



Confederation of Indian Industry
Since 1895



Council for Advancement of People's
Action and Rural Technology



Dossier of NGOs

Dossier of NGOs

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Foreword



Mr. Pradipta Kumar Mohapatra
Chairman, CII Sub Committee on
Inclusiveness and Affirmative
Action & Past Chairman CII-SR.

Dear Members,

India in 2010 is among the fast developing emerging economies. The world sees us as a power to reckon with, yet, if we look at where we stand in terms of human and social development, the disparities are stark. Southern India being emerging as another choice for MNCs, big industrial houses, it is their preferred destination but on the other hand we can see the stark realities of malnourished children, dilapidated schools, unemployed youth, poor health infrastructure and lots of such issues grappling Southern India. A few kilometers off any city, there are households who struggle to earn their living. For the inclusive growth of our economy every stakeholder has a part to play. Industries have come forward to support causes in the society which are dear to their heart. But it needs concerted efforts on their part to be a more prominent player towards building a much stronger economy for inclusive development.

The dossier of NGOs will give you a glimpse of our society: the struggles, the realities on the ground and the challenges in development. It is worth wondering what drives these NGOs to keep going till the goal has been achieved. I have seen few companies who have reached out and are successfully partnering with the NGOs. They have gone on to expand their efforts and multiply their partnerships. It is in this vein that we offer an opportunity to our members to partner with NGOs and respond to the development needs of the country.

The dossier has a mix of NGOs from the southern region, working on varied issues, with varied focus groups, varied turnovers and staff size. Some NGOs listed here are well known to our members, some have been suggested by them and some have partnered with CII in the past. Each of the NGO listed here are recommended by our member companies as they have partnered with these NGOs in the past and have some wonderful experiences working with them. We have included some NGOs which are very small players but have done wonders at the grass root level. These small resource strapped NGOs working in the remote areas, living with the same constraints as that of the, community. In spite of these constraints they had been effectively meeting their objectives. These NGOs were neither in the limelight, nor in any web listings but were recommended by our member companies after their successful partnering with them. These NGOs were not very skilled in promoting themselves, but had all the skills to change the local situations. Most of the NGOs profiled in this dossier, belong to this category.

These NGOs have been visited by our experts, who examined their work along a structured set of guidelines and visited the area where they implemented their projects. Let me admit here that not all NGOs are perfect in all counts. But we have no doubts about their integrity, and hence have included them.

I acknowledge my team of experts for taking up the exercise of visiting the NGOs & profiling them.

Message



Mr. Shakti Sagar
Chairman,
CII Andhra Pradesh

Inclusive growth has become a key component in the existing economic development paradigm. Measures toward inclusive growth in Indian CSR is progressively scaling-up, significantly contributing to integrated development, while building a platform for sustained growth.

Over the last few years and more specifically now, some attempts are being made to bring the NGOs and industry together on a common platform. Both NGOs and the industry are important actors in the available space and have their strengths and share commonality of purpose and have potential to providing lasting, durable and enduring solutions to the needs, aspirations and expectations of the community and the people on the ground.

Industry has its own set of expertise and is perceived to do its job professionally and is outcome driven and result oriented. It has good resources, ability to raise more resources from market, talent pool, and professionalism, ability to remain flexible and operate in complex socio-political climate.

NGOs on the other hand have developed their competence over the years in range of issues and areas making difference to the lives of millions of people far and wide in the country. If numbers and statistics are any indications, India is currently home to approximately 2 million NGOs, employing approximately 25 million people in number of

volunteers is also counted with deep penetration in grassroots, working in diversified areas and themes and engage with different stakeholders in bid to promote, protect and advance people centric agenda. It is worth mentioning here that NGOs have covered a wide range of issues and areas ranging from providing access to basic services to people to working on issues such as water, environment, energy, housing, health, vocational training, human rights, to mention a few, besides bringing an element of advocacy that has not only evolved the democratic principles but also contributed in making Indian democracy participatory and reconciliatory.

Given the context and fast changing policy environment in India, it's only beneficial that both the NGOs and the industry devise workable agendas, work on mutually agreeable and need based issues centered on aspirations of the common people and fulfill their respective mandate. There are already some visible NGO and industry partnerships where NGOs and industry have come together to undertake projects in development domain.

The dossier of NGO's is an attempt to promote the Industry NGO's partnership. This would set a long term vision and lead to enduring and long lasting sustainable development that's in the larger interest of the people.

Message



Ms. Suchitra Ella
Convenor CSR Panel,
CII, Andhra Pradesh

Dear Members,

It gives me great pleasure to present you the first CII Dossier of NGO's for Southern India. This dossier is the fulfilment of two separate requests. One, from our industry members who wanted to support NGO's but sought help in identifying trustworthy NGO's. Second request was from NGO's who wanted industry to support social initiatives. However this dossier is an effort to not just meet both the requests but also to bridge the gap between industry and NGO's.

It profiles not-for-profit organizations from the southern region who can be partnered with by our members. Since this is the first initiative, we have profiled fewer NGOs. Industries coming forth to partner with them will encourage us to further enhance the scale and reach of this initiative each year.

CII has envisaged a National Movement for mainstreaming CSR for Sustained Inclusiveness as part of its Social Development Agenda. The CII National Committee on Corporate Social Responsibility & Community Development was constituted in 2001 to make CSR an actionable business agenda. The Committee develops CSR guidelines and promotes the sharing of CSR experiences and best practices.

Over the past years, CII Andhra Pradesh has initiated various projects focussed on inclusiveness and sustainability.

The CSR Panel of CII Andhra Pradesh has supported the Bihar Floods, AP Floods relief and rehabilitation initiatives, supported tree plantations in our member companies, and also created awareness on HIV/AIDS by sensitizing 51,000 workforces in Andhra Pradesh.

CII AP members have adopted 17 ITI's and are working towards upgradation of the ITI's. Under the skill development initiative, CII AP is training 400 underprivileged students every year in various vocational skills. Besides these, CII AP is also working on a project to support weavers from Kurnool and Mehaboobnagar districts of Andhra Pradesh.

Although corporate India is involved in CSR activities, the central government is working on a framework for quantifying the CSR initiatives of companies to promote them further. Besides the private sector, the government is also ensuring that the public sector companies participate actively in CSR initiatives.

This Dossier of NGOs will help industry members to identify NGO's whom they can partner with. As the convenor of CSR Panel, I urge corporate members to encompass the issue of sustainability into their gamut of CSR activities, in order to accomplish their business objectives successfully. I hope this document will guide many more organisations to get involved in CSR activities and partner with NGO's for their CSR initiatives.

CORPORATE PARTNERSHIP

Abhaya Foundation

1. Be a partner in running schools/community centers.
2. Sponsor/mentor a student. Donate computers, stationery, books, toys, furniture and electronic items.

Bhagavathula Charitable Trust

1. Sponsor for stay and training for disabled children.
2. Donate for the cluster based garmenting unit that provides employment to needy women and men.

Chitrika

1. Sponsor one producer enterprise to develop inventory management system.
2. Sponsor the cost of design training programme for the artisans.

Confederation of Voluntary Associations

1. Support for Para Education Programme in schools for promoting communication skills, leadership abilities and awareness on responsible citizenship.
2. Sponsor youth activists programme to enable adolescent boys and girls to undertake action for social transformation.

Crafts Council of AP

1. In select craft pockets start vocational schools with corporate sponsorship.
2. Sponsor visits of craftsmen to schools to display and create awareness among students about traditional crafts.

Devnar Foundation

1. Sponsor for printing text books in Braille for 50 schools.

Hyderabad Council for Human Welfare

1. Sponsor infrastructure costs of the mobile integrated counseling and testing programme that can reach more HIV infected/ prone people in the remote of areas.
2. Sponsor the education of one street child for one year.

LSN Foundation

1. Contribute a share in the recurring costs of organization that include capacity building, campaigns and activities that enhances the overall quality of the organization.
2. Contribute rent for a shelter/place.

MV Foundation

1. Give voluntary time for a continuous period of five days to make a meaningful contribution.
2. Sponsor one of the campaigns organized by our foundation.

Naandi Foundation

1. Support a child's education for 1 year by donating Rs.3,000/-.
2. Support a child's Mid-Day-Meal for 1 year by donating Rs.730/-.

Srishti Foundation

1. Sponsor food for one feeding centre for a day/month.
2. Donate for the infrastructural requirements of the feeding centres.

Sweekaar

1. Sponsor for speech/physio/occupational therapy for a paralytic patient.
2. Donate for the purchase of hearing aids, artificial limbs or learning aids.

Akshaya Foundation

1. Sponsor food for children at school for one year.

Bangalore Medical Services Trust

1. Support in arranging blood camps in Corporates and donating blood.

Christel House India

1. Support one class room.

Friends of Tribal Society

1. Support one non formal school for one year.

Gandhi Rural Education & Development Society

1. Donate your share in building a water purifying plant.
2. Sponsor a training programme on water & sanitation.

Hand in Hand

1. Support one of the livelihood programmes.

New Life

1. Sponsor one health care camp for adolescent women.

Siruthuli

1. Donate for infrastructure development that enhances sanitation in villages
2. Donate for the construction of one rain water harvesting structure in one of the selected villages



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Abhaya

Foundation



“ Mission to Serve with HEART ”

Focus Area

- Healthcare
- Educare
- Awariness
- Rural Infrastructure
- Transformation



Abhaya

Founder: C Balachandra Sunku

President: S.V. Hariprasad

Form: Trust

Registration: 463/IV/2006

Tax Exemption: 80G

Team: 25

Annual Turnover (2009-10):

₹ 25 Lakhs

Focus group: Across different communities

Abhaya Foundation is supported by donations from 1000 professionals who are contributing their drop in the ocean

The foundation has helped as many as 100 orphan girls and boys

It all started when...

Abhaya Foundation has been established in 2006 with a mission to serve with 'HEART' (the acronym for its focus areas : Healthcare, Educare, Awareness, Rural infrastructure and transformation). Since 2006, in the healthcare domain, Abhaya offers free medical services, organizes health camps, organizes hygiene drives and works on preventative medication – thus addressing the root cause. In the Educare sphere, the foundation offers support to meritorious students from economically weak background. It also organizes career awareness programmes for linking youth with better opportunities and for providing access to skill enhancement. Under Rural infrastructure domain, the foundation wants to create “Value-Centers” in the villages that offer bouquet of services – ranging from center for medical service delivery to placing information kiosks. These centers will provide space for skill/attitude training, counseling and will act as mini classrooms.

Other projects supported by Abhaya Foundation are – Orphan care, Computer labs, Sponsorships and Spiritual care.

Abhaya wishes to establish value centers for youth in all major cities where industries are present.

We Are Here For.....

Abhaya Vignan School Project: The School has been established at a remote village of Anantapur District with a motto to provide support to poor teachers (10) and education on nominal cost to the primary level kids (200). Initial investment of Rs.4,00,000/- being spent to add value to the infrastructure

Racharla Nagabhusanam Community Center: This is being established at Yerragunta village based on the school infrastructure availability. AXIS Bank provided 5 computers; Abhaya provided 2 sewing machines with an aim to train the unemployed youth.

Hunt the Winter: This project has been initiated by Abhaya since its inception and as on date about 4000 blankets have been distributed across south Indian states.

Orphan Care: In this project around 7 orphan kids are being cared for.

Abhaya Home of Hope: This project is conceptualized with an outlay of Rs. 1 crore to provide love and care to destitutes in AP.

Mission

“Abhaya stands to bring cheers...to spread prosperity...to multiply happiness...and to divide miseries...”

Team Efforts

Abhaya Foundation has a guiding board of 13 trustees. Most of them are young people with zeal for developing the communities and the villages. Though many are from software and finance industry, they have joined hands together to promote positive environment for the community around them. The accounts are all being audited and published in the web site for information of all key stakeholders.

Link With us

The foundation requires support for running “Abhaya Vignan School” to make it sustainable. It also seeks support in developing “Racharla Nagabhusanam Community Center” to expand the skill training portfolio and establish Abhaya Home of Hope in Hyderabad.

Abhaya
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Hyderabad-500004.

E - mail:
abhaya@abhayafoundation.org

Website:
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The Presence

Abhaya is present throughout India with key activities undertaken in South India.

Captured..





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NMDC



Confederation of Indian Industry
Since 1895

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 7800 organizations from the private as well as public sectors, including SMEs and MNGs, and an indirect membership of over 90,000 companies from around 396 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkage. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII's overarching agenda is to facilitate India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022, CII's focus this year is on revival of the Economy, fast tracking Infrastructure and improved Governance.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 221 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

CONFEDERATION OF INDIAN INDUSTRY

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