



CSR North East

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“Unplugging Potential and Impact of CSR & Development Sector Funding in North East India”



The 1st North East CSR Forum (NECSRF) 2022 was held on October 28, 2022, hosted by the Tata Institute of Social Sciences (TISS) Guwahati, and jointly organised by the Council for Social and Digital Development (CSDD), TISS Guwahati, and the North East Development Foundation.

With the main theme, **“Unplugging Potential and Impact of CSR & Development Sector Funding in North East India”**, the NECSRF 2022 organised 7 technical sessions on various sub-themes - **Addressing Issues and Challenges in enhancing donors' and funders'** investment in the North Eastern States; Emergency and Crisis Management & Response: Role of CSRs, Donors and Philanthropies in North East; Need-based, impactful ideas and projects, innovation and process-oriented eligible implementing agencies for funders and donors in North East and Need for the policy or institutional support to augment and encourage development funding and investment in NER.

There were 3 dedicated sessions on CSRs/donors' good practices, projects and case studies. CSR project presentations were made by – ONGC Foundation, OIL CSR, NEDFi CSR, IndiGoReach (InterGlobe Aviation Ltd) ICICI Foundation, UNDP, and others.

[Read more](#)

CSR VOICE

**Raju Sharma,
Director-CSR, IndiGo**



“Northeast is not difficult, it is different”

“While it is a fact that the NER gets 5 percent CSR funding, this is an opportunity of a pool of 95% funds to compete for. There is a need to know how to learn to measure outcomes and that we can do by unplugging the potential of the NER and building our own capacity.

“Northeast is not difficult, it is different”, one needs to learn how to work in the Northeast and that it is our responsibility to do so.

Media also has a role to play in it. The media needs to highlight the positive facts about the Northeast and not just focus on the negative aspects. The good things and potential of the NER need to be highlighted on social media by the media and that's how we can move onwards tapping into the potential of the NER.”

**Dr. Monica Banerjee,
Head, InterGlobe Foundation**



***‘Need to take a step forward and
go beyond the 2 percent’***

“The North East India region needs more CSR funding, as it is currently very underfunded.

There is a need to take a step forward and go beyond the 2 percent of profit philanthropy that most organizations indulge in.

In order to realise positive impacts, there is need to devise a new CSR approach with innovative solutions that goes beyond 1-year projects up to 3 to 5 years.”

**Sachin Sachdeva,
Director-India,
Paul Hamlyn Foundation**



'Returns on Social Investments cannot be measured accurately'

"It is important to take note of the particular context of a site chosen for intervention by development sector organization in regions like North East India. There is a need to shift focus from solution-based to working on participatory processes which help arrive at solutions that are more long lasting.

More than sustainability there is a need to talk about continuity of engagement because it takes time for an initiative to make an impact. While there is more focus on returns on investment, a return can come in many ways, it can be of people evolving, of giving the people a sense of ownership, confidence, sense of identity; and none of these are indicators that can be measured in terms of return of investment.

There is a need to sort out the meaning of impact in the domain of development sector. Impact has come to be overused in the CSR space with attention to processes of change becoming neglected at times.

"We should be willing to fail. It is a social experiment, not a scientific one'. It is time we start questioning our own system and understand that impacts take a long time to happen."

CSR, Philanthropic, and Donors Good Practices in North East India

In order to appreciate the gains made by the development sector in northeast India in the past 2-3 years, entries in the category of project presentation, and case study presentation on CSR, philanthropic, and donor good practices in northeast India were invited, sought, and scouted to be then presented in front of a jury with years of experience in the domain.

There were 4 winners identified from the pool of 18 entries selected for the presentation round. A brief introduction of the winning entries and the special mentions in each category follows. [Read more](#)

NORTH EAST CSR NEWS

[Oct - Dec]

Sikkim: 'Portable Heart Monitoring Device' Distributed To 3 PHCs; Determining Risk Of Irregular Heartbeats

The Namchi District Administration have provided three units of Fetosense - a smartphone-based portable fetal heart monitoring device to Namthang, Yangang and Temi Primary Health Centres (PHCs). [Read more](#)

Assam to contribute Rs 100cr for NEDFI's micro-lending scheme

Assam Chief Minister Himanta Biswa Sarma on Tuesday announced that his government will contribute Rs 100 crore to North Eastern Development and Finance Corporation's (NEDFI) micro-lending scheme for entrepreneurship development in the state. [Read more](#)

IG Fresh Produce to invest Rs 100 crore for the cultivation of exotic fruits in Arunachal

Chandigarh-based IG Fresh Produce, a subsidiary of IG International, one of the leading fresh fruit importers, has planned to invest Rs 100 crore in the next five years in Arunachal Pradesh for the cultivation of exotic fruits like kiwi and stone fruits. [Read more](#)

SBI Foundation and WWF India Join Hands for Red Panda Transboundary Conservation in Sikkim and Kalimpong District of West Bengal

International Red Panda Day is celebrated every year on the third Saturday of September to support Red Panda conservation. It is a day to celebrate the Himalayan Mountains' elusive Firefox and generate much-needed awareness about the species. Taking a step forward in the conservation efforts, SBI Foundation and WWF India entered into a partnership to generate fine-scale information on the species at a transboundary level and engage with communities in safeguarding key habitats of the Red Panda in the Khangchendzonga landscape of Sikkim and West Bengal. [Read more](#)

SIDBI CSR package connects tEA for micro food processing

The Small Industries Development Bank of India (SIDBI) has extended Corporate Social Responsibility (CSR) package to The Entrepreneurs Associates (tEA) towards “Shared Production Centre” for micro food processing at Kukidolong under Chümoukedima district. [Read more](#)

Mizoram: Health Minister Inaugurates 10 ICU Beds; Funded Under CSR Programme - “Parivartan”

The Mizoram Health Minister - Dr R. Lalthangliana today inaugurated 10 Intensive Care Unit (ICU) beds with other essential equipment; funded under HDFC Bank’s Corporate Social Responsibility (CSR) programme - “Parivartan” at Aizawl Civil Hospital. [Read more](#)

Nirmala Sitharaman launches 52 projects sponsored by firms as CSR in Nagaland

Union Finance Minister Nirmala Sitharaman on Monday inaugurated 52 projects to be sponsored by various companies in Nagaland as part of their Corporate Social Responsibility (CSR). [Read more](#)

Nagaland nets CSR commitments worth Rs 36.6 cr

In what could be considered a considerable jump from previous years, a total of Rs 36.6 crore under Corporate Social Responsibility (CSR) have been committed during the Nagaland CSR & Investment Conclave 2022. [Read more](#)

Local Economy, People's Livelihood Severely-Hit By Coal Mine Closure In Assam: IIT Report

According to the field-level case study conducted by the IIT-Guwahati's Just Transition Research Centre (JTRC) showed that "inconsistent support" from Corporate Social Responsibility (CSR) and the District Mineral Foundation Trust could make the situation worse for people dependent on coal after the suspension of mining activities. [Read more](#)

Sikkim: IOCL Donates Medical Equipment To Namchi District Hospital

In an attempt to help alleviate health disparities, the Indian Oil Corporation Limited (IOCL) has donated a Semi-automatic ELISA reader (ERBA) and a Coagulometer to the District Hospital of Namchi. [Read more](#)

Reliance Foundation & MFA come together for the promotion of grassroots football in Mizoram.

In an effort to promote grassroots football in Mizoram, Reliance Foundation, the corporate social responsibility (CSR) arm of Reliance Industries Limited (RIL), has entered a tie-up with MFA for a children's football league. "The Reliance Foundation (RF) and Mizoram Football Association have joined hands to expand, transform and create a complete hyper-local pathway and decentralised approach to grassroots football in Mizoram through Reliance Foundation Young Champs (RFYC) Naupang (Children) League," the RF said in a statement on Monday. [Read more](#)

Assistive aids distributed to differently-abled persons in Mokokchung

Distribution of assistive aids to differently-abled persons, a CSR initiative of district administration, Mokokchung & Ocwen Financial Corporation, Bangalore was held today at the Conference Hall, DC Office, Mokokchung with Speaker, Nagaland Legislative Assembly (NLA), Sharingain Longkumer as special guest.

[Read more](#)

Delhi event made friendly for elders, and differently abled

CSR Research Foundation in collaboration with Bir Tikendrajit University and ITPO made special arrangements for senior citizens and differently-abled persons in the ongoing India International Trade Fair 2022 at Pragati Maidan, Delhi. [Read more](#)

‘PM TB Mukht Bharat Abhiyan: Nikshay 2.0’ - Digital Platform Extending Support To TB Patients; Launched In Nagaland

Addressing the launching ceremony, the Commissioner & Secretary to Governor - T. Mhabemo Yanthan IAS stated that this National programme is a platform for community support to the needy people. [Read more](#)

Mizoram CM visits aspirational Mamit district and inspects projects

Chief minister Zoramthanga on Tuesday paid a visit to western Mizoram's Mamit and inspected various projects in the lone aspiration district of the state, an official statement said. [Read more](#)

Chief Minister's Startup & CSR Week 2022 concludes in Shillong

The third day of the Chief Minister's Start-Up and Corporate Social Responsibility (CSR) week commenced at the State Convention Centre of Pine Wood Hotel in Shillong on November 16, with the second phase of Bootcamp for Cohort 3, a panel discussion in partnership with Investment India on CSR & Entrepreneurship Scenario in Meghalaya, a pitching session of local entrepreneurs related CSR investable projects and CSR entrepreneurs sharing their experiences. [Read more](#)

NBCC Ltd to invest Rs 2.35 cr in Seyochung sub-div.

Seyochung sub-division under Kiphire district will "receive one of the largest CSR of 2.35 crore." Informing about this in a press release, EAC Seyochung, Moasunep K Jingru on behalf of the District Administration stated that National Building Construction Corporation Ltd (NBCC) will be investing "a total of 2.35 Crore as part of their CSR (Corporate Social Responsibility)." [Read more](#)

CSR: OTPC launches two projects in Gomati

OTPC under its CSR activities inaugurated the project of "Sanitary Pad distribution" on Monday in presence of Jhuma Deb (OSD), Udaipur, Gomati District, Chairman of SMC Committee, Subash Debroy, Palatana HS School Head Master Sukumar Das and Head - Project & Services OTPC, Tapas Bhowmik along with other OTPC officials at Palatana Higher Secondary School. [Read more](#)

Manipur: Pact signed with Infosys to enhance teaching-learning process

The MoU was signed between Education (S) commissioner Gyan Prakash, Education (S) director L Nandakumar and Infosys Limited head (corporate affairs) Santhosh Ananthapura and senior vice president Infosys Ltd Thirumala Arohi. [Read more](#)

CSR Initiatives Can Play Enormous Role To Unleash Economic Potential Of Northeastern Regions: Union Minister - Rajkumar Ranjan Singh

The Union Minister of State (MoS) for External Affairs and Education - Rajkumar Ranjan Singh, noted that the organisations through their Corporate Social Responsibility (CSR) initiatives could play an enormous role in unleashing the economic potential of northeastern regions. [Read more](#)

NHPC, Sikkim Education Department Inks MoU To Install Sanitary Pad Vending Machines & Incinerators Along 134 Schools

The National Hydroelectric Power Corporation (NHPC) and Sikkim Education Department inked a Memorandum of Understanding (MoU) on Tuesday for the implementation of 'Project Bahini'. [Read more](#)
