

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

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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.

*“Enabling Sustainable Livelihoods: A Case Study on Women Weavers of Sivasagar, Assam,”* by the Oil and Natural Gas Commission (ONGC) Foundation

The case study highlighted the interventions planned for upskilling and upgrading the Artisan Weaver Community in the Sivasagar district of Assam in Handloom & Handicrafts through the support of ONGC Foundation.

The project was formally launched by ONGC on 6th August 2021 with the installation of four power loom clusters in 4 selected villages in the Sivasagar district. ONGC Foundation, with help of the North East Development Forum (NEDF) as the implementing agency, has helped train and upskill the handicraft artisans. It was identified that weavers in Assam and much of Northeast India are skilled at working with traditional manual handlooms but to meet market needs, skills in operating mechanised, power looms have become a requirement. 100 weavers were identified for training in the same. This CSR intervention is guided towards improving access to and use of advanced tools of production, training in marketing methodologies, improving

market linkages, and exposure to recent market trends for informed product development and newer design options.

***“Resilience Building of Communities Around Guwahati Airport: A CSR initiative by Airport Authority of India (AAI), implemented by the United Nations Development Programme (UNDP) under the supervision of Deputy Commissioner Office of Kamrup, (Assam)***

The project was launched in September 2018. It is aimed at development interventions for select villages and GPs in Rani Development Block. Particular focus has been given to SDG 4: Quality Education, SDG 6: Clean Water and Sanitation, SDG 7: Affordable and Clean Energy, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships to achieve the goal.

Some activities conducted under the initiative as reported are:

- providing access to basic healthcare via a mobile medical unit called “Dr. Bondhu” plying across 32 villages in Rani Development Block,
- 228 households with zero electrification and 962 households with erratic electrification were provided solar lanterns
- providing computer systems to 6 high schools along with 6 computer trainers
- Civil work for the strengthening of Anganwadi centres have been initiated in 5 centres
- the Rani Saptahik market and Sajjanpara market were upgraded to create safe and sustainable market shed for their trade

The case study was submitted by Mrigakshee Borkotoky and Vandana Pareek, M.A. Labour Studies and Social Protection; in collaboration with Plabon Phukan, the Project Associate at UNDP Guwahati.

***Swargadew Siu-ka-Pha Multi-speciality Hospital at Rajabari, Sivasagar, Assam, by the Oil and Natural Gas Commission (ONGC) Foundation.***

The ONGC Foundation has established Swargadew Siu-ka-Pha Multi-speciality Hospital in the vastly underserved geography of Sivasagar under its CSR initiative. The charitable organisation Dr Babasaheb Ambedkar Vaidyakiya Pratishthan (BAVP) is the Construction, Operation and Maintenance (COM) Partner. The hospital has been open to the public since 2019. As reported,

it is designed to house a total of 300 beds and 8 dialysis beds with world-class medical equipment made easily available to the poor, the hospital stands on a 50-acre land in the Rajabarrie Tea Estate. The project has focussed on addressing SDG 3: Good Health and Well-being, and SDG 10: Reduced Inequalities. The hospital is also working towards generating awareness and a behavioural change oriented towards good health practices among the community.

### *Restoration & Regeneration of Forests, in the Tamenglong & Money Districts of Manipur, by the IndiGoReach (InterGlobe Aviation Ltd)*

As reported, the project in Noney and Tamenglong districts of Manipur was envisaged for ensuring biodiversity conservation education, alternative livelihood initiatives and habitat restoration. The Corbett Foundation is an implementing agency for this project. The project was planned as an intervention on the jhum cultivation prevalent in the districts which have of late begun to register its detrimental effect on the environment. The intervention was not restricted to forming advisory against the practice and equipping the forest department personnel in wildlife monitoring and surveillance but also provided alternative livelihood opportunities to forest-dependent communities, and ecological research.

### *Corporate Social Responsibility (CSR) sustainable investments and initiatives of the Oil India Limited (OIL)*

As a central public sector undertaking (CPSE) in the Navaratna category, Oil India Limited (OIL) is a significant contributor to CSR in northeast India. The OIL has spent over Rs. 500 crores in 5 years on CSR. An in-built multiplier effect in most of the projects has meant that the estimated annual return from the CSR projects is at over Rs. 900 crores. The contributions of OIL in CSR are far and wide in the region. An attempt can be made at categorising their contributions under sustainable environment, women empowerment, skill development, sustainable livelihood, education (including adult education), Swachh Bharat, health care and, COVID care.

### ICICI Foundation for Inclusive Growth for its *Fishery Development Project in Manipur*

Based on the data that the state of Manipur imports approximately 20,000 MT of fish worth Rs 400 crores to fulfil its annual demand, ICICI Foundation planned the intervention to increase the availability of fish in Manipur in May 2019. The project is implemented in 47 villages with 1321 beneficiaries. The project targets a holistic development of the fishery sector with the capacity building across all phases spanning from pond cleaning and pond management to value addition and building knowledge partnerships. ICICI Foundation also helped set up Farmers Facilitation Center; aiding nursery and hatchery development; and introducing technology from CIFT, Cochin in Manipur.

### CSR Special Mention projects were -

#### Project Kheojia Assam, by the SankalpTaru Foundation

*Project Kheojia Assam* was initiated under the Rural Livelihood Model in July 2019. The project was implemented by SankalpTaru Foundation. The project is aimed at helping implement agroforestry to support the livelihood of small farmers. Towards this, seedless lemon tree saplings were donated by small farmers in Jorhat. This has the reported potential of supplementing farmers' income with INR 30,000/- per year. SankalpTaru also uses geo-tagging and blockchain in project monitoring to ensure the utmost transparency in their work.

#### Tata AIG CSR Northeast Scholarships Project, by Avanti Fellows;

Since its inception in April 2020, the *Tata AIG CSR Northeast Scholarships Project* has provided scholarships to 89 female students (across cohorts I and II) from Jawahar Navodaya Vidyalayas / Kendriya Vidyalayas in the North-East region for their Undergraduate Studies in premier STEM colleges in India. The project is implemented by Avanti Fellows. The project exhibits a good diversity index by contributing towards the upliftment of marginalised identities.

#### Assam State Initiative - Livelihood, by the Centre for Microfinance & Livelihood (CML) - Tata Trusts

With the knowledge that Assam is an agrarian state and that the per capita income of Assam is INR 67,620, much lower than the all-India average of INR 1,03,870 Centre for Microfinance & Livelihood's Livelihood vertical is aimed at making targeted interventions across all spheres in the

agricultural sector, from soil health and water availability to post-harvest technologies and rural marketing. As reported, the major project components are Areca nut orchard intensification with black pepper, Assam lemon and pineapple; multi carp composite fish farming; indeterminate tomato and leafy vegetable cultivation using rain shelter technology; papaya cultivation: high-yielding dwarf variety; high-value creeper cultivation using a trellis. In terms of outreach, more than 2400 farmers were organised through 29 farmer producer groups (FPGAs). 2400 farmer households from 72 villages benefitted; 15 producer groups were formed with 134 activity groups creating a seed capital of 10 lakhs.

### **Kitchen Garden Promotion among the vulnerable Mothers in Manipur by Child Rights & You (CRY)**

Child Rights & You (CRY), in collaboration with Give India as the supporting agency, has helped put forth kitchen gardens as a way to attain proper nutrition among 1,285 mothers from critically marginalised sections in Manipur and Assam. Varieties of seasonal seeds were distributed and access to manure was provided to some of these families living below the poverty line. Training on making compost and nutritional index of local vegetables was also completed by a section of the beneficiaries. As reported, the promotion of organic farming, preservation and promotion of local variety seeds, and promoting seed sovereignty are also turning out to be some antecedent outcomes.

### **Special Mentions recognised under CSR Case Study category -**

#### ***“A presentation on CSR Approach of NEDFi: A Case Study on NEDFi Haat,” by the North Eastern Development Finance Corporation (NEDFi)***

Based on its shareholding pattern, NEDFi is a deemed government Company. The CSR initiatives of the Corporation are focussed on the development of appropriate technology, incubation and dissemination to promote the craft sector of the 8 north eastern states of India. Selection criteria of NEDFi’s area of intervention are determined by the scope for value addition, use of local raw materials, honing existing skills, making products for the mass market, and enterprises with an existing investment of less than INR 10,000. The projects aim to contribute towards sustainable livelihood, women empowerment, minimising migration to cities, and inclusive growth. More particularly, NEDFi has worked towards the development of appropriate technology for use of

indigenous natural fibre (such as water hyacinth, cardamom fibre, and banana fibre); capacity building programmes for artisans; market linkage through their showrooms of NE-SHILP or North East Society for Handicraft Incubation and Livelihood Promotion.

### ***Mental Illness Treatment Alliance (MITA) by the Action North East Trust (ANT)***

MITA (Mental Illness Treatment Alliance) is a program under the aegis of the ant (a community-based organization located in lower Assam, India, [www.theant.org](http://www.theant.org)) which started out by working on the mental health of the communities in the Chirang district of Assam. Since then it has reached out and responded to the needs of mentally ill patients through 23 sites in 13 districts of Assam. The project aims to expand further and its first site outside Assam has been started in Chümoukedima district of Nagaland. The program has an integrated electronic HMIS (Health Management Information System)

which records the chronology of interventions among other data in an effort towards making the process of care swift, effective, ingenious, and environmentally friendly. As reported, this also opens possible avenues for transdisciplinary research in systems perspectives, from the wealth of information accrued throughout the years.

MITA is of the view that health service quality is a subjective, complex, and multi-dimensional concept. It comprises tangible (e.g., hygiene) and intangible (e.g., empathy) aspects. MITA tries to incorporate these in its principle and practices.

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