESSFUL
WHEN THE SOCIETY AROUND THEM FAILS "

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as a method through which a company achieves a balance of economic, environmental and social imperatives "Triple-Bottom-Line- Approach", while at the same time addresses the expectations of shareholders and stakeholders. In this sense, it is important to draw a distinction between CSR, which can be a strategic business management concept, charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction and will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that. CSR must focus on Sustainable Development.
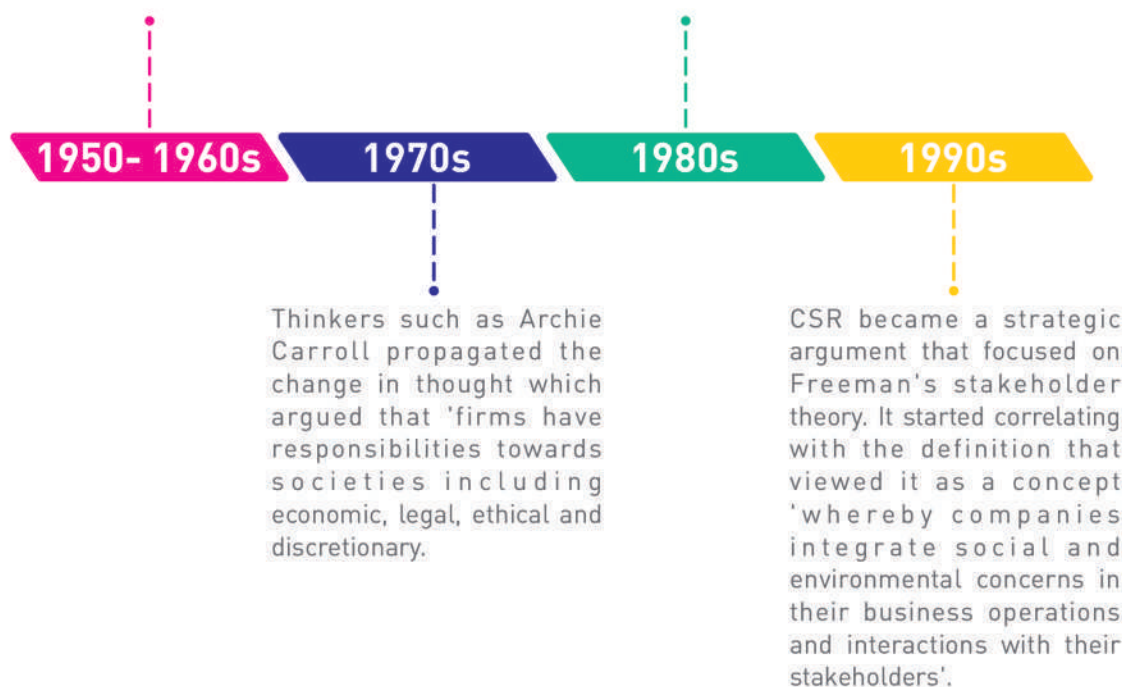
THE EVOLUTION OF CSR

All the universally accepted definitions of CSR underscore the impact that businesses have on communities and environment. Seemingly, the concept of CSR has evolved from welfare activities (such as philanthropy, donations, charity, relief work and others) to the one that now incorporates corporate citizenship, strategic philanthropy, shared value, corporate sustainability and business responsibility.

GLOBAL STORY

The focus was on general good deeds for societies at large. The drivers of changes were events, people, and ideas who were instrumental in shaping the emerging social changes.

Thomas Donaldson and Thomas W. Dunfee highlighted the 'tactic social contract between the firm and society' characterized by an enhanced responsiveness towards stakeholders.

1950- 1960s | **1970s** | **1980s** | **1990s**

Thinkers such as Archie Carroll propagated the change in thought which argued that 'firms have responsibilities towards societies including economic, legal, ethical and discretionary.

CSR became a strategic argument that focused on Freeman's stakeholder theory. It started correlating with the definition that viewed it as a concept 'whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders'.
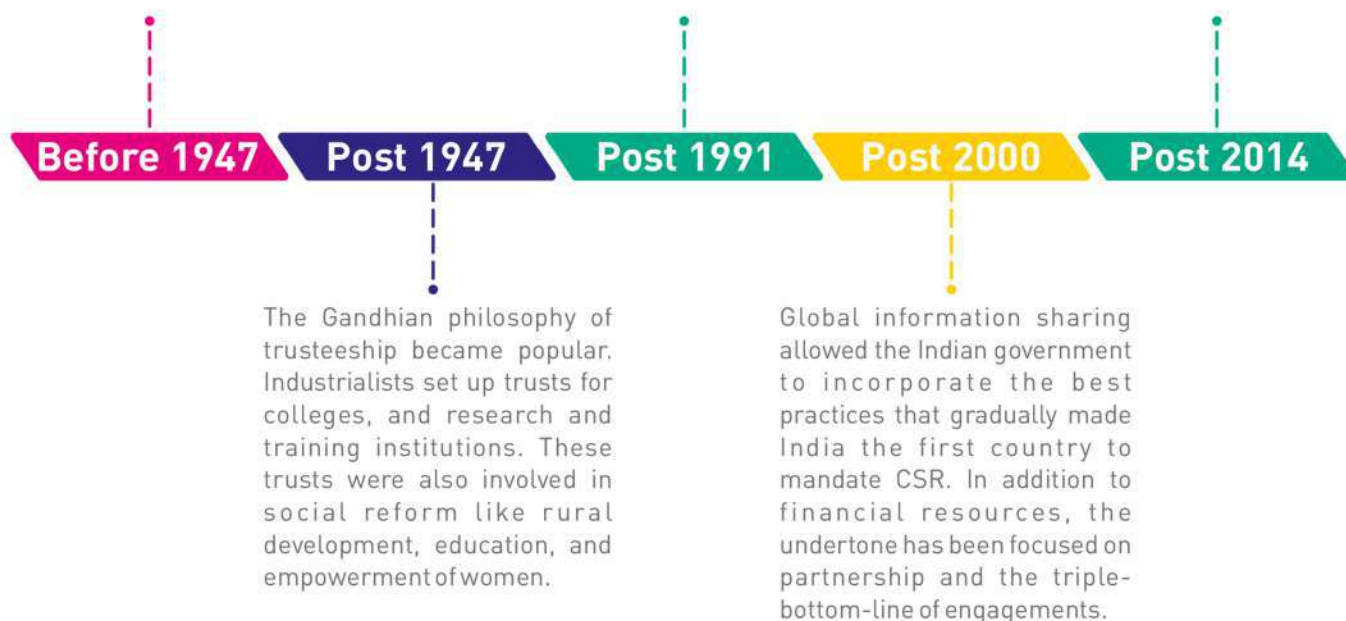
INDIAN STORY

CSR in India has travelled through different phases, such as community engagement, socially responsible production and socially responsible employee relations. Initially, it was more about philanthropic endeavors that were performed but not deliberated and documented.

Prior to Independence, it had a national character encapsulated within it that extended support to India's freedom movement. CSR in India now appears to be thoughtful and it incorporates global knowledge of CSR in its discourse.

The concept of charity was carried out by businessmen and philanthropists with a strong religious sentiment. CSR was deeply influenced by family values, traditions, culture, and religion, as also by industrialization. The wealth of businessmen was spent on social welfare, by setting up religious, educational and healthcare institutions.

Economic liberalization opened the floodgates for foreign investment. Entry of global players kick-started competition in the market and the global CSR standards motivated the local players to enhance their brand values and meet consumer satisfaction.

After the enforcement of new Companies Act, we can see a significant inflow of contributions by businesses towards socio-economic and environmental initiatives. Education, healthcare, livelihood and skill development remain the areas receiving a majority of the CSR funds.

Before 1947 | **Post 1947** | **Post 1991** | **Post 2000** | **Post 2014**

The Gandhian philosophy of trusteeship became popular. Industrialists set up trusts for colleges, and research and training institutions. These trusts were also involved in social reform like rural development, education, and empowerment of women.

Global information sharing allowed the Indian government to incorporate the best practices that gradually made India the first country to mandate CSR. In addition to financial resources, the undertone has been focused on partnership and the triple-bottom-line of engagements.

Some major developments:

According to PRIME Database, 1,019 listed companies spent amount close to Rs 9,034 crore towards CSR in FY17, implying that India Inc is prioritising spends in education and vocational skills. Interestingly, 2016-17 saw a Rs 591 crore rise in CSR spends from Rs 2,793 crore in FY16 to Rs 3,384 crore in FY17. According to the report, education and vocational skills accounts for 37% of the total CSR spend by India Inc.

The idea of CSR is brought to the forefront among the Indian business community by Section 135 of the Companies Act, 2013 and the Schedule VII of the Act places the community at the heart of all the activities and advocates integrating CSR into the core operations of a company while it also promotes transparency.

SUSTAINABILITY

Sustainability is a comprehensive approach for a business that aims to create and maximize long-term economy by keeping a balance of social and environmental aspects in a longer run.

" Sustainability is no longer about doing less harm. It's about doing more good "

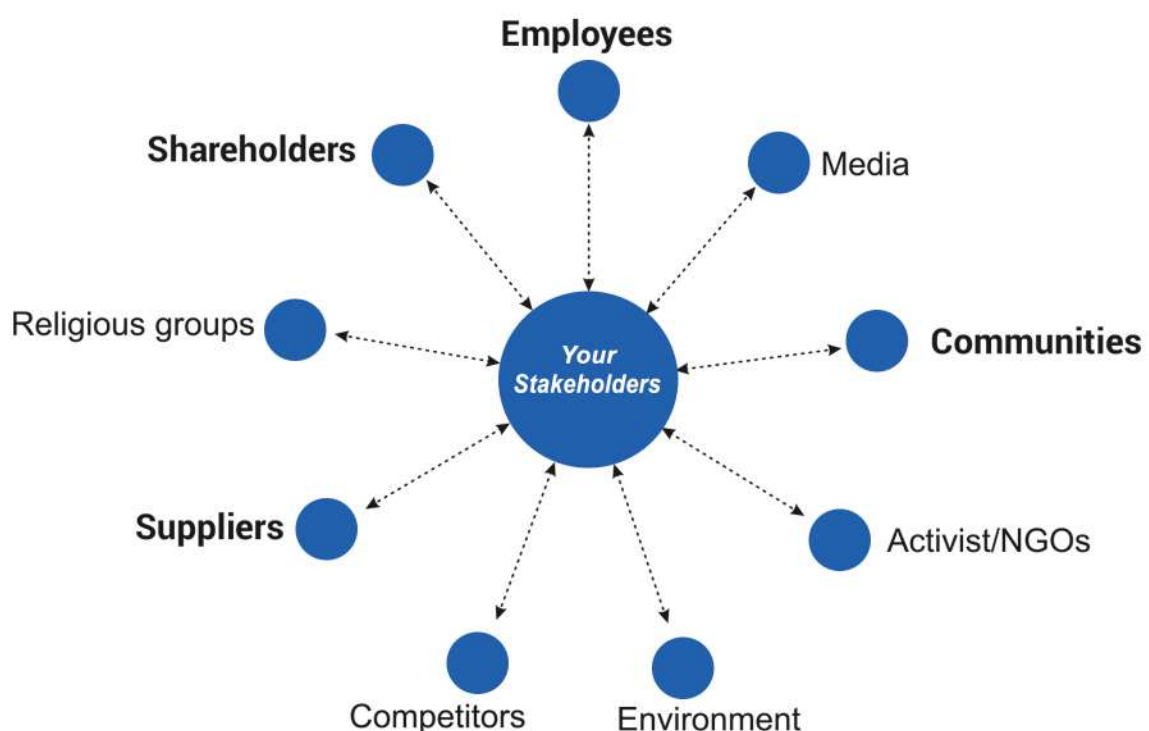# CSR AND SUSTAINABILITY ARE INSEPARABLE

Convergence of CSR and sustainability form the core of The Companies Act, 2013 (Section 1 3 5). The notion focuses both on shareholders and stakeholders through the social, environmental and economic objectives of a business. CSR is increasingly used by corporations as a tool to address social and environmental issues, whereas sustainability focuses on a strategy that prioritises the long-term survival of a business connected to ecological, social and cultural systems.

Transforming a business completely sustainable may not be feasible for many. However, a mixture of CSR and sustainability can definitely deliver a measurable impact. Perhaps, the needfor more strategic, systematic and structured approach for an integrated development can beaddressed through an amalgamation of sustainableand socially responsible practices.

INCORPORATING SUSTAINABILITY

While aiming long-term business growth, integrating sustainability into business processes enables an organization to mitigate future risks and adopt scientific processes. A sustainable strategy enables environmental principles and socially responsible behaviour for all business decisions and is a central theme of a successful business.

Most of the findings also indicate the relevance of 'stakeholder analysis and mapping' among primary and secondary categories of stakeholders with a collaborative process of research, debate, and discussion from multiple perspectives.

CSR Maturity Status : Where do you stand ?

| Awareness	Understanding	Commitment	Engagement	Advocacy
"Heard of CSR"	CSR for my organization means "CSR supports my brand"	Business case for CSR "CSR creates long-term value for my organization"	Contributes to social welfare with my CSR activities	"Tell other people about CSR in my organization"

NHF IN THE CSR ECOSYSTEM

NHF considers CSR of strategic importance. We assist our partners in adopting sustainable approaches in their businesses as well as in undertaking impactful social initiatives as a part of their CSR mandate.

Placing components of sustainable CSR at the heart of every social initiative, our organisation ensures that the four interrelated pillars of workplace, marketplace, society, and environment are integrated with all planned initiatives.

Keeping the key drivers of CSR in mind our team develops and implements customised programmes basis the community and corporate need. Our expert team helps mitigate risks and ensures that social initiatives deliver maximum impact.
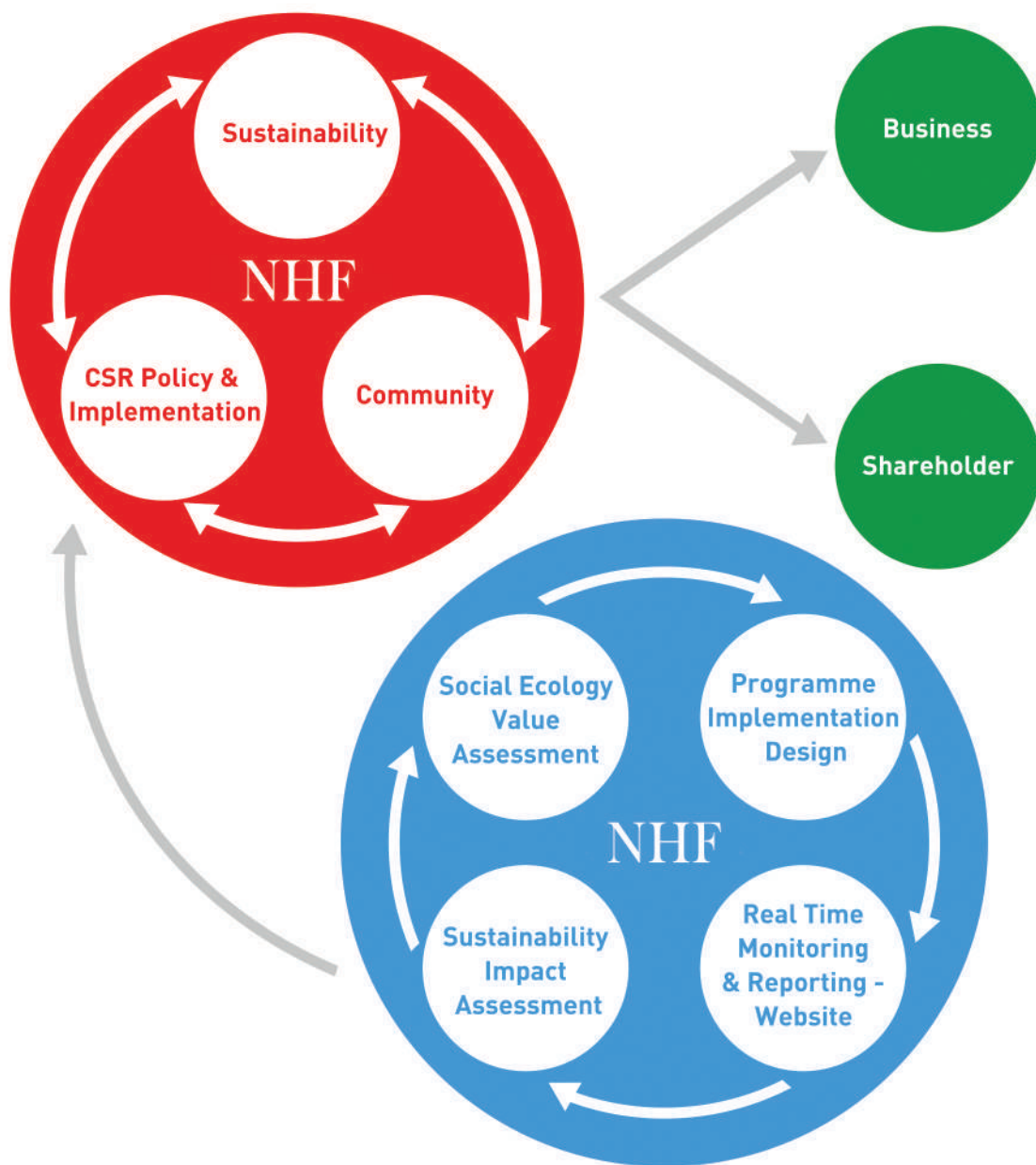
WHY NHF ?

Proposal Research & Design Laboratory: Our unique in-house laboratory gives us a competitive edge, and emphasises on scientific and rational research tools to develop effective and result-oriented initiatives.

☑ Innovative programme concepts and reporting formats

☑ End-to-end services and solutions related to CSR

☑ Over 2000 implementing partners across the nation (IL&FS Skills, YMCA, etc.)

☑ Dedicated and experienced sectoral team

   (Health, Education, Livelihood, Environment, Skills)

☑ Pan India presence

☑ Assistance in identification of credible & programme-specific

   implementing partners

☑ Organized and professional outlook towards the project

NHF PRACTICES

CSR Portfolio Management (CPM) is a packaged service offered to corporations to manage the entire CSR portfolio. From designing various CSR projects to implementing them on the ground with regular monitoring and evaluation, CPM helps corporations achieve social objectives by optimally utilising the available resources.

As a comprehensive CSR consultant and implementer, our company customises the various welfare activities as per the need and ensures the achievement with an alignment with the objectives.

NHF holds expertise in the following practices:

- Initiative Design & Management for Corporations & SME's

- Initiative Implementation

- Monitoring & Evaluation

- CSR-CSO partnership

- Impact Assessment

- Development Communications

- Social Return on Investment

CSR PORTFOLIO MANAGEMENT

Corporate Social Responsibility(CSR) has transformed from an auxiliary concept to a strategic practice in business operations across the globe.The idea is to focus on Triple Bottom approach that cannot be undermined by short-term benefits.

At **NHF** , we support the Corporates to manage the entire CSR scope with the mentioned services. Each of the below mentioned services is offered individually as well.

CSR Policy design is the first step intended to formulate a focused policy and guideline, a key element for a business towards a well-planned CSR intervention. Therefore, it is vital to design detailed framework and various activities to achieve the intended objectives.

With the inception of CSR mandate, corporations under the ambit must have a predefined CSR Policy for the social intervention that is transparent and distinctive in nature. In addition, the CSR activities, processes and reports should also be mentioned elaborately.

With an understanding on each and every requirement as per the CSR charter, **NHF** shares its expertise and enables organizations to formulate or re-design a comprehensive CSR policy that covers all the aspects by striking a balance between internal and external stakeholders requirements. During the designing, we meticulously consider the brand's core values, such as compliances and protocols while we also align the policy to the charter under schedule VII.

INITIATIVE DESIGN AND MANAGEMENT FOR CORPORATION & SME'S

The CSR mandate in India brought a cultural change among the Indian businesses by leveraging the expertise of companies for social development initiatives. It is an ideal case that the social investment being undertaken by corporations must bring about qualitative impact through the CSR initiatives.

To meet a qualitative impact on the ground, before designing a programme, **NHF** conducts an adequate research aimed at a need - based social intervention. Various aspects such as the performance indicators, challenges, frameworks, stages and activities, and other mechanisms are identified and pre-planned for a smooth execution.

All in all, our Initiative Design and Management service is aimed to design the requisite programme, plan for the implementation and further assist to shortlist the implementing partner for the programme.

We help enhance quality across the organizational value chain which enables utilization of scientific and rational research tools keeping in mind the geography, demography, resources availability, stakeholder analysis, and prospective impact, monitoring mechanism among others.

INITIATIVE IMPLEMENTATION

Implementation of a social initiative is the core part of any CSR programme. Every blueprint or Action plan must be translated into reality and attain the sought objectives with minimum deviation.

Management of the resources and their mobilization at the ground becomes vital, considering the real-time risk involved. Thereby, various activities and stages need to be executed as planned and formulated within a timeline.

We develop Standard Operating Procedure (SOPs), facilitate planning of the programme, its implementation, monitoring and evaluation, impact assessment and final reporting framework. In addition, we build capacities of the internal CSR team and implementing partners.

MONITORING, EVALUATION & LEARNING

With the surge in social initiatives, there is a growing competition among corporations to deliver realistic reporting of outcomes. Despite result-based implementation, at times, scarcity of real time data on the impact of social initiatives is evident. It is ideal that the objectives of an initiative are met as per the pre-defined timelines and appropriate course correction is ensured.

Monitoring and Evaluation(M&E) plays a pivotal role in determining the realistic and intended outcomes. It ensures accountability for the spent resources, by syncing the planned objectives and the activities to help identify the gaps by taking corrective measures in the process. M&E is not only significant for corporations but is also crucial for the implementation partners to ensure that project activities lead to the desired outcomes. Through this regular exercise, the agency recognises the effectiveness and quality of an initiative, thereby ensures accountability towards the stakeholders.
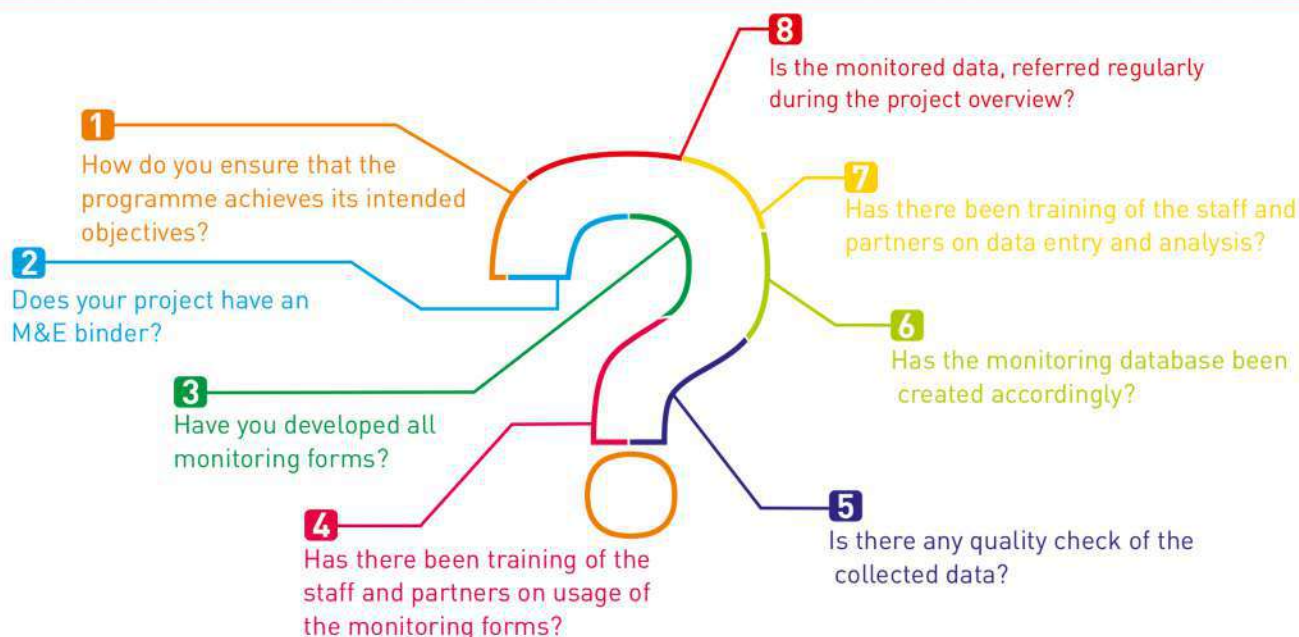
Monitoring and Evaluating aligns the processes of the project as per the regular findings and suggestions. Over the years, **NHF** has designed frameworks,captured and implemented learnings through quantitative and qualitative research methodology to ensure that the appropriate course correction takes place while working with our partners.

Services offered in Monitoring & Evaluation of programmes are:

- Need Assessment
- Feasibility Study
- Baseline Study
- Perception Study
- Mid-term & End-term Evaluation
- Impact Assessment
- Periodic Project Monitoring

> **" If you don't know where you have started from, you won't know how far you've come..."**

1 How do you ensure that the programme achieves its intended objectives?

2 Does your project have an M&E binder?

3 Have you developed all monitoring forms?

4 Has there been training of the staff and partners on usage of the monitoring forms?

5 Is there any quality check of the collected data?

6 Has the monitoring database been created accordingly?

7 Has there been training of the staff and partners on data entry and analysis?

8 Is the monitored data, referred regularly during the project overview?

With our unique and time- tested Monitoring, Evaluation, and Learning (MEL) services, we offer assistance to regulators, donors, policy-makers, implementers and other stakeholders. We also facilitate Result-Based Management (RBM) framework for the programmes to analyse the efficacy of implemented initiatives and ensure SMART (Specific, Measurable, Attributable, Realistic and Time Bound) outcomes and design reports as per the terms of reference.

IMPACT ASSESSMENT

Impact Assessment (IA) is a vital component to assess and analyse the effect of the project activities in the lives of the beneficiaries. It enables us to realise the relevant economic, social and environmental impact of a project. The practice precisely focuses on learning and analysis.

Our approach of embedding common indicators of impact assessment and economic valuation has set us apart in the sector and has created a unique niche for us. Throughout the IA process, our team employs realistic methods and tools depending on the project, its vision & mission, output/outcome of the programme, Monitoring reports, Evaluation reports and any other documents available.

We also help in the development of an indicator matrix which allows recommending sustainability - mapping which is followed by a well-drafted Impact Assessment Report.

Impact Assessment process includes :

- Review of intervention and the planning process
- Consultations with targeted stakeholders
- Area exploration
- Consultation with various departments within the organisation
- Analysis of findings & data collation
- Summary and presentation of findings of the IA report
- Forwarding IA findings to the Board
- Publication of the IA report (as per partner's requirement)

CSR-CSO MANAGEMENT

A well capacitated civil society organization with the necessary experience to implement the initiative is of utmost significance, thereby we pay special focus to build a credible network of civil societies.

We identify and select credible implementing partners with relevant experience for the programme and hold a command on community mobilization while also mitigate the risks when required. The process involves a rigorous assessment of CSOs based on their past work, expertise, and their documentation. NHF is proud to have a strong network of more than 2000 CSOs across India.

DEVELOPMENT COMMUNICATIONS

Development communication refers to the use of communication to facilitate social development. In our approach, we engage stakeholders, policymakers, and communities, that is concentrated to ascertain conducive environment, assess risks and opportunities, and promote information interchange for a positive social change.

The process includes propagating project-based information and education, the societal behavior change promoted through Social media and media advocacy (Public Relations)

Moreover, we help the brands to enhance their value through a continuous and efficient communication to the intended stakeholders and shareholders. We believe good work must be highlighted to inspire others, and social media and traditional media are the two efficient ways.

SOCIAL RETURN ON INVESTMENT

Globally, it has been observed that the investors are always inquisitive on the cost-benefit analysis of any investment that is done for the stakeholders' interest.

Social Return on Investment is an approach to measure, understand and manage the values that are not conventionally highlighted in the financial statements. Specifically, social, economic, environmental and other values that enable the decision makers to identify the effectiveness of capital and other resources for the benefit of the society at large.

SROI refers to a way of reporting on the created value and bases the assessment on the perception and experience of the stakeholders.

The Seven Principles of SROI
- Involving Stakeholders
- Articulation of the Change
- Valuation of Stakeholder Perception
- Determination of Information and Evidence
- Claiming the Value
- Transparency
- Verification of Outcomes

CORE VALUES

We ensure authenticity, reliability, and credibility of the data, facts, and figures that we gather and disseminate through primary and secondary research

We ensure excellent quality of the actionable reports which is intended to provide absolute and detailed insight into the markets, products, competition and the overall perspective at an affordable price.

Authenticity

Quality

Core Values

Confidentiality

We ensure confidentiality for all the research projects that we carry out as per the code of conduct.

"TESTIMONIAL

NHF's experience in Impact evaluation and baseline assessment helped us get deeper understanding of the geography and expectations of the local community, while designing our intervention. Their teams exposure in social infrastructure development and CSR projects is a value add to our programme design.

■ DR.R K DHAWAN
Chief Executive Officer
Maharashtra Minerals Ltd

SECTORS OF EXPERTISE

We have successfully bridged the gap between businesses and communities through our value-based sustainable social intervention in the sectors of **Health, Environment, Education, Skills, and Livelihood.**

LIVELIHOOD

The livelihood comprises the capabilities, assets (including both material and social resources) and activities which act as prerequisites for a means of living. Nowadays, sectoral experts and academician debate more on the topics such as livelihood security and sustainable livelihood frameworks, that range from primary sector (agriculture) to the secondary sector (manufacturing) to tertiary sector (services).

ENVIRONMENT

It is an unequivocal truth that environment is a key for the existence of life on this planet. Well-managed soil and nutrients underpin food production to the critical role of biodiversity to protect human health against the spread of infectious diseases while clean air in our cities can prevent the premature deaths and illness of millions. Noticeably, water scarcity is one of the key challenges that India faces today with its dried up reservoirs, polluted lakes and groundwater, responsible for a big destruction. Besides, quite evidently Climate Change is turning into a reality today.

HEALTH

India's healthcare suffers from quality, quantity, access and affordability issues. A staggering 70% of India's population lives in rural areas and has no or limited access to hospitals and other health institutions. Preventive healthcare is a need today to build a healthy and developed nation.

EDUCATION

Despite being one of the fastest growing economies, India is struggling to ensure even the basic universal elementary education to all. Public education quality is still debatable while access is still a challenge. As per Census 2011, India's literacy rate is at 74.04% and gender literacy gap is noted to be at 16.68%. It also reveals that about 32 million children aged between 6 to 13 years have never attended any educational institution.

SKILLS

India is projected to have one of the youngest populations in the world by 2021, with 64% of its likely population in the 15–59 age bracket.Hence, there is a need to optimally leverage the advantage of this "demographic dividend". To respond to this change, the Government of India has taken up the ambitious task of skilling and upskilling 500 million people by 2022.The current skill development landscape has a large number of entities, with the umbrella body being the Ministry of Skill Development and Entrepreneurship, established in 2014.