



Corporate philanthropy has had a long tradition in India and happily, the practice has endured and grown. Ritwik Mukherjee reports

THE

DO-GOODERS

FULL COVERAGE ON P7-11

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Kolkata

May 31, 1893 is unarguably a historic day. On this date, two great Indians and visionaries — Swami Vivekananda and Jamsetji Tata — sailed together on a ship from Japan to the US.

Both, whose lives would ultimately impact millions of their countrymen in different ways in the decades to follow, had their own individual perspectives on the India, which was beginning to emerge out of its ancient stupor to march into modernity.

But somewhere along the lines, the two perspectives coalesced. As they got talking, Vivekananda explained his mission of preaching in the US and the universality of all religions. Jamshedji replied he was in search of equipment and technology that would build the steel industry and make India a strong industrial nation.

Then spoke Vivekananda: "How wonderful it would be if we could combine the scientific and technological achievements of the West with the asceticism and humanism of



The art of giving

India!"

They reportedly never met after that journey, but the words struck a chord in Jamsetji's heart and became the foundation stone of the Tata idea of nation building: creation of great centres of learning, research, knowledge and intellectual capital.

While philanthropy has had a very long tradition in India, this possibly marks the beginning of the concept of 'corporate social responsibility' or CSR, as we know it today in India.

Happily, it is a tradition that has endured. Ask who, among the super rich Indians, has been extraordinari-

Azim Hashim Premji (71): The Hurun India Philanthropy List 2015 reveals that Wipro chairman Azim Hashim Premji has been the most generous Indian for the third year running, donating Rs 27,514 crore for education through his eponymous Azim Premji Foundation. This represents an increase of more than two times the amount he had given away in 2014. The foundation works in eight states and includes more than 350,000 schools. Premji contributed nearly 80 per cent of total donations made by 36 Indian philanthropists who between them gave away nearly Rs 35,000 crore.

ly generous with his wallet, not once, but for three years in a row?

China-based Hurun, a leading luxury-lifestyle publisher who targets billionaires, provides valuable insights.

The Hurun India Philanthropy List 2015, that stud-

ied 300 rich Indian entrepreneurs and identified those who gave over Rs 10 crore to charity, reveals that Wipro Ltd chairman Azim Hashim Premji (71) was the most generous Indian for the third year running, donating Rs 27,514 crore for education through his



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TOP 10 PHILANTHROPISTS OF 2015

Rank	Name	Donation (in Cr)	Cause	Age	Company	City	Industry
1-	Azim Premji	27,514	Education	70	Wipro	Bangalore	TMT
2é	Nandan & Rohini Nilekani	2,404	Urban Governance	61/57	Infosys	Bangalore	TMT
3é	NR Narayana Murthy	1,322	Social Development	70	Infosys	Bangalore	TMT
4é	K Dinesh & Family	1,238	Education	62	Infosys	Bangalore	TMT
5ê	Shiv Nadar	535	Healthcare	71	HCL	New Delhi	TMT
6ê	Mukesh Ambani	345	Healthcare	59	Reliance	Mumbai	Energy
7é	Sunny Varkey & Family	326	Education	59	Gems	Dubai	Education
8ê	Ronnie Screwvala	158	Education	54	UTV Group	Mumbai	TMT
9é	Rahul Bajaj & Family	139	Social Development	78	Bajaj Auto	Pune	Automobile
10é	Pallonji Mistry	96	Social Development	87	Shapoorji Pallonji Group	Mumbai	Engineering & Construction

é Increase in Rankings; - Retained Ranking; ê Down compared with last year; NEW New to the Top 10
Source: Hurun India Philanthropy List 2015

ed Rs 2,404 crore, primarily towards causes of urban governance, public policy and education, making the couple the second most generous Indians.

The Nilekanis have supported over a dozen non-governmental organisations (NGOs) and in 2015, took up two new projects. They set up a social venture called EkStep to address learning challenges in primary education with the help of technology.

The other founder of this IT major, N R Narayana Murthy, ranked third, giving away Rs 1,322 crore during the year. In fact, six of the 36 top philanthropists were from Infosys and their combined might totalled Rs 5,051 crore.

The Infosys 'gang' also includes Murthy's son Rohan Murthy, who emerged as the youngest giver among the 36, donating Rs 35 crore. He founded the Murty Classical Library of India, which aims to make available the great literary works of India of the past two millennia.

K Dinesh, who retired from Infosys in 2011, has been actively involved in philanthropic ventures in education, encouraging entrepreneurship and healthcare. With donations of Rs 1,238 crore, Dinesh shot into the top ten for the first time.

Besides, Rohini Nilekani and Premji have pledged to fund and support the Independent and Public Spirited Media Trust to fund independent media outfits that provide socially relevant content.

Little wonder therefore that education remains the most-favoured philanthropic cause, accounting for 84 per cent of donations.

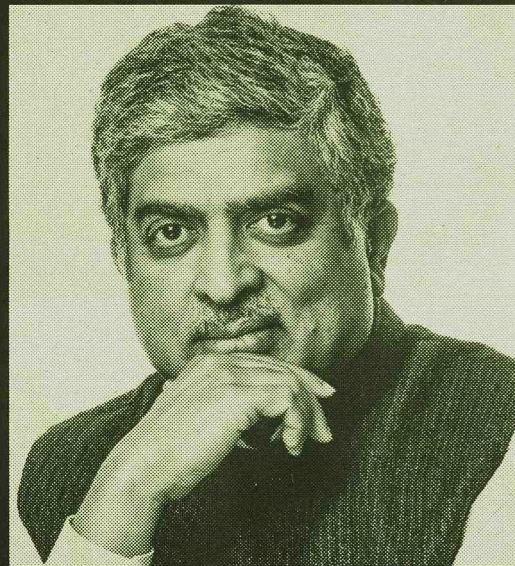
The position and contribution of Reliance Industries Ltd's chairman Mukesh Ambani may have dropped, but he is still there. He gave Rs 345 crore in 2015 towards healthcare, down from Rs 603 crore in the year ago.

The contribution made by his wife Nita Ambani who was ranked separately (as she focuses on a different sector) was pegged at Rs 12 crore and includes rural development and sanitation.

Nandan (61) and Rohini Nilekani (57):

Infosys Ltd's co-founder Nandan Nilekani and his wife Rohini Nilekani donated Rs 2,404 crore, primarily towards causes of urban governance, public policy and education, making the couple the second most generous Indians.

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Shiv Nadar (71), promoter of \$6.3 billion India's fourth-largest software company-HCL Technologies, donated Rs 525 crore to various charitable activities through the Shiv Nadar Foundation.

"Samudhay", an initiative to develop a model for villages across five critical parameters - education, employability, health, infrastructure and water - is Nadar's dream project.

Non-resident Indian businessman Ravi Pillai was one philanthropist, who created a whole new category, by supporting a distinctly different cause - mass weddings. He recently shelled out Rs 13 crore for conducting mass weddings.

As the nature, spread and drivers of wealth in India have changed over the past two-and-a-half decades, so has philanthropy. Traditional philanthropy in India has stressed on nation building, backing the new republic in 1947 with academic, scientific and cultural institutions.

With so many deep-pocketed and large-hearted individuals coming forward to do their bit, big companies are not far behind.

Interestingly, it is only in 2014 that CSR rules were

put to effect in India, mandating that companies with a net worth of Rs 500 crore or revenue of Rs 1,000 crore or net profit of Rs 5 crore, should spend 2 per cent of their average profit in the last three years on social development-related activities.

In fiscal 2016, the second year of the CSR mandate, 1,505 companies or 30 per cent of the 4,887 listed on the Bombay Stock Exchange (BSE), met the criteria for mandatory spending.

Of these, 77 per cent or 1,158 companies, reported on their CSR activities, compared with 1,024 companies, or 75 per cent of the 1,300 eligible in fiscal 2015.

These 1,158 companies also spent a lot more money compared with fiscal 2015, which led to a 29 basis points improvement in average spending to 1.64 per cent compared with 1.35 per cent in fiscal 2015, moving closer to the 2 per cent mandate.

Quite encouragingly, CRISIL Foundation's analysis of India Inc's CSR activity last fiscal shows that overall CSR spending by India Inc increased a significant 22 per cent, with bulk of the money going into education, skills development, healthcare and sanitation initiatives.

These figures are not just confined to CRISIL Foundation. Five Indians have

made it to Forbes Asia's annual 'Heroes of Philanthropy' list for 2016.

The line up includes Vineet and Anupama Nayar, founders of the Sampark Foundation in India, Adar Poonawalla, CEO of Serum Institute of India and Pune-based billionaire Cyrus Poonawalla's son, Bain India CEO Amit Chandra and his wife Archana Chandra, CEO of Jai Vakeel Foundation.

Talking about big companies, ITC is today a global exemplar in sustainability. Its large-scale initiatives have led to the creation of over 6 million livelihoods, besides making it the only company in the world to be carbon, water and waste recycling-positive for several years now.

This philosophy has driven ITC's CSR policy and practices for over two decades when the company made a strategic shift, committing itself to going beyond the traditional balance sheet to making sustainability the cornerstone of its corporate objectives.

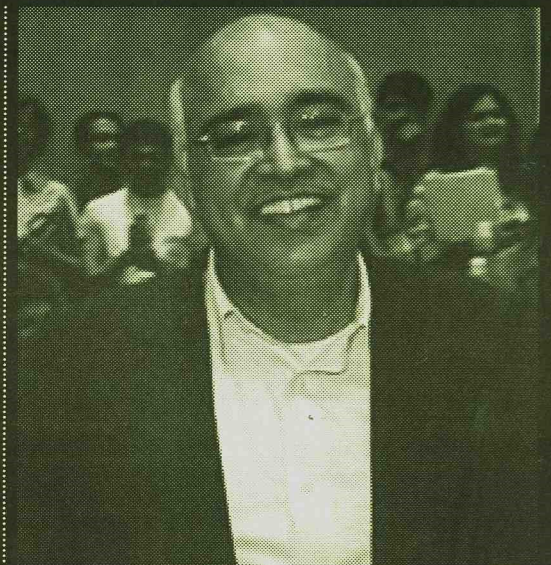
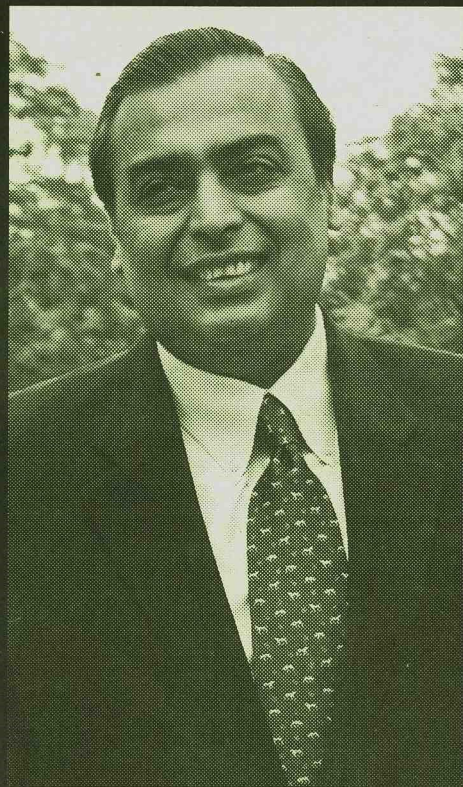
As an Indian enterprise, creating value for the nation is top priority for ITC. The company believes that this approach can unleash strong drivers to make national growth more inclusive and equitable, given



NR Narayana Murthy (69): The other founder of Infosys is ranked third. Murthy gave away Rs 1,322 crore during the year. The Infosys 'gang' also includes Murthy's son Rohan Murthy, who emerged as the youngest giver among the 36, donating Rs 35 crore.

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The position and contribution of RIL's chairman may have dropped, but he is still there. He gave Rs 345 crore in 2015 towards healthcare, down from Rs 603 crore in the year ago. The contribution made by his wife Nita Ambani who was ranked separately (as she focuses on a different sector) was pegged at Rs 12 crore and includes rural development and sanitation.



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the country's massive challenges of multi-dimensional poverty, social inequity, gross underdevelopment, widespread environmental degradation and a vast and ever-burgeoning population.

An ITC spokesperson says that the firm's CSR engagement focuses on two of its key stakeholder groups: (i) rural communities, across India where ITC has agri-sourcing operations, a large majority of whom are resource-poor smallholder farming households and (ii) communities residing in close proximity to ITC's production units – primarily rural, though some are also located in semi-rural and urban locations.

Both groups face multiple inter-related challenges and ITC's programmes target the most marginalised in the community. The multi-business conglomerate also considers state and central governments to be important stakeholders, especially vital in amplifying the scale of its CSR programmes through public-private partnerships, she says.

Over generations, the Tatas, (Tata empire, at present, has a global footprint comprises of more than 100 companies) have religiously followed a tradition of be-

Shiv Nadar (71): The promoter of India's fourth-largest software company donated Rs 525 Cr to various charitable activities through the Shiv Nadar Foundation. "Samudhay" an initiative to develop a replicable model of development for villages across five critical parameters – education, employability, health, infrastructure and water – is the dream project of the chairman of \$6.3 billion HCL Technologies.

queathing much of their personal wealth to several trusts established by them for greater welfare of the country and its citizens.

This is the way in which 60 per cent of the profits of Tata Sons (the holding company of the Group) go to the Trusts that serve the people.

Take the Sir Dorabji Tata Trust, best known for promoting six pioneering institutions of national importance. Four of these were established in Mumbai: the Tata Institute of Social Sciences in 1936, the Tata Memorial Centre for Cancer Research and Treatment in 1941, the Tata Institute of Fundamental Research in 1945 and the National Centre for the Performing Arts in 1966.

The National Institute of Advanced Studies (set up in 1988) and the Sir Dorabji Tata Centre for Research in Tropical Diseases (1999) are in Bangalore.

In 1996-97, the Lady Tata Memorial Trust (LTMT) spent £200,000 for research into leukemia by

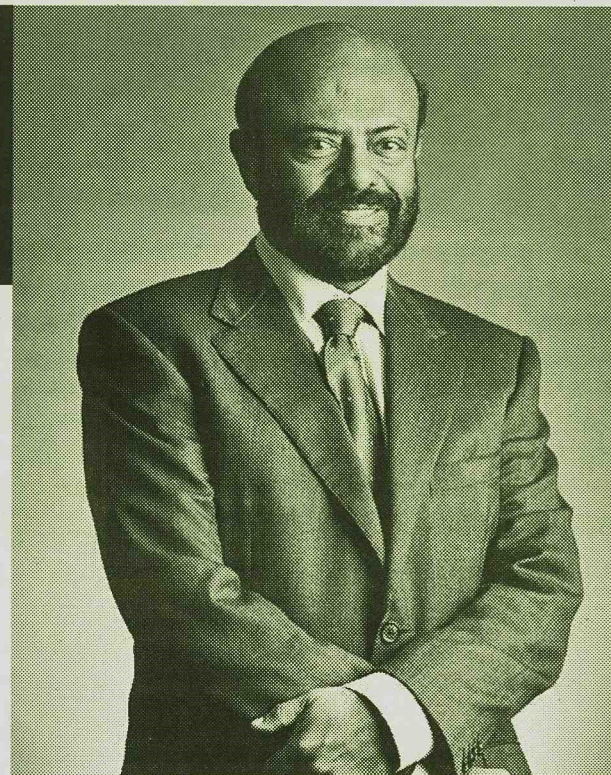
nine scientists from four countries. Sir Ratan Tata (son of Jamsetji) had given a grant to support Mahatma Gandhi's work in South Africa and also to Gopal Krishna Gokhale's nationalist activities in India.

The Tata Trusts are amongst India's oldest, non-sectarian philanthropic organisations, owning two-third of the stock holding of Tata Sons, the apex company of the Tata Group.

The wealth that accrues from this asset supports an assortment of causes, institutions and individuals in a wide variety of areas.

In this manner, the profits that the Tata companies earn go back many times over to the communities they operate in. These funds have been deployed towards a whole range of community development programmes across the country, for over a century now.

A Tata Trusts spokesperson says that they have played a pioneering role in



transforming traditional ideas of charity and introducing the concept of philanthropy to make a real difference to communities.

Through grant-making, direct implementation and co-partnership strategies, the Trusts support and drive innovation in the areas of natural resources management, education, healthcare and nutrition, rural livelihoods, enhancing village society and governance, media, arts, crafts and culture and diversified employment – you name it.

that initiatives and interventions have a contemporary relevance to the nation, says the spokesperson.

In addition to promoting and facilitating initiatives in elementary education, the Tata Trusts also award fellowships and merit scholarships to students pursuing higher studies.

It grooms social scientists, cancer specialists, nuclear scientists and distinguished institutional administrators, who in turn have striven to make the country a power to reckon with in various fields, including science and technology.

The Trusts also support causes and initiatives that provide disaster relief and help in rescue work in case of calamities. They not only assist by providing grants and help to mobilise funds, they also offer on-ground support directly, as well as in partnership with other stakeholders.

In order to enhance the impact and ensure that interventions are sustainable, the Trusts have adopted a cluster-based approach, supporting multiple inter-linked activities in identified clusters of contiguous villages across select geographies through India.

Coupled with this is the Trusts' strict adherence to ensuring that robust financial systems are put in place

with all partner organisations. Today, spread over 17 states and 170 districts across the country, programmes supported by the Trusts reach out to millions of households through an efficient network of 450-plus partner organisations.

Additionally, their projects and initiatives, especially in the area of educational attainment, significantly contribute to building intellectual capital.

Tata Chemicals Ltd (TCL) is also committed to integrate environmental, social and ethical principles into its business, which is central to improving the quality of life of the communities it serves globally and enhancing long-term stakeholder value.

The company aspires for global sustainability leadership in the sectors in which it operates. In order to achieve this vision, TCL has constituted a governance structure to oversee its sustainability commitments.

These include: biodiversity, supply-chain engagement, water, promotion of livelihoods, skill development, diversity, and inclusion.

TCL has developed comprehensive sustainability strategies with goals, targets, mitigation and adaptation action plans to address them under the aegis of its board.

Consider this. In 1993, when Ambuja Cement Foundation (ACF) started working in the coastal Kodinar area of Gujarat, the region was severely affected with salinity ingress.

The salinity had seeped inland up to 15 km and the total dissolved solids (TDS) was more than 4,000 mg/litre, both outcomes of intensive agriculture and overexploitation of ground water.

The local community had no potable water available and agricultural yield was adversely hit, impacting the major source of community livelihood.

ACF took a holistic approach to tackle the problem — building infrastructure for mass water harvesting, mobilising and collecting farmers and promoting drinking water solutions to ensure sufficient drinking water for community, says an ACF spokesman.



Shree Cement is another prominent member of India Inc, which is keen to improve the quality of primary education and healthcare in the villages they operate in by providing drinking water facilities and sanitation in sync with the Swachh Bharat Abhiyaan. The company has now focused on skill development. It has come up with a number of computer training centres in the rural areas in association with the NIIT Foundation.

ACF's sustained long-term efforts bore fruit. It brought down TDS level to an average of 1,200 mg/litre. As an impact, the salinity slipped back towards the coastline and resulted in improvement of water quality.

In the Kodinar region, ACF has reversed the trend of salinity in over 15,600 hectares of agricultural land in 83 villages. In fact, the recent social return on investment (SROI) study showed that ACF's water programme has yielded good social returns in Kodinar.

The company's CSR, through adoption of participative approach and customised solutions, has catered to different challenges in varied geogra-

phies.

For instance, in Rabriyawas, located in the heart of Thar Desert of Rajasthan, frequent famines bring big agricultural losses, often causing mass migration from the area.

ACF, through a mix of traditional knowledge and technological methods, has focused on building/renovating traditional water reservoirs and structures to recharge groundwater and harvest surface water, resulting in 5x SROI in Rabriyawas in a short span of 10 years.

ACF's water resource management model focuses on three areas — water harvesting (check dams, interlinking rivers, watershed development), drinking water (roof rain water harvesting structures, pond deepening,

in-village distribution system, water quality surveillance, etc) and water-use efficiency (water user association, participatory irrigation management and promotion of micro irrigation).

The firm's list of charities does not end here. ACF has also come up with a Skill and Entrepreneurship Development Institute (SEDI), which has devised a comprehensive model for skilling youth in rural India.

Equipped with modern infrastructure facilities and expert trainers, SEDIs are providing a platform for vocational training in a holistic sense.

It follows a systematic process entailing three phases — pre-training, training and post-training. It's been more than 10 years since ACF established its

first SEDI in 2006 in Jaitaran, Rajasthan.

Over the course of a decade, today there are 17 SEDIs in 10 states, with over 30,400 youth trained and 73 per cent placement rate maintained, says the company.

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Apart from this, vocational training in mobile repairing, household equipment, plumbing, beautician's course and tailoring units have all been set up with the help of village pan-

chayats.

It has also put into place as many as 10 Shree Ki Patshalas across nine villages in Rajasthan — Kanyakheri, Jawangarh, Butiwās, Ganeshpur, Devgarh, Ras, Roopnagar, Paliyawas, and Babra.

The patshalas in these remote rural areas are meant for imparting primary education to all children till class IV. The 10 teachers at each of the centres enjoy mentoring the tiny tots, who are so eager to learn that there is virtually 100 per cent attendance every day.

Till date, 44 students have passed class IV after taking a state exam while two girls have completed Class X in an open school.

As many as 66 children have benefited under the scheme of the National Literary Mission in collaboration with mainstream government schools, a Shree Cement spokesman points out.

Says Anshu Budhreja, general manager, Amway India: "Our CSR initiatives are based on the belief that social responsibility is much more than the incurrance of cost or resource on a chari-

TOP PHILANTHROPISTS OF 2014 & 15

Rank	Name	2015 (In INR crs)	2014 (INR crs)	Primary Cause	Age	Company	City	Industry
1	Azim Premji & Family	27,514	12,316	Education	71	Wipro	Bangalore	TMT
2	Nandan & Rohini Nilekani	2,404	498	Urban Governance	61/57	Infosys	Bangalore	TMT
3	NR Narayana Murthy & Family	1,322	13	Social Development	70	Infosys	Bangalore	TMT
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5	Shiv Nadar	535	125	Education	71	HCL	New Delhi	TMT
6	Mukesh Ambani	345	603	Healthcare	59	Reliance	Mumbai	Energy
7	Sunny Varkey	326	17	Education	59	Gems	Dubai	Education
8	Ronnie Screwvala	158	350	Education	54	UTV Group	Mumbai	TMT
9	Rahul Bajaj & family	139	16	Social Development	78	Bajaj Auto	Pune	Automobile
10	Pallonji Mistry	96	60	Social Development	87	Shapoorji Pallonji	Mumbai	Engineering & Construction
11	Anil Agarwal & Family	95	1,796	Education	53	Vedanta Resource	London	Energy
12	Adi Godrej & Family	85	73	Education	74	Godrej	Mumbai	FMCG
13	Savitri Jindal & Family	83	65	Education	66	Jindal Steel & Power	Hisar	Steel
14	Kumar M Birla & family	70	34	Education	49	Aditya Birla Group	Mumbai	Manufacturing
15	Cyrus S Poonawalla	65	New	Urban Governance	75	Serum Institute of India	Pune	Pharmaceuticals
16	Ajay Piramal	52	40	Education	61	Piramal Enterprise	Mumbai	Pharmaceuticals
17	S Gopalakrishnan	38	255	Healthcare	61	Infosys	Bangalore	TMT
18	Rohan Murthy	35	New	Education	33	Infosys	Bangalore	TMT
19	Azad Moopen	32	100	Healthcare	63	DM Healthcare	Dubai	Investments
20	MP Ahammed & family	30	New	Social Development	59	Malabar Group	Calicut	Jewellery
20	Anil Ambani & Family	30	New	Healthcare	57	Reliance Capital	Mumbai	Financial Service
22	Anu Aga & Family	25	14	Education	74	Thermax	Pune	Energy
23	PNC Menon	20	26	Education	68	Education	Bangalore	Infrastructure
23	Suresh and Mahesh Ramakrishnan	20	New	Social Development	-	Whitcomb & Shaftesbury	London	Textiles
25	Sunil Mittal & Family	18	68	Education	59	Bharti Airtel	New Delhi	Telecom
26	Kiran Mazumdar-Shaw	16	New	Healthcare	63	Biocon	Bangalore	Bio-technology
27	Anand Burman & Family	15	New	Healthcare	64	Dabur	New Delhi	FMCG
28	SD Shibulal & Family	14	48	Education	61	Infosys	Bangalore	Biotechnology
29	Romesh Wadhvani	13	New	Education	68	Symphony Technology Group	United states	Investment
29	Kushal Pal Singh & family	13	36	Social Development	85	DLF	New Delhi	Real estate
29	Ravi Pillai	13	145	Wedding	63	RP Group	Kollam	Infrastructure
32	Subhash Chandra & family	12	New	Social Development Entertainment	66	Zee	Mumbai	Media
32	Nita Ambani	12	New	Social Development	53	Reliance Industries	Mumbai	Energy
32	TS Kalyanaraman	12	New	Social Development	65	Kalyan Jewellers	Thrissur	Textiles
35	Harsh Mariwala & family	11	15	Education	65	Marico	Mumbai	FMCG
35	Pankaj Patel & family	11	27	Education	63	Cadilla Health Care	Ahmedabad	Pharmaceutical

table/philanthropic act of social benefit. We see it as an opportunity to bring in social innovation and change. This belief is articulated through Amway's vision of helping people live better lives. Our vision and the founder's principles guide us on how we do business and our behaviour with our employees, customers and neighbours. When it comes to our commitment to corporate citizenship, we make a serious and concentrated effort every single day of our lives to reach out and help people improve, moving up the value chain where they currently are, to where they aspire to be."

As a key focus area, Amway Opportunity Foundation (AOF) has taken various initiatives to support the cause of visually impaired.

AOF also supports underprivileged children in education, health and hygiene under a project titled 'Sunrise'. Here, AOF currently supports more than 15 NGOs across the country.

It is currently setting up Braille libraries for visually impaired children across the country under the National Project for the Visually Impaired.

The project spanning across the country, would touch over 11,000 visually impaired children. Under its aegis, Amway will set up 31 Braille libraries across the country in the next two to three months.

These will be situated in Delhi, Chennai, Kolkata, Hyderabad, Bangalore, Ahmedabad, Madurai, Guwahati, Bhubaneswar and Shillong, among other places.

The Foundation has also supported the digitisation of Class XII educational material for the National Institute of Open Schooling, as well as select graduation and post-graduation educational material for the universities of Delhi, Mumbai and Hyderabad, which will help visually impaired students.

While it is true that weak corporate earnings, at times, lead to a drop in CSR spending and activities, overall, the increasing speed of wealth creation seems to promise a bright future for Indian philanthropy.