

HIGHLIGHTS OF THIS ISSUE



CSR – A STEP TOWARDS EMPOWERING SOCIETY THROUGH CORPORATE ENGAGEMENT Deepa Menon shares her insights and experience



CHANGING CORPORATE MANTRA - "FROM PROFIT ORIENTATION TO GROWTH WITH SOCIAL RESPONSIBILITY" Tapan Chowdhury highlights the new corporate mantra



CREATING TRANSFORMATIONAL MENTORS FOR SOCIAL DEVELOPMENT Atyaasaa case study



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Deepa Menon

CSR - A STEP TOWARDS EMPOWERING SOCIETY THROUGH CORPORATE ENGAGEMENT

Deepa Menon heads PVR Nest - the corporate social responsibility wing of PVR Limited. She has been closely associated with the development as well as civil society organizations for more than 10 years. She has worked extensively on the issues of women empowerment, child rights and education as well as environment. Under her efficient leadership, PVR Nest has been recognized at three esteemed forums for the benefit of disadvantaged children and deteriorating urban environment.



Deepa outlines CSR as a collective process for an organization which has a strong outlook. CSR is a stepping stone that makes a difference and improves the lives of different communities, it serves. Deepa has an in-depth experience in the field of CSR and has driven this bus of social responsibility at PVR for over a decade through her passion.

PVR Cinema has initialized a CSR movement named PVR NEST (PVR Network for Enablement and Social Transformation). It is a registered NGO working for under-privileged children and environment. PVR has a unique approach towards undertaking CSR activities for its stakeholders. It has initiated three projects - PVR Childscapes, PVR ki Paathshala and Green PVR – Valuing nature.

Incorporating CSR initiatives – The brighter side

- Serving communities by fulfilling their needs
- Planting the seed of development in the local communities
- Value creation through CSR activities

Only organizations involved in CSR can qualify as world class companies. Organizations can reach this peak by testifying and redefining their mission, vision and values of existence.

CSR awareness plays a vital role to map various indicators for other volunteers to

THE EDITOR'S BOARD



Shubhangi Bhosale, Consultant, Atyaasaa Consulting Private Limited, is an enthusiastic Human Resource professional with 2 years of experience in the field of Training and Development, Assessment Centre, Employee Engagement and Organization Development. She is an avid researcher and writer and has worked on various research projects with world class companies.

Corporate social responsibility is a buzzword today. Corporates are changing their approach from corporate philanthropy to social engagement. They are now focusing on giving back to the community. Organizations involved in CSR have an edge over those organizations not actively involved in it. CSR not only leads to profitability of organizations but also its overall development and the society in which it operates.



Ankita Velankar, Associate consultant, Atyaasaa Consulting Private Limited, has completed her Masters in Business Administration and has majored in Human Resource Management. Her wonderful interpersonal skills help her in creating quality relations and enhance her learnings in the field of training and development. She is highly passionate about learning languages, teaching and dancing.

Share with us your views and opinions on the theme – "Why do I work?" Do send us a 300 word article sharing your views and opinions on the theme, along with your photograph in jpeg format and brief profile.

Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst & a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.

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join in. Websites are one of the best platforms to add value to the knowledge of CSR. It helps in enhancing inter industry networking while carrying forums of varied bandwidths.

ORGANIZATIONS INVOLVED IN CSR	ORGANIZATIONS NOT INVOLVED IN CSR
They have an in-depth passion and vision to improve the society	They show more concern towards developing and improving their own organization
They initiate, develop and provide services to varied communities over a period of time	They initiate, develop and provide services for their own business motives
These organizations wisely relate to the social profiling of communities	These organizations may indulge in CSR activities for mere PR reasons

Measuring CSR footprints



Measuring CSR footprints

CSR scorecard gives a tangible measurement of the CSR initiatives undertaken by the organizations.

- It is a good measure to calculate industry space in CSR activities
- It helps to calculate 'where', 'what' and 'how much' has the organization achieved
- It is a benchmarking tool for long term strategies

Deepa concludes saying that CSR is a focused journey heading towards joining hands with each other to anchor a positive change within the society.



OD CONNOISSEUR'S ORATE

Tapan Chowdhury

CHANGING CORPORATE MANTRA - "FROM PROFIT ORIENTATION TO GROWTH WITH SOCIAL RESPONSIBILITY"



Tapan Chowdhury has over 20 years of experience in the field of CSR. He currently heads the CSR of Zuari Industries Limited. His expertise lies in resource mobilization, institutional building including setting up of micro-enterprises, communication, IEC development, media and dissemination of information permeating to the beneficiaries. He has a high degree of field compatibility in rural areas, tribal belts and remote locations.

India is emerging as one of the fastest growing economies in the world. But is this rise in economic growth solely based on successful business operations and profitability of organizations? As far as the upliftment of communities, generation of employment opportunities and economic growth is concerned, the government alone cannot attain success. It is the joint responsibility of business organizations to take up social and environmental causes as well as make a difference to the society. This is where the importance of corporate social responsibility steps in.

The last few years have witnessed increased awareness and sensitisation among Indian organizations, of their responsibilities toward the communities, they impact. Organizations are currently exploring engagement mechanisms with communities on cross-sectored partnerships by involving a spectrum of stakeholders. A number of organizations have initiated intervention programmes for the society and stakeholders. The corporate mantra has now been changed to - "from profit orientation to growth with social responsibility"

The Government of India has enacted a CSR bill for the PSUs including the navratna organizations. As per this CSR bill it is a mandate to spend 2% of the gross profit on CSR activities. There are on-going debates on slow acceptance of CSR in the organizations due to non-availability of accurate information, resources and trained personnel. But today this situation seems to be changing as many organizations are accepting CSR beyond philanthropy or charity. From 'social good' to 'business necessity', the CSR trend in India is changing. Organizations are now stepping towards setting up Foundations and dedicating a professional team to carry out the CSR initiatives.



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Organizations are investing in local capacity-building activities, and contributing to social and economic solutions to problems identified and defined by the communities themselves. They are also working with local NGO's to build their skills to meaningfully engage, as volunteers.

In a nutshell, CSR is an important step in truly empowering the community. This is possible only through active corporate engagement leading to an equitable and sustainable society and nation.



CASE STUDY

Atyaasaa

CREATING TRANSFORMATIONAL MENTORS FOR SOCIAL DEVELOPMENT



Atyaasaa Foundation is working at the **grass root** level to **empower** the society. One of the colleges in South Maharashtra was facing issues of productivity and confidence among teachers and students hampering their performance and relationship. The institute realized that, in the bargain the entire purpose of education was getting defeated. Atyaasaa discovered that the teachers had an excellent academic background and technical expertise but they required improvement in their **behavioural** approach which was primarily the cause of various problems identified.

Andragogy:

We used a **transformational** approach through **experiential** learning. The teachers underwent a series of labs designed, to make them understand the behavioural aspects. The teachers were empowered to build confidence through **unlearning to learning** technique. Atyaasaa acted as a catalyst in bringing about a transformation in their belief systems through smashing assumptions, setting right expectations and emotional intelligence. An **integrative** approach was used through transactional analysis making the teachers go through all the three ego states thus constructing effective **interpersonal relationships**.

Challenges faced:

At the onset the teachers were adamant to change and resisted it as they were afraid to witness their weaknesses. Initial interactions were very critical for Atyaasaa to get them in the right frame of changing mindsets. **Language barrier** was a major roadblock of communication and confidence.

Outcomes and insights:

The programme was implemented successfully and the expected outcomes were achieved. The teachers overcame initial resistance to change during the process. There were improved interpersonal relationships observed between teachers, support staff and students, of the institute. Atyaasaa successfully laid the foundation to develop a **right attitude** and **behaviour** within the individuals.

BEANSTATEMENT

"Organizations moving beyond the mould of philanthropy are the vanguards of new paradigm"

PSYCHOMETRIC PROFILING

A psychometric profiling tool is based on seven highly researched professional competencies. It aids in exploring your latent strengths and weaknesses and maps your competencies around your personality type. This is a standardized tool validated across multiple geographies and cultures.

Find the link to this tool here:

<http://psychometricprofiling.atyaasaa.com/>

This is not a paid service. Your feedback on the tool will be highly appreciated and will help further improve this service.