

**REACHA
ANNUAL REPORT
2013-14**



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REACHA ANNUAL REPORT 2013-14

INTRODUCTION

Since inception REACHA has done considerable work in the field of community development, rainwater harvesting, family welfare, education and environmental conservation. The year 2013 was a landmark year in terms of corporate India getting an opportunity to actively participate and collaborate in nation building. This was facilitated through the enactment of Section 135 of the Companies Act 2013 on Corporate Social Responsibility (CSR). This legislation mandates a certain class of profit making companies registered in India to annually spend 2% of their average net profit on CSR. REACHA experience in the domain of socio-economic development was shared with corporates, NGOs and national institutions in order to scale impact and bring about larger social change for national welfare.

The REACHA website – www.reacha.org was accessed from across the globe and this has gradually evolved into a useful platform that assists the origination to share its work. The increased number of hits makes us believe that the body of work developed by the organization is relevant to people and organizations and they continue to benefit from it.

Child development through sports continued to be the focus area for REACHA interventions. Over the years this has become an important part of the REACHA strategy for social change.

The following were elected by consensus as the office bearers of the National Governing Board (NGB) of REACHA for the year 2012-13 in its last AGM:

- | | |
|--|--------------------|
| • Sri J.C.Pant (IAS Retd.) | Chairman |
| • Smt. Malati Sinha (IAS Retd.) | Vice-Chairman |
| • Sri V.P.Singh (IFS, Retd.) | Executive Director |
| • Capt. V.K.Pandey | Treasurer |
| • Dr. Pranav Pandya,
Shantikunj, Haridwar (NGO) | Member |
| • Dr. S.L.Seth | Member |
| • Sri Laxmi Narain Modi | Member |
| • Sri Aakash Khandelwal, .
Beas Education Society, Amritsar | Member |



- | | |
|-------------------------------|------------------|
| • Sri A.S.Awasthi (IAS Retd.) | Member |
| • Sri Nikhil Pant | Member-Secretary |

REACHA WORK

Work on education and child development:

REACHA's **Project Khoj** and **Sports (Squash) Development Programme – SDP** - continued to work with different partners in the field of child development. Both these projects feed one another and work in tandem with its **R&D efforts**. The overall thrust is on action research, collaboration with like minded people & institutions and sharing the outcomes/resources for larger community welfare.

A Teacher Training Initiative was initiated by REACHA in 2013 with the following approach:

- **Overall objective ---**
 - Evolving responsible, caring and compassionate future citizens
 - Peer and Collaborative learning at the level of teachers and students – through participatory work groups; sharing of best practices amongst teachers.
 - Understanding the hidden potential in every child – and nurturing it for a noble cause – as part of the teaching-learning process.
- **Evolving Project Based Learning (PBL) teaching-learning modules for implementation of teacher training during summer vacations 2012-13:**
 - Classes I – V
 - Classes VI – VIII
 - Classes IX – X
- **Incorporating applied aspects of ---**
 - Mathematics
 - Science
 - Social Studies
- **Methodology ---** A consultative process to be adopted, with inputs from:
 - In-service teachers
 - School Principals
 - Retired Principals & teachers
 - Parents
 - Children/students/alumni/college students



- Civil society organizations engaged in child development & education
- Government & municipal officials etc
- **Broad framework:**
 - RTE Act 2009
 - CCE – Continuous & Comprehensive Evaluation of children through Formative & Summative Assessments (FA and SA), with **special concern for large classes:**
 - **Scholastic ---**
 - Connecting classroom teaching learning to the real world through appropriate curriculum mapping, Project Based Learning (PBL) etc. PBL can take up subject-integrated/convergent projects on issues that concern the local communities from where children come to the school as part of FA – energy conservation, water conservation, democracy in action, safe neighbourhood etc
 - Special attention to the differently abled children as part of inclusive education
 - Improving learning outcomes through innovative teaching-learning approaches/teaching methods
 - How to make math enjoyable for school children – approaches and methodology
 - Developing scientific temper in children – how to get children excited about science
 - Improving Hindi & English listening, speaking, reading and writing (LSRW) skills – to be integrated into the overall training module
 - **Co-Scholastic ---**
 - Student leadership programme - Involving children in self-management committees to manage their chosen activities as practice of value education, team work, life skills & leadership.
 - Appropriate development of PBL modules for the same.

The above was adopted to develop **teacher training content using NCERT books** for primary school children as part of their after school support initiatives. This was done in a consultative manner with active participation from community based teachers.

This programme developed an in-depth after school support programme that was shared with other NGOs like Aroh Foundation (AF). **Annexure 1a** briefly highlights the basic essence of this initiative. AF is currently sharing this methodology with corporates / PSUs



like GAIL and RECL to improve learning outcomes in around 12,000 children mainstreamed in government/municipal schools in Delhi/NCR, Madhya Pradesh and Uttar Pradesh.

REACHA work over the years received international recognition when Nikhil Pant, Principal Consultant, REACHA was awarded the SP Mookerjee Award For Indian Nationalism in the Social Worker Category at the Re-Engineering India Awards 2014 on 15th September 2014 at Singapore. He was given the Award for *having carried out synergistic programs between schools and neighbourhoods for evoking silent but strong social change*. **Refer Annexure 1b.**

Project Kalpana and Kojo / Kogics work continued not only in the country but through the online medium it reached and impacted the teaching-learning community across the world. Refer **Annexure 2a** for a summary of this progression. Lalit Pant, REACHA Member and Founder & Creator, Kojo, received the prestigious international Phil Bagwell Award 2014 from Typesafe. **Refer Annexure 2b.**

Sports/Squash Development Programme (SDP)

REACHA continued to develop sports in children as an integral part of child development. Squash has been a sport that the organization has been taking up for many years now. This continued further in close partnership with the DDA Siri Fort Sports Complex, New Delhi and Manava Bharati India International School, New Delhi. Over the last 5 years more than 500 children have undergone this training out of which normally 20-30 pass-out each year and the same number joints the programme. Most have benefited enormously in both co-scholastic and scholastic areas of their education. Some have gone to represent the school, Delhi State and the country.

During the year REACHA interacted closely with former national Champion Ritwik Bhattacharya to explore setting up a Squash training academy in the Mumbai-Pune area in order to target tribal/rural children. A Concept Note is currently under development, and the same would be presented to a number of companies that are keen to support rural sport/squash as part of their CSR.

New Companies Act 2013

Corporate Social Responsibility – CSR – that became a buzzword during the year 2013 gave a huge opportunity to REACHA to scale up/share its work. It did this by embedding its action-research into CSR training programmes of corporates, NGOs and national institutes like the IICA - the Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs, Government of India. Nikhil Pant, Principal Consultant, REACHA also works with the IICA as its Chief Programme Executive (CPE), National Foundation for CSR (NFCRS) at the IICA. This



enabled a smooth sharing of REACHA work for larger national good. IICA conducts both long term and short term CSR trainings that seek to do capacity building of CSR executives and NGO leaders in order to leverage the power and potential of the new CSR legislation for national welfare. **Refer Annexure – 3.**

e-Publishing:

JC Pant, Chairman REACHA, authored the summary of the book titled ***Vibhannata***, which is the Hindi translation of Rajiv Malhotra's book ***Being Different***. Sri Pant also played a major role as the Chief Reviewer of the book *Vibhannata*. The title of the summary he authored is ***Vibhannata Laghu Sanskaran***. The e-book version can be accessed at <http://www.reacha.org/vibhannata-laghu-sanskaran>.

FINANCES

The following balances were available in REACHA Savings Bank Accounts as on 31st March 2013:

Savings Account - REACHA Detail

S.No	Bank Name	Address	Closing amount on 31-3-2014	
1	Canara Bank	Dehradun	5,566.00	
2	Canara Bank	Diplomatic Enclave	8,474.50	
3	Canara Bank	FCRA - Diplomatic Enclave	28,650.92	
4	Canara Bank	Malviya nagar	17,400.89	
5	Axis Bank (2060)	Malviya nagar	53,506.25	
6	Axis Bank (9090)	Malviya nagar	2,08,393.93	

	FD			
1	Axis bank-9090	Malviya nagar	10,00,000.00	
2	Canara Bank- 42850	Dehradun	1,34,792.00	
3	Canara Bank- 42850	Dehradun	1,15,271.00	
4	Canara Bank- 42850	Dehradun	2,54,844.00	

Donations:

- Sri J C Pant - Rs. 1,00,000.00;



- Sri Lalit Pant - Rs.75,000.00;
- Sri Nikhil Pant - Rs. 75,000.00;
- Durga Dutt Modi Foundation - Rs. 5000.00;

I would like to thank the members of REACHA, office bearers of the NGB and all our well-wishers for their whole-hearted co-operation and support throughout the year.

J.C.PANT
Chairman, REACHA



Annexure – 1a

Project Based Learning – The Model







Annexure – 1b





Annexure – 2a

Kojo Enhancements

- A Turtle Controller tool which allows young kids (~5 years) to make simple drawings.
<http://kojoenv.wordpress.com/2013/12/17/new-kojo-release-151213/>
- Support for Swing widgets in the Canvas
- Support for rational numbers
- Polish support
- Support for raw images that you can write to pixel by pixel (to efficiently make stuff like, for example, the Mandelbrot set)
<http://kojoenv.wordpress.com/2014/02/23/new-kojo-release-210214/>
- Support for radial color gradients and more powerful linear color gradients
- Support for Picture effects like: blur, fade, lights, noise, weave, etc
<http://kojoenv.wordpress.com/2014/04/14/new-kojo-release-090414/>
- Dutch Support
<http://kojoenv.wordpress.com/2014/05/13/new-kojo-release-120514/>
- Improved installers for Windows and Mac
<http://kojoenv.wordpress.com/2014/09/27/new-kojo-release-2-4-02/>
- Support for Arduino programming
<http://kojoenv.wordpress.com/2014/10/25/new-kojo-release-2-4-03/>
- Progress in Sweden: a lot of Kojo activity is going on in Sweden as a result of the efforts of Prof. Bjorn Regnell. Examples:
<http://hallandsposten.se/nyheter/halmstad/1.3488028-lundaprofessor-lar-lagstadieelever-att-programmera>
<http://vipprogrammerar.se/>
- Miscellaneous Improvements:
 Faster and smoother drawing
 Repeatedly running big programs without compilation/launch performance degradation
 A showcase of cool stuff (under the Showcase menu)
 Texture support for filling shapes

New Books

- Kojo Programming Quick-Ref
<http://www.kogics.net/kojo-ebooks#quickref>



- Exploring MAPS (Math, Art, Programming, and Science) with Kojo, Level 1 (almost complete)

<https://www.dropbox.com/s/szbcb98llbupns6/Explorations-Level1.pdf?dl=1>

Events

Thoughtworks Scala Symposium Keynote

<http://www.thoughtworks.com/insights/blog/scala-symposium-keynote-talk-kojo>

Thoughtworks interview

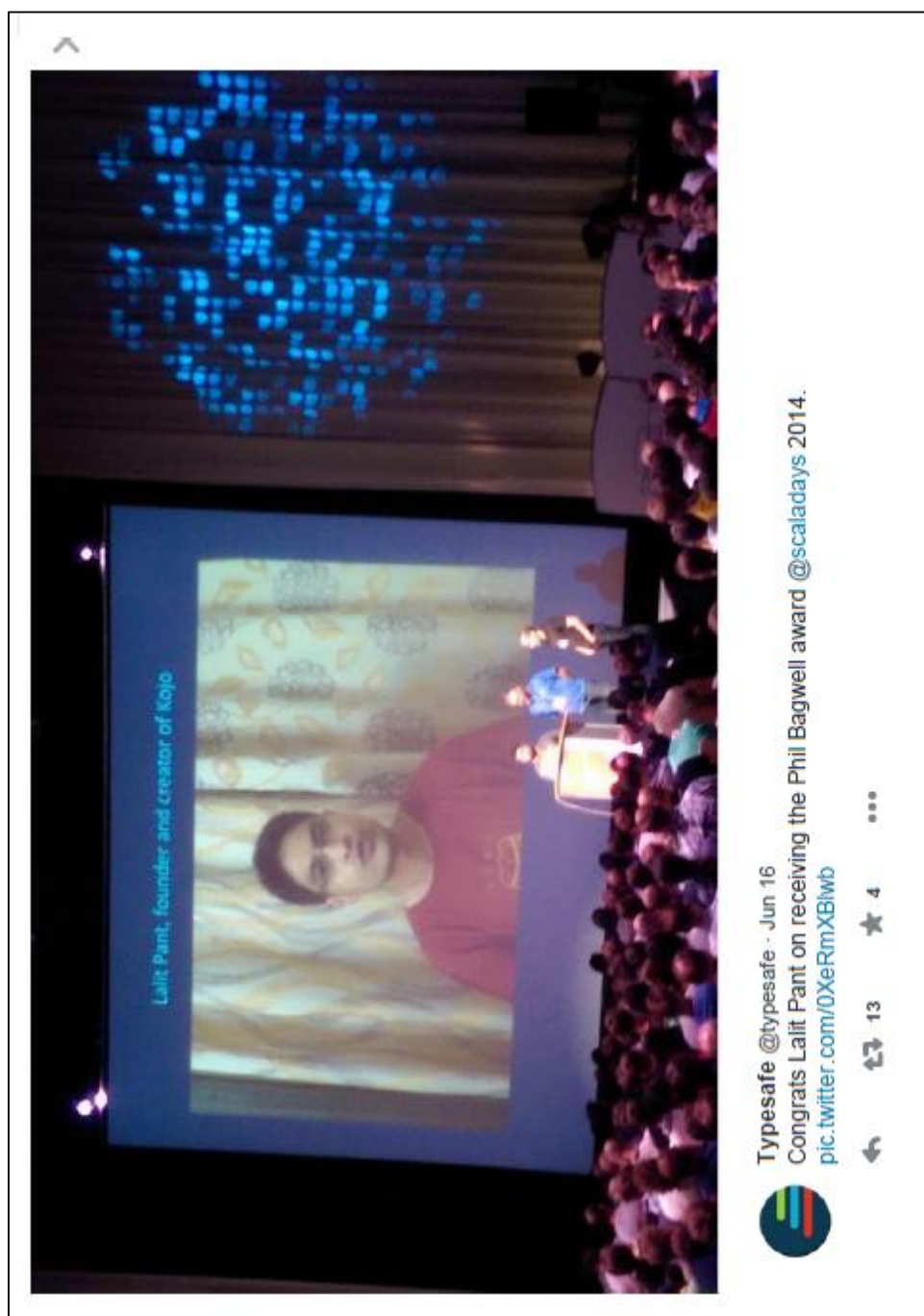
<http://kojoenv.wordpress.com/2014/06/19/thoughtworks-interview/>

Phil Bagwell Award

<http://kojoenv.wordpress.com/2014/09/27/phil-bagwell-award/>



Annexure 2b





Annexure 3

















Annexure 4
REACHA Accounts



nikhil pant <nikhil.reacha@gmail.com>

Draft Project P-1

nikhil pant <nikhil.reacha@gmail.com>

28 July 2013 at 12:22

To: "saurabh@aroh.in" <saurabh@aroh.in>, Soon aroh22 <soon.aroh22@gmail.com>, Ashish aroh <ashish.aroh@gmail.com>, Dipti Prakash <dipti.aroh@gmail.com>, akshita bhatia <akshita.aroh@gmail.com>, muneer mirza <muneer.aroh@gmail.com>

Cc: Jyoti aroh <jyoti.aroh@gmail.com>, neelam gupta <neelamgupta07@gmail.com>

Dear Saurabh & the Aroh Foundation (AF) team,

Its been 2 Saturdays (and a couple of earlier sessions before that) now in July 2013 that we have engaged in working together, developing TLM for the PAB Remedial Class (PAB - RC). I thought I must mail you some thoughts so that we all are on the same page:

1. I find the trainees are keen learners. This is a healthy sign and I am excited to work with you all.
2. Saurabh and his colleagues have been receptive to my instruction. I appreciate that and hope this continues.
3. Teachers have been working with children through the NFE programme under PAB. The PAB-RC will be a totally different ball game. It will take time for them to learn how to implement the TLM being developed effectively. So, let's not expect miracles !!
4. Let's all be very clear --- We are not developing new content (this was decided right upfront). The NCERT book remains our bible (for best results, AF must ensure **each trainee in my class has an NCERT book** of all subjects for Class I & II) since this is being taught in the formal school.
5. We are doing the following to ensure that what is being learnt in school gets **reinforced through a scientific process of remediation**:
6.
 - **Connecting the curriculum (NCERT) to the child's real world experiences and other activities that he/she can relate to** through a technique called PBL - Project Based Learning. PBL is a subset of ABL or Activity Based Learning. This is recognized as one of the most powerful tools for reinforcement of learning leading to improved outcomes as it represents an 'applied' approach to education.
 - Each Project/Activity we develop would be new TLM that will use the NCERT content/TLM/books. Thus, the TLM we develop is actually transaction TLM/ToT instructions (let's call this **PBL-TLM**) and not content TLM that will come from NCERT books.
 - Each Project will be developed and ToT done through a month and then delivered through the coming month, starting August 2013. P1 for August has been developed from 20th July onward.
 - Each trainee will be required to maintain a **Training Copy** (in fair) which I shall check/look through periodically
 - Each training class (generally 1st and 3rd Saturdays) would be **extensively documented by AF** under my instructions. These notes/MoM etc would be shared with me in the coming week. AF would also maintain a hard copy of these notes, PBL-TLM etc in a File that I shall closely monitor and check. A hard copy set would also be needed for my records and ready reference during the training sessions.
 - AF would diligently maintain an **Attendance Register** for all the trainees. A minimum of 90% + attendance would be expected from all trainees.
 - A **Dossier File (DF)** would need to be maintained by each teacher on every child in their PAB-RC. I shall be further elaborating on the contents of the DF in my coming sessions. This is critical for better outcomes as EVERY CHILD matters.
 - Every class will be **highly interactive** and all trainees would be expected to adhere to a **strict regime of guidance and mentoring**. Needless to say, every class would also be **full of fun, joy and humour** so that trainees look forward to it.
 - I will be personally **grading every trainee (and will start to maintain a Grading Register from the 1st Saturday of Aug)** during the 6 month period. The parameters would include:
 - interactivity in the training class
 - depth of questions they ask me
 - mock delivery of PBL-TLM modules in my classes
 - quality of feedback of PAB classroom delivery of PBL-TLM
 - adherence to instructions for PAB classroom delivery
 - others as I deem fit like love for children, mastery over their subjects, sense of humour

etc...

- **Core concepts (CC)** would be provided to me prior to the 1st Saturday by Aroh Foundation (AF)....around 25th of each month. This is the most crucial step, and I sincerely hope Jyoti, as discussed, will ensure that these are **100% mapped to the NCERT curriculum**. The rest of the PBL - TLM we develop would depend on these CC. I normally spend a lot of time in identifying the CC before developing any PBL-TLM and would expect the same from AF. CC are not necessarily Chapter Titles. These may run through Chapters and an expert must read through and only then can identify/map them.
- The **1st Saturday** will focus on:
 - Feedback/recap of the 3rd Saturday/last project and its delivery on the ground.
 - Discussion of the CC provided by AF....leading to development of PBL-TLM (for Px, where x = Project number from 1 to 6) through a participatory process. Here, I propose to interact in-depth and extensively with the community teachers under PAB so that the PBL-TLM we develop is very grounded.
 - An approach of convergent/integrated teaching would be adopted wherein CC from across Math, EVS, English and Hindi are woven together into a single PBL-TLM module (for delivery through a week)
 - By the end of the 1st Saturday the PBL-TLM for that month's Project (Px) would be ready in a raw form. AF will refine it and mail me during the coming week.
 - This TLM may have multiple modules (for week-wise transaction) or a single module for delivery in the class. I shall decide this based on the CC and the need of the child
 - A week-wise module will consist of day-wise sub-modules.
 - Notes/MoM of Sat 1 will be mailed to me during the next week by AF.
- The **3rd Saturday** will focus on:
 - Developing day-wise ToT sub-modules along with activities (extracted from NCERT Books) out of the week-wise PBL-TLM module developed in Sat 1
 - Each day-wise sub-module would include - Learning Objectives (specific CC to be stated) and Activities (with CC mapping). This helps the teacher to know/be mindful of the relation between an activity and the CC that needs to get absorbed by the child.
 - Weekend sub-module will include a revision part for the CC covered during the week.
 - Demo transaction of the same in the training class. All trainees would be given an equal opportunity.
 - Finalisation of the ToT modules by AF and submission to me early next week.
 - Once I have cleared these, the same may be delivered in the PAB-RC in the field. **Each teacher must have a hard copy of the PBL-TLM as developed by us for all Projects.**
 - During the 3rd Sat of July --- we did extensive notes on **a) Approach to Lesson Preparation and b) Classroom Management**. These will form part of the notes being compiled by AF. Hard copy of Classroom Management notes will also need to be given to each teacher along with the PBL lesson plans etc.
- A process of **multiple reinforcements (R)** is being adopted in this methodology where we assume that a Project will be delivered through weekly modules and day-wise sub-modules over 4 weeks:
 - R1 --- CC is embedded in the sub-module activities during each day in a week.
 - R2 --- Every subsequent day in a week, the first 15-20 minutes are to be used for revision of the previous class through a quick recall of the story/PBL activity.
 - R3 --- A CC often gets repeated through multiple days in a week.
 - R4 --- Every weekend there is an hour of revision on the weeks study.
 - R5 --- during weeks 2nd to 4th --- R1 to R4 are repeated as another module of Px is underway (generally).
 - R6 --- Month end --- there is a post test/game on Px. This is a Verification on whether the Learning Objectives have been achieved or not. Further remediation, child-wise, would then be planned. Also, periodic visit/interaction with the child's school & teachers would need to be undertaken and notes entered into their DF as part of remediation.
 - R7 --- By definition PBL relates to a child's life....thus outside class there is constant and consistent reinforcement of the concerned CC
 - R8 --- in school the same CC are being taught through the NCERT book
- Ideally, to get best results/outcomes I would like to make **3-4 field visits** (full/half day) across the next 6 months to get a first hand feel from the ground through my own monitoring. AF would need to allocate separate resources for this effort and inform me if this is possible.
- As part of **Classroom Management**, each teacher must maintain an **Observation Diary (OD)** to make random notes on every child during the class. These notes are to be made on a daily basis as part of Formative Assessment (FA). Inputs from these along with post test/game (Summative Assessment) Project-wise will need to be entered in every child's DF at the end of each month. The OD will also record aspects like parent behavior, attitude, attendance etc during PTA sessions and the same transferred to the child's DF at the month-end. I await detailed notes on Classroom Management as discussed by me yesterday in the training class.

The process of child education is no child's play !! We will have to work really hard as a team to have any measure of impact. I have listed a few (yes....only a few !!) measures that we will need to take. I may make changes/edits/amendments to this based on the roll-out and feedback. I am not sure how many, and to what extent, AF can diligently implement these. To the extent these are delivered we shall see success on the ground. Also, tangible results will take time to be visible. PAB teachers, as I observed, have not undergone intensive outcomes related training before....so we need to give them time too.

Close collaboration with the school, teachers and parents would be needed. I would like to closely monitor and mentor this process too....as far as possible. This could be part of the field visits that I have proposed.

Please feel free to give your inputs and comments on the strategy/process outlined in this mail.

Warmly,
Nikhil

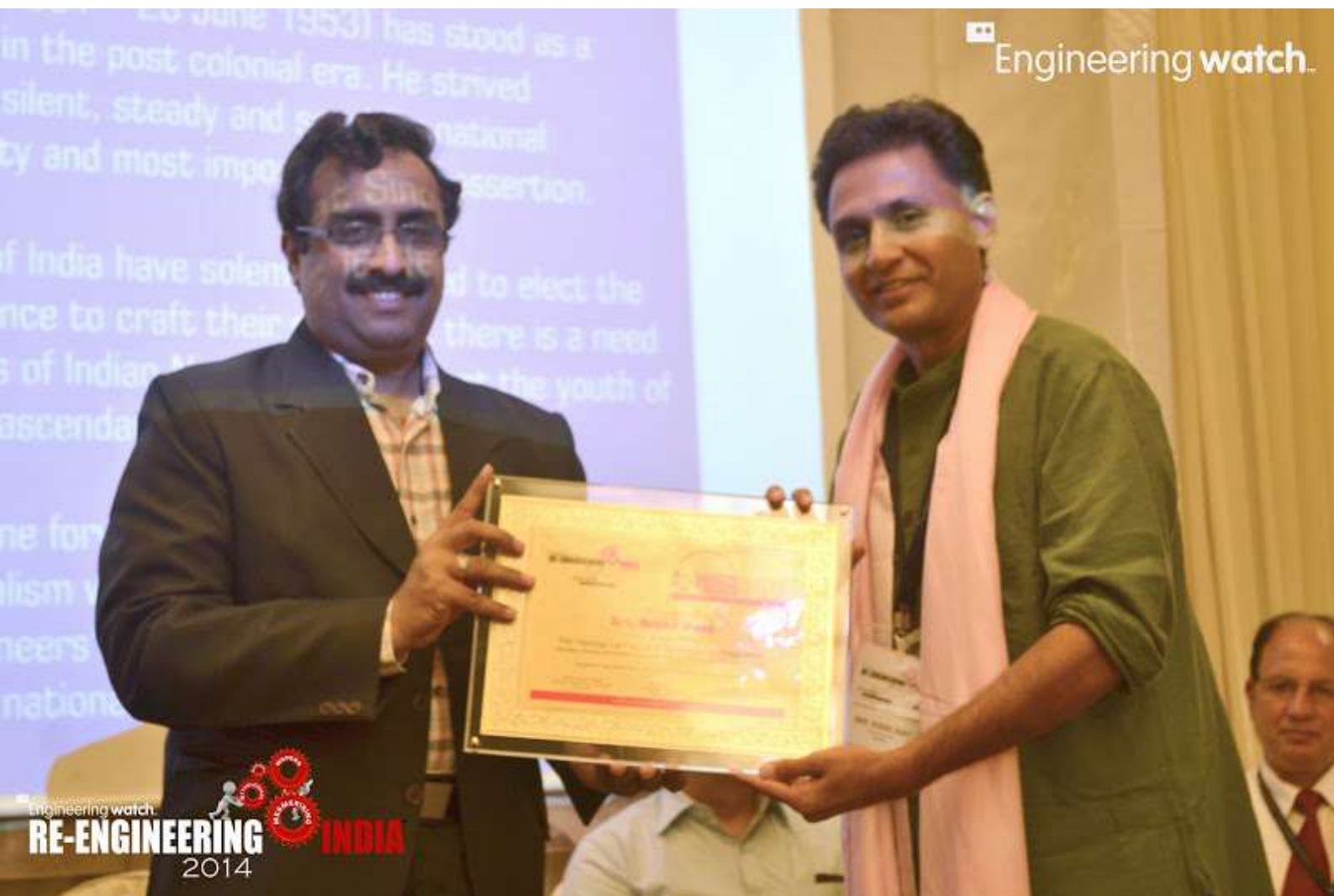
1.

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—
Warm regards,

Nikhil Pant,
Member-Secretary, and
Head, Child & Youth HRD Division,
REACHA,
Manava Bharati India International School,
Panchsheel Park (South),
New Delhi 110017
India
+91 9811447613
www.reacha.org
www.facebook.com/kojo.learning

Engineering watch.



Annexure – 2

Kojo Enhancements

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A showcase of cool stuff (under the Showcase menu)
Texture support for filling shapes

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<http://www.kogics.net/kojo-ebooks#quickref>
- Exploring MAPS (Math, Art, Programming, and Science) with Kojo, Level 1 (almost complete)
<https://www.dropbox.com/s/szbc98llbupns6/Explorations-Level1.pdf?dl=1>

Events

Thoughtworks Scala Symposium Keynote

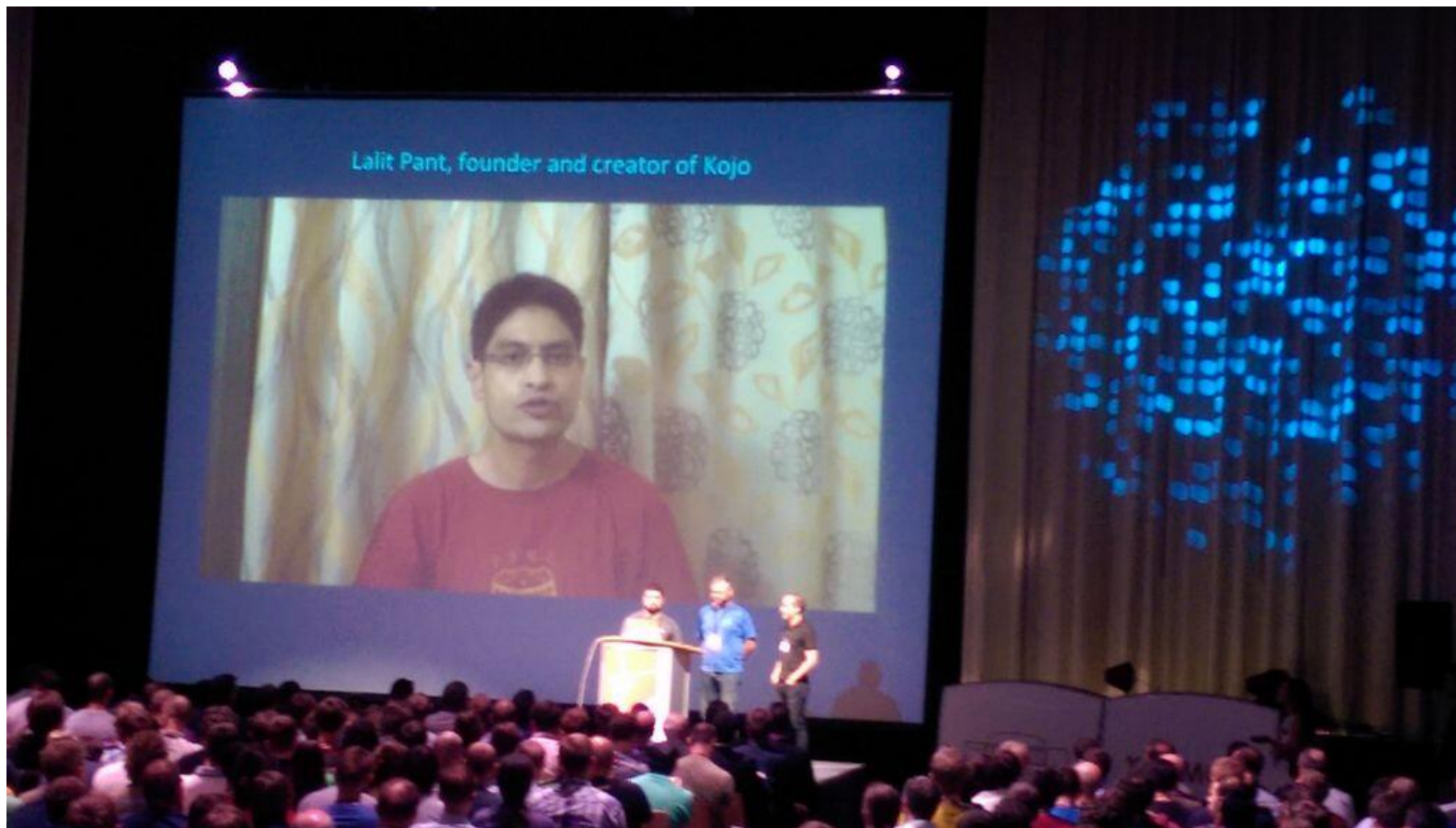
<http://www.thoughtworks.com/insights/blog/scala-symposium-keynote-talk-kojo>

Thoughtworks interview

<http://kojocnv.wordpress.com/2014/06/19/thoughtworks-interview/>

Phil Bagwell Award

<http://kojocnv.wordpress.com/2014/09/27/phil-bagwell-award/>



Typesafe @typesafe · Jun 16

Congrats Lalit Pant on receiving the Phil Bagwell award @scaladays 2014.

pic.twitter.com/0XeRmXBlwb



13



4



Indian cos may go dutch to meet CSR norms, maximise impact of social joint ventures

By Shubham Batra, YASHODHARA DASGUPTA & Soma Das, ET Bureau | 19 Apr, 2014, 02.06AM IST

[Post a Comment](#)

NEW DELHI: [Companies](#) in India, particularly mid sized and small ones, may go dutch to meet corporate social responsibility (CSR) norms under the new corporate law, a move that can help them cut down on common costs and maximise impact of the money they spend on philanthropy.

India has become the first country in the world to make it mandatory from this month for firms with a [net worth](#) of over Rs500 crore or yearly sales of Rs1,000 crore plus or those booking net profit in excess of Rs5 crore to allocate at least 2% of their profits to social responsibilities. State-run [Rural Electrification Corporation](#) has decided to contribute about Rs2 crore to a literacy project which was already receiving [funds](#) from the largest public sector [natural gas](#) company [GAIL \(India\)](#).

More such arrangements of resource pooling between firms with shared philanthropic ambitions are being thrashed out in what could well become a trend. "REC's decision to back non-governmental organisation Aroh Foundation's Padho Aur Badho, a government-led right to education initiative which had received about Rs5 crore from GAIL, came after it approached Indian Institute of Corporate Affairs (IICA), an arm of the Ministry of Corporate Affairs, which in turn identified that the PSU's social vision matches that of [GAIL](#) and advised it to join the ongoing project," said a consultant with direct knowledge of the matter.



State-run REC has decided to contribute about Rs2 cr to a literacy project which was already receiving funds from GAIL (India).

ET SPECIAL: [Save precious time tracking your investments](#)

Teaming-up for Better Results

Companies can attain economies of scale and make a meaningful difference through joint social ventures, say development consultants

Govt has set up a dedicated cell NFCSR, an arm of IICA, to facilitate alignments between companies

Of the 16,400 cos in the CSR net this year, almost 14,000 would need to contribute less than ₹1 cr

₹15,000-20,000 cr In a year estimated CSR spend through collaborations

REC to contribute ₹2 crore to an NGO's literacy project which has also received ₹5 cr from GAIL

Not-for-profit

Samabhavana Society to roll out prototype portal showcasing the work of NGOs to exhort corporate groups to invest their CSR funds in their area of interest

Pooling resources and investing in collaboration reduces the risks for individual companies and, perhaps more importantly, it holds out the prospect of a better social return on investment

STEPHANIE DRAPER, Forum for the Future, a UK-based non-profit group

NGOs, development sector consultants and the government are all betting big on the future of such social joint ventures. For instance, Samabhavana Society, a home-grown not-for profit group which works with 'difficult communities' such as male sex workers is rolling out this month its prototype portal where it will showcase work of different grass-roots level NGOs with marginalised population and exhort various corporate groups to invest their [CSR](#) funds in their area of interest.

"We are already sifting through the track record of the work NGOs have done with different communities in last three years. This would be classified into different [categories](#) and hosted on the cloud for the companies to review where we can help channelise their funds into groundlevel work," said Jasmir Thakur, founder of Samabhavana Society. It will generate periodic reports of progress and build plan to use social media platforms to display the kind of results such collaborative pieces of work are generating.

"That the government is bullish about the prospect of such groupings going is apparent from the fact that we have specially set up a dedicated cell under National Foundation for CSR (NFCSR), an arm of IICA to facilitate more such alignments between companies," said Nikhil Pant, chief programme executive of NFCSR. The government is focusing on helping 1,400 top listed firms to comply with the norms and this trend may gather more steam as the focus shifts to smaller firms, he added. While spelling out nuanced rules for the CSR obligations earlier this year, the corporate affairs ministry made an explicit mention of such possibilities.

"A company may also collaborate with other companies for undertaking projects or programmes or CSR activities in such a manner that the CSR committees of respective companies are in a position to report separately on such projects," says the new corporate law. The logic behind such team-ups is compelling. "Of the 16,400 odd companies in the CSR net this year, almost 14,000 companies would need to make small contributions of less than Rs1 crore.

Individually, they may not achieve much but splitting the bills can help them rationalise administrative, back office and other common spends and attain economies of scale and make a meaningful difference," said Linn Dorin, chief principal of Global Finance Strategies (GFS), an international development consultancy which advises donors, governments and NGOs in areas of finance, administration and operations. GFS, which entered India this year, is in hectic talks with multiple companies and is working out such cause led groupings.

Agreed Stephanie Draper, deputy chief executive of Forum for the Future, a UK based non-profit group, saying, "We think that this 2% CSR spend will be more impactful if companies combine efforts and really think through the change they want to see together. This means both pooling resources and investing in collaboration. This reduces the risks for individual companies and, perhaps more importantly, it holds out the prospect of a better social return on investment.

For smaller companies, such active collaboration gives them the chance to be involved in something that makes a real difference, said Draper, whose group works with the likes of Unilever and Sony at the global level and companies like Hindustan Unilever and Mahindra Sanyo in India. As per an initial government estimate, this law will lead to into an additional CSR spend of Rs15,000-20,000 crore in a year.

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Nachiket Kelkar, Hindustan Times

Mumbai, March 15, 2014

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 Print

New guidelines to generate 100K jobs in 6yrs

Do you have any qualifications or experience in poverty alleviation, environment conservation and management, gender empowerment or public health? There's good news for you and many other development professionals. Between now and 2020, India will need almost 100,000 people with these, and other development-related qualifications, to fill up new jobs that will be created.

How? According to the new Companies Act, from April 1, every company with a net worth of at least ₹ 500 crore, or annual revenues of above ₹ 1,000 crore or a net profit of more than ₹ 5 crore will have to spend at least 2% of their average net profits for the past three years on corporate social responsibility (CSR) activities.

Result: an additional ₹ 22,000 crore will flow into sectors such as education, healthcare, women and child welfare, etc. and companies and non-government organisations (NGOs) will need qualified people at all levels to manage the much larger social sector projects that this humungous sum will generate.

"This spending will also have a multiplier effect and generate many indirect jobs as well but we don't have any estimate on numbers or sectors," said Parul Soni, executive director and practice leader, development advisory services, EY, which has done extensive studies on the subject.

Many companies will have to increase their allocations for CSR. The Mahindra Group, for instance, which has been spending about 1% of its net profit on CSR activities since 2005, spent about ₹ 75 crore last year. "This will rise to about ₹ 175 crore next year," said Rajeev Dubey, president, group HR, corporate services and aftermarket sector, M&M.

The Tata Group, on the other hand, spent over ₹ 1,000 crore on CSR over the last two years, and was by and large compliant with the 2% rule, said Mukund Rajan, member, group executive council and chief ethics officer, Tata Sons.

"This will be the new sunrise sector for job seekers," said Nikhil Pant, chief programme executive, National Foundation for CSR, IICA.

Providing education for girls and underprivileged children, skills development and women and child healthcare, especially in far flung areas are high on the list of corporate philanthropists.

So, there will be many more jobs for teachers, health workers, doctors and volunteers as large sums of money are invested in new schools, health centres, potable water management schemes and rural sanitation projects, among others.

According to recruiters, a field officer can earn an average salary of around ₹ 3 lakh per year, junior and

middle-level programme managers can earn ₹ 10 lakh while vice-president-level executives could be anywhere upwards of ₹ 50-60 lakh.

“I think this money can make a huge difference if companies synergise their skills and knowledge with those of non-profits who bring their understanding and experience of development processes,” said Rajan.

Firms have come together for maternal and child mortality projects. Analysts said more such pooling of resources are needed for CSR to have an impact.

“Let’s say, 13,000 out of the 16,000 affected companies, have just ₹ 50 lakh each to give. Individually `50 lakh will not go too far. We will see no major impact unless there is a pooling of resources,” said Noshir Dadrawala, CEO of Centre for Advancement of Philanthropy.

Many companies have now begun to evaluate their CSR strategies and are expected to redraw their plans (increasing spends, geographical and target areas etc) from the beginning of 2014-15, executives said.

And that can only make the future rosier for job seekers.

<http://www.hindustantimes.com/StoryPage/Print/1195290.aspx?s=p>

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Indian Institute of Corporate Affairs looks to build CSR capabilities

Will tie-up with IIMs for research activities

M Saraswathy | Mumbai February 20, 2014 Last Updated at 13:07 IST

The Indian Institute of Corporate Affairs (IICA) established by the Ministry of Corporate Affairs is ramping up its Corporate Social Responsibility (CSR) capabilities by laying emphasis on research and development in this segment. IICA, under its National Foundation for CSR (NFCSR), will also introduce a programme in CSR shortly.

IICA has been set up for capacity building and training in various subjects and matters relevant to corporate regulation and governance such as corporate and competition law, accounting and auditing issues, corporate governance, business sustainability through environmental sensitivity and social responsibility among others.

The Institute has been designed with an eye on the future to provide a platform for dialogue, interaction and partnership between governments, corporate, investors, civil society, professionals, academicians and other stake holders

Nikhil Pant, Chief Programme Executive, National Foundation for CSR (NFCSR), Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs said that IICA is rolling out a 9-months IICA CERTIFICATE programme in CSR.

Pant informed that there are 15 educational institutions that will partner them for this programme to begin with, slated to start in June 2014. The class will begin with a batch of 200 individuals, of which 100 will be CSR professionals sponsored by corporates. There would be an entrance examination for the programme for the non-sponsored candidates. This programme will be called the IICA Certificate Programme (ICP) in CSR.

Apart from this, IICA is also looking into bridging sectoral gap in society and measuring catalytic impact of CSR done by corporates. Pant said that business schools like Indian Institute of Management (IIM) Ahmedabad and IIM Calcutta can assist IICA in building up case studies in CSR. IICA is looking to have joint Management Development Programmes (MDPs) with IIMs for joint certifications.

In the area of CSR, the IICA has the National Foundation of CSR which has four verticals, including NGO Hub, Data Vertical, Learning & Development and Collaborative Projects.

The NGO Hub will begin the process of due diligence to em-panel NGOs. The hub would attempt to empanel about 1,00,000 non-governmental organisations in the next few years. However, Pant said that companies would be advised to do their as well on the NGOs and its activities prior to supporting them.

The data portal will contain information on the CSR policies of companies and their yearly reports of the

activities conducted under CSR. This will also look into the actual impact and outcomes of the project. Going forward, Pant said that analytics may be used to measure the impact of CSR projects by companies.

The Learning and Development vertical will look into training and consulting activities. Pant said, "We will also look at providing consulting services to companies at a nominal cost, so that we as an organisation are self-sufficient too." The vertical of Collaborative Projects will look at multiple collaborative projects with different institutions.

IICA already has Memorandums of Understanding (MoUs) in place with Tata Institute of Social Sciences, ISB Hyderabad, TERI, YES Bank, NLSU Bangalore, IIFT Delhi, and other institutes/organisations of national repute, and CSR research would be a key part of these MoU.

ALSO READ: [New course at UK's Institute & Faculty of Actuaries](#)

CSR is not 'cheque book philanthropy' but a game changer now, says Nikhil Pant

A historic law passed in 2013 has a great significance for those involved with CSR functions, including the NGOs. The law relating to CSR is going to be a game changer. To make the law work is going to be a challenge. There is a need to understand the law 'in its entire width and depth'. The role of corporates as donors and the NGOs as receivers is set to change a lot because of this law.

IICA will be rolling out massive training programmes - largest ever such effort in the world - to prepare people from the public sector, the private sector, the NGOs, or even a college student who wants to enter the service sector, to meet the challenges ahead. The corporates who implement CSR programmes must frame a CSR Policy in the first place. Spending must start from 1st April, 2014 and the first CSR Report should mandatorily come after 31st March, 2015.

Section 135 of the Indian Companies Act defines CSR. As per the law, any company (i) with a turnover greater than Rs.1,000 Crores, or (ii) with a Net Worth more than Rs. 500 Crores, or (iii) with a Net Profit of Rs. 5 Crores or more, will need to set aside 2% of the net profits for CSR. When this criteria was applied to over 9,00,000 registered companies across India, we had some 16,000 companies falling in these categories, who can be mandated to mark about Rs. 19,000 Crores for CSR spends - It is not as though the government is abdicating its responsibility towards the development sector. There is a budget of about Rs.75,000 Crores for Rural Development alone. So the spends for CSR could be seen as peanuts, but see the catalytic value this Rs.19,000 Crores can have!

As we know, the tax payers' money goes into the government's consolidated funds which it uses for the development processes for the country and to deliver

various benefits to its people. If the department or the agency is not working, can we have a 'catalyst' (such as IICA) who can guide the corporates and NGOs to implement CSR programmes "with a lot of their mindfulness and business acumen" which would help matters along? The

corporate sector can offer its brain power, technology and human resource skills, which the NGOs lack - and work with the kind of keenness which the government agencies are not known to generate. You can see the catalytic effect of Rs.19,000 Crores many times over. The benefits of the process will reach the people. This will make a big difference.

The enacted law puts a responsibility on the corporates to frame the CSR Policy, form its own rules for implementation, put up a CSR team in the organization to plan, implement, monitor, evaluate and assess impact of the CSR work done. When you qualify as a company to include CSR in your business plans, you will have to have a CSR Committee of the Board by law, with a minimum of three members, all Directors at the Board level. One of these will be an Independent Director who may be from the social sector to help you frame the policies correctly. This CSR Committee will write the CSR Policy of the company, list the activities, define the expenditures, monitor, evaluate and assess the impact. The companies make the CSR Policy, control the money, but the reporting on the CSR activities will follow a format. The companies are being told that the spending on CSR is not mandatory but the Reporting on CSR is mandatory.



Mr. Nikhil Pant, Chief Programme Officer, National Foundation for CSR, IICA - crisply explained the significance of the new CSR Policy and asked every one to understand its implications.

So the companies will have to juxtapose their strategic thinking now at the Board level.

The massive nine months' training programmes now proposed for the benefit of all the stakeholders in the CSR chain will help to know where to put in the money and also to help those who need the money power, building capacity, providing the know-how. Once the contours are clear, you may even know if you can let the allocations for CSR, be allowed to lapse or carried forward or put into a corpus fund.

Once the CSR Policy is formulated, the CSR Committee will pass it on to the Board for approval, signifying the fact that the CSR activities at the corporate level are now moving "from Back Room to Board Room" status. The CSR Policy will be signed by the Managing Director, or the Chairman of the CSR committee and the document will come into the public domain. After the CSR Policy is in place, you have to pass it on for implementation to the CSR Locational Heads of various locational teams in urban or rural areas or in backward districts. Any lapses may affect the business adversely. You need to do good work, and need to communicate it well – internally and externally – to your audience, to your

(Contd. on Page 7)

(Contd. from Page 6)

CSR is not 'cheque book philanthropy'

stakeholders. You will have to put it up all on your website and the report becomes a public document, the biggest monitoring mechanism, Mr. Pant said.

Just as the Corporates need to reinvent afresh their CSR to determine their roles and priorities, and choose purposeful agenda for CSR, the NGOs also will have to think about what they need to do, so as not to miss out on the money that can now come their way to support their good work.

People from the CSR sectors will

need to be trained. The new initiatives on CSR will roll out thousands of jobs. With the others in the CSR sector, the training required will be for thousands of people and "phenomenal". It will also help CSR benefits to reach the people properly, as training will help organized management of CSR programmes with trained personnel. Corporates can take strategic decisions.

If there is already a CSR policy in your company, then it has to be re-engineered in line with Section 135



Mr. V. Kalidoss, Treasurer, PRSI Chennai Chapter handing over a memento to Mr. Nikhil Pant.

of the Companies Act. For such companies who do not have a CSR Policy in place, it's time to have one in place now.

(Contd. from Page 5)

A Historic and Holistic Perspective on 'Brand India'

who exploited India. They tampered with not just the economic pattern, but with everything. Industrialization was ushered in but only to benefit England. This resulted in large scale unemployment and low wages and India took a beating. More than a quarter of the global poor was in this country and India was reduced to nothing.

India was known for ahimsa, satyagraha, culture, and family values, integral to everything that was not commercial. India's post-independence era leaders like Nehru and Indira Gandhi, encouraged all that was 'swadeshi'. India was seen as under developed. Entrepreneurs were not encouraged. International brands were there, but only as co-brands like Lehar Pepsi. Finally Rajiv Gandhi pushed ahead with economic reform. Soon, the world took note of India's progress. Goldman Sachs, in 2003, reported that India will be the largest economy by 2050, after USA and China. Its second report was even more positive in saying by 2040 India will be the second largest economy.

Big industries came up, indicating that India has arrived globally. Events like "India Everywhere" helped. Many companies went on to become global scaled, operating in many parts of the globe and achieving fast growth. But soon India Brand's growth rate had fallen back to less than 5%. Many feel that global economic pressures or other problems did not affect Brand India as

much as its own governance. Indian businessmen are lacking confidence with the result that the real investments are now made outside the country. Big companies do not want to invest in India because they have no confidence in doing business in India. There is no infrastructure.

With a can of scams opened up, India Brand will be seen to be negative. The perception of India is about its leadership – seen as untrustworthy, confidence shaking. Globally, India is seen to be losing its steam. On a number of parameters applied to determine the Global Competitive Index by Davos World Economic Forum, India stands at the bottom. Since the last five years, India has slipped down further by 11 positions. If we look at GDP per capita, we are ranked 112th, just above Bangladesh and Pakistan! Our global

GDP in US\$ terms does not even make sense.

We are good at saving – not blowing up what we earn. We have a free market. We have a decent local supply of quality education and management education. But we have a lack of governance, and we lack in infrastructure. Where is the Incredible India? It is important for India to reconfirm its potential. We must focus on growth and development, eliminate corruption, provide water and all such necessities. Otherwise the world will discount us and our bargaining power also will come down.

But I am sure there are good times to come. All the industries in the manufacturing and service sectors will be adding value to our economy and I am sure we will be strong as the world's second largest economy by 2050.



A section of the delegates.

Eklavya Squash Academy

Kalote Mokashi, Maharashtra



Professional Squash Training Academy

CONCEPT NOTE



Our Organisation

❖ REACHA

REACHA was set up in March, 1992, primarily to function as a meaningful bridge between the governmental systems on the one hand and disorganised mass of the people on the other. With globalisation of the economy and the progressively receding role of the public sector even in genuine and essential functions of governance, a golden opportunity for the emergence of real peoplespower seems to be visible on the horizon.

Ever since its inception in 1992, REACHA has been endeavouring to organise genuine Community Based Organisations (CBOs), which on the one hand respect the dignity of the individual and on the other promote community interests in a collective manner. This implies empowering people with knowledge and know-how, for which the only tool is the education system. Sadly, the education system in the country today hardly imparts genuine life skills. REACHA has successfully experimented with education and knowledge-sharing in communities. Results of these exhaustive experiments have been encapsulated into deliverable modules for schools, neighbourhoods, institutions and corporate organisations, so that they can be effectively plugged onto the existing educational system and learning environments.

With the Mokashi Sports village and the Eklavya Squash Academy REACHA is now entering a new phase of S4D. ^{HCI} We are very excited to be spearheading a new development project with its numerous benefits to Children, Community and Country using Sports as the medium.

❖ Mokashi Sports Village

This is 1st of its kind Sports Academy in India which is being set up outside the city for not only Urban kids to come and improve their skill in a sport but a chance for kids of rural India and of under privileged back grounds to become Champions.



Slide 2

HC1

Can we think of something different from S4D? This is generally used by Magic Bus

Hewlett-Packard Company, 30-11-2014

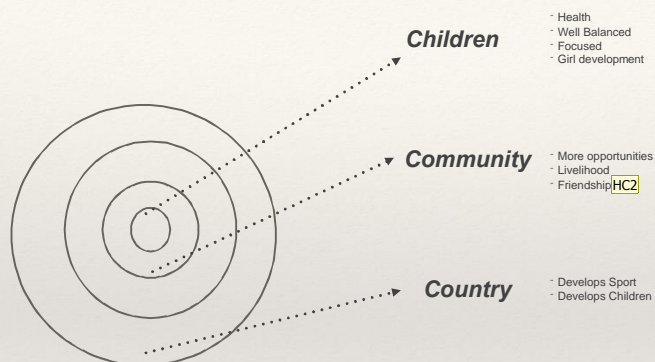
The Plan

Eklavya Squash Academy

- to usher in a new era in sports competitiveness in India through professional training and development of local talent
- to provide local talent world class facilities so they can realise their true potential and compete at the highest levels globally
- to work with 500 under privileged children annually with quality S4D programmes



IMPACT

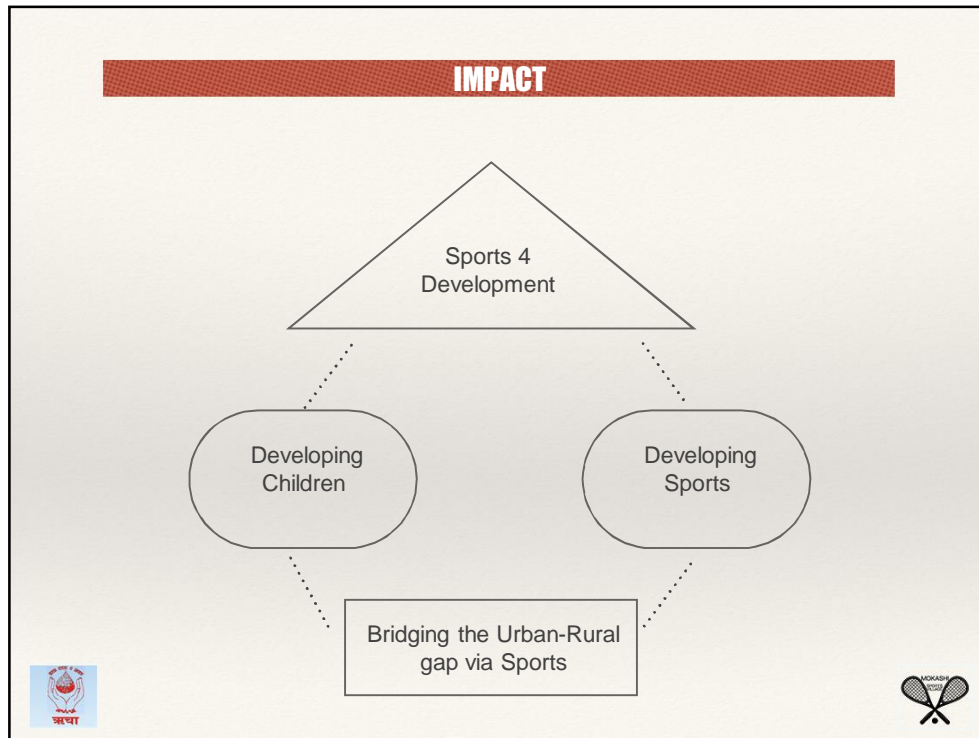


Slide 4

HC2

we can add education here?

Hewlett-Packard Company, 30-11-2014




Our Main Costs ^{HC6}


Infrastructure - Rs 50 Lacs ^{HC5}
 Construction - Rs 200 Lacs
 Professionals like Architects, Engineers etc - Rs 25 Lacs
 Maintenance - Rs 10 Lacs
 Salaries (Annually) - Rs 10 Lacs

Events - Rs 10 Lacs

TOTAL - Rs 305 Lacs ^{HC3}



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Slide 6

HC3 Jack it up to approx. 5-7Cr over a 3-5 year period. Add our costs as professionals.

Salaries - 10L? Is this per annum? looks a liitle less if you are to include coaches, 2 teachers and about 2-3 project staff.

Add Professional fee (ours) as a separate head. Have 4-6 such professionals --- 2-3 for you and 2-3 for me. Bill approx. 2-3L / month to this cost head

2nd year onwards, CapEx is minimal; max on maintenance, salaries, fee, tournaments/allied travel. So, about a 1 Cr/yr (2nd to 5th year) = 4 Cr. We then bill approx 3 Cr for year 1 (you have put 2.5 Cr....so looks OK; 50L can be other recurring expenses like fee, salaries etc.); max on Capex. Think and let me know?

Admin would be about 10-15% of final cost each year.

Hewlett-Packard Company, 30-11-2014

HC5 We will have to figure out a deal between Mokashi & REACHA with regard to CapEx. Who owns the property ? It could be a joint ownership too since CSR funds will come to REACHA....with land as yours?

Am open to all suggestions, Ritwik. We must make this happen and work together.

Hewlett-Packard Company, 30-11-2014

HC6 An option could be to say at the Concept Note stage (now) that over the next 3-5 years this would cost 5-7 Crores - CapEx, Salaries. Professional Fee, Project Delivery, Management & Impact Assessment

Hewlett-Packard Company, 30-11-2014

Nikhil Pant

Principal Consultant, REACHA and Chief Programme
Executive, IICA (under the MCA, GoI)
B.E (Civil Engg), MNIT Allahabad &
Diploma in Counselling & Guidance
(British School of Yoga, Devon UK)
Student Counsellor, Manava Bharati School, N Delhi



Our People

Board of Advisors

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- Mrs Ranee Bhattacharya
- Munish Makhija
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- Aditya Kanthy
- Kanishka Bhattacharya
- Pia Trivedi Bhattacharya
- Gaurav Yadav
- Pooja Bhatt
- Matthais Goetz **HC4**

Ritwik Bhattacharya

PSA Representative ASIA
5 Times National Champion
Chief of Army Staff Commendation
1st Indian in top 50 of the PSA world Rankings
Winner of 8 PSA World Tour titles
Graduate from St Stephens College



Our Partners



Ivy Squash Coaching is a city squash coaching program run by Ritwik Bhattacharya and his team for the past 7 years in major clubs in Mumbai as well as holds many National Clinics and International Squash Tournaments



Indian Squash Circuit 2014 was the 1st of its kind Professional Squash Circuit being run in India by Ivy Sports Pvt Ltd. It comprised of 4 PSA and 4 WSA events over 3 Cities in 4 Clubs over 5 weeks. We are looking to improve the Circuit in year 2



The Professional Squash Association is partnering this Academy in the 1st of its kind Professional Squash Training School in Asia. Being the Representative for PSA in Asia, Ritwik Bhattacharya will be able to help the budding players wanting to play professionally and represent India on the World Level at this centre of excellence



Slide 7

HC4 We could add some from REACHA.....education experts?
Hewlett-Packard Company, 30-11-2014

Why you should help?

- ❖ Develop Sports
- ❖ Develop Children
- ❖ Be associated with the Grass Root Development Program
- ❖ 1st of its kind Squash Academy in India
- ❖ Investing on an innovative Model
- ❖ Model can be replicated across regions, sports as well communities



How you can help?

- ❖ **CSR**
 - ❖ Sports now a Schedule VII activity
 - ❖ Community engagement through sport is still in its nascent form / unstructured in India
 - ❖ Squash has now built up a good profile over the last 2-3 years with Gold Medal performances in CWG and Asian Games
 - ❖ Sports/Squash coupled with child/youth/community development forms a great combination for CSR spend under the new legislation. there is a defined space for the taking !!
 - ❖ Ideal for a corporate like iGate, keen on supporting rural sports, to gain ownership of this space, nurture it and demonstrate genuine impact over a 3-5 year period
 - ❖ Ritwik and Nikhil, with their respective teams, bring in years of professional experience . Squash & CSR



Contact information

ritwikb@gmail.com

nikhil@reacha.org

