

CATALYZING CHANGE

Study of CSR Trends in
the IT-BPM Sector: 2016-17



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NOTES FROM THE CEO

NASSCOM Foundation has witnessed the meteoric rise in the national focus on the problem solving initiatives in the development sector with every year since its inception in 2001. It has been our mission to keep pace with giant strides, the IT-BPM sector has been undertaking towards social impact, and to create avenues for interventions and also platforms for knowledge exchange.

As one of the first countries in the world to mandate spending on development activities through CSR, India has drawn the attention of the development ecosystem worldwide. While companies have been channeling their core competencies in bringing social transformation and contributing beyond mandated CSR funds, it is interesting to note how the sector has performed and grown in the third year of the law. The survey sees 61.6% of the participating companies reporting to have spent 100% or above their prescribed CSR budget thus showing the commitment to CSR which has seeped in large and smaller sized companies alike.

The IT BPM Industry has been at the forefront of social development initiatives and it is heartening to see the industry emerging as one of the most efficient and innovative adopters of corporate social responsibility. It is this subsection of the Indian Industry that NASSCOM Foundation's annual publication Catalysing Change aims to inspect and analyse.

The Catalysing Change report 2016-17 reflects the evolved and strategic nature of business philanthropy of the IT BPM industry. An encouraging trend is the fact that 90% of participating companies continued working with same NGO partners indicating that companies are supporting NGO partners year after year, in achieving the desired outcome - growing trust and relationship building between the two entities. Technology continues to prove a force multiplier in social impact with more than half of the companies that spent 100% or more of their CSR funds, claiming to use technology to conduct their CSR activities.

I hope the report enables the reader to deliberate on the changes a mandated CSR regime is bringing about in the Indian development ecosystem and it's many aspects. NASSCOM Foundation, as an enabler of social impact with technology, hopes to expand in the mission of touching 100 million lives through our many tech4good initiatives, with the support from the industry.



Shrikant Sinha
CEO, NASSCOM Foundation

“

It gives me immense pride to see the industry emerging as one of the most efficient and innovative adopters of corporate social responsibility

”

INTRODUCTION

The year 2016-17 was a year of consolidation for CSR activities in the IT-BPM sector. Throughout the sector, efforts in streamlining processes and defining strategy for CSR activities is clearly visible. This year, the industry in general, and IT sector in specific, have shown clear signs of increasing cohesiveness between business and CSR, clear goals and a focus on social impact activities throughout the organizational structure. In the third year of mandatory spends on CSR, with the processes firmly established, it is critical that CSR teams adopt innovative approaches to solve problems. The roadmap to a definitive and nuanced approach to CSR is clearer than ever, with only few persisting issues that need to be ironed out.

The last edition of NASSCOM Foundation's annual CSR report, Catalysing Change, covered the trends and indications of CSR for the IT-BPM sector for the year 2015-16, and demonstrated that companies are focussed on working towards relevant and systemic alignment with Sustainable Development Goals. The report brought to fore, the increased involvement of senior leadership in social impact programmes, adding vigour to planning and execution of CSR interventions, strengthening alliances with long-term implementation partners, prioritising real outcome assessment, developing meaningful volunteerism and institutionalising CSR as a core philosophy of the organization. The report

also spoke about successful collaborations with implementation partners, choosing geographies beyond headquarters and leveraging technology and innovation to create impact.

However, issues like slow growth on collaborative projects, insufficient phasing out strategy, unaccounted impact with limited social data, persisted.

This year, we take this analysis ahead to examine new developments, persisting trends, challenges of implementation and best practices. The report assesses the year 2016-17 in terms of CSR performance by the NASSCOM fraternity, and also associated initiatives such as volunteering, diversity of workforce and alignment to global goals.



Thought Behind The Report

The objective behind the annual CSR survey specific to IT-BPM companies was to understand if there has been a significant move towards strategic giving in the sector to create sustained impact and how social impact leaders perceive the future and opportunity provided by the CSR law.

To start, we ran a basic CSR eligibility test to understand the approximate number of companies in the IT-BPM sector that fall under the purview of mandated CSR under the Companies law. **Out of 1781 NASSCOM member companies examined, 461 companies had demonstrable CSR programmes currently and in the past.** Relatively small revenue sizes of the Small and Medium Enterprises (SMEs) in IT-BPM sector keep them out of the scope of the CSR law. However, it is encouraging and commendable that companies even outside the mandate have been socially conscious and engaging in community programmes.

A survey questionnaire covering myriad aspects of CSR: compliance, governance, project implementation, impact evaluation, collaboration efforts, employee engagement, global alignment and diversity and inclusion, was sent to over 350 NASSCOM member companies for response. We received completed submissions from 62 NASSCOM member companies with a good mix of large, medium and small sized; MNCs and non-MNCs in this endeavour. Company representatives who declined submission primarily cited reasons around organizational policies of non-disclosure, unseparated global CSR reporting, LLP status of organizations among others etc. as some of the reasons for non-participation in the survey.

At the end of our efforts, it was clear that Corporate Social Responsibility (CSR) has acquired a strategic focus and has become a prime agenda for leadership across major

corporations. Companies are focusing on creation of platforms that help in long term and sustained engagement. The introduction of the Companies Act in 2013 was a watershed moment leading to a focused and organised approach to CSR funding and governance as well as monitoring mechanisms. CSR has been instrumental in the creation of shared value with communities and stakeholders to improve peoples' lives.

CSR initiatives today see the involvement of the CxOs and board members of major companies in the overall planning and implementation of the projects. Corporate leadership is involved in planning of projects, encouraging employee giving & volunteering and providing expert opinion on improving partnerships.

Companies also stress the role their partners have played in influencing their CSR strategy. These partnerships in turn have helped companies achieve desired goals and create meaningful impact. Today companies are involved in various initiatives e.g. Skills Development & Digital Literacy; Social Entrepreneurship Development & fostering a sustainable economic environment; or contribution to the Swachh Bharat initiative through Employee engagement.

However, despite the strides that have been made in the past, many challenges remain. The major challenges relate to the implementation of the CSR law including what the law covers, what it doesn't and the overall lack of domain expertise. There are gaps that need to be filled, in the understanding of the law. As CSR is a new evolving space for leaders, a major challenge is to adopt programs based on the changing socio-economic milieu and the unmet needs. The CSR committee and the implementing partners therefore need to design their working models as per the changing requirements.

Identifying credible NGOs, trusts or development projects for funding is another area of concern according to the CSR leaders. There is no dearth of NGO partners in India however the major challenge is to find NGOs that utilise funds effectively. Due diligence therefore becomes important. Getting utilization certificates, audited results on usage of funds, regular updates & progress reports on projects is critical to validate funds usage.

Companies with global parents have different CSR strategies and the local CSR initiatives undertaken as per Companies Act of India do not get included in their CSR strategy plans. Another issue relates to the drawing up of an effective governance & monitoring mechanism to oversee the utilisation of the funding and evaluating the social impact of the same to see if the objectives are really met.

Despite the challenges, CSR leaders agree that CSR programs will grow deep and wide over the next five years. Companies today want to be a part of the transformational CSR journey in India with the aim to create a positive change. CSR leaders have emphasised the role technology will play in service delivery and driving effective social projects to achieve scalable impact. Automation in this sector as most leaders agree, will be very helpful and will ensure companies are able to meet the challenges listed.

CSR will emerge as one of the important topic in boardroom discussions over the next few years. Companies are now moving beyond the idea that CSR is just limited to hitting the 2% mark and are trying to understand its multi-faceted benefits. Companies are adopting strategic CSR initiatives to build their brand's reputation, engage employees and strengthen relationships with different stakeholders like – clients, vendors, government, employees, general public & industry bodies, etc.

CSR has gained a lot of importance across India however the trust deficit that exists between corporates, NGOs and the government needs to be bridged. Social start-up and entrepreneurship development are two areas gaining prominence. There is scope for co-innovation and shared value creation for the companies. Many leaders also focused on the importance of diversity and inclusion. They believe managing diversity and obtaining innovation from a diverse workforce, will be the key to success. Leaders have also applauded the efforts of NASSCOM Foundation and Goodera as research partners to influence and encourage corporates to start investing in social causes and coming up with integrated CSR strategies focused on maximising investment in social good.

What we wanted to know?



Performance of IT-BPM companies in CSR activities compliance, management, implementation & assessment



Progress made in governance & Strategies developed in the 3rd year of mandate, and best practices therein



Progress in tackling challenges reflected in the last report and a comparison between the two years

SURVEY FINDINGS

CSR Spends

» **Growing number of companies spending 100% and above of the CSR funds, among both MNCs and Non-MNCs:** 61.6% of the surveyed companies reported spends of 100% or above their prescribed CSR budget. This includes 63.3% of the MNCs and 68% of the Non-MNCs.

» **Smaller sized companies proactively pushing CSR initiatives with full utilization of prescribed budget:** While 57.57% of large companies, 53.3% of medium companies are spending 100% of CSR funds, an impressive 72.7% of small companies spending 100% of CSR funds.

» **Underspending is a rare condition:** Only 5% of companies surveyed reported a spend of less than 50% of their CSR budget. (As shown in Figure 2)

» **Interesting Correlations:** It is interesting to note the following trends among companies who have spent 100% or above of the CSR funds:

a. **Mode of Implementation in full spenders:** Most of the companies surveyed (35 out of 50) that spent 100% or more of their CSR funds worked with a partner NGO for project implementation.

b. **Compliance in CSR Committee a factor in CSR spends:** An increasing

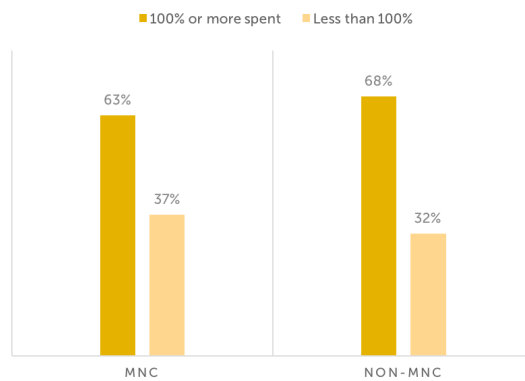


FIGURE 1: CSR COMPLIANCE

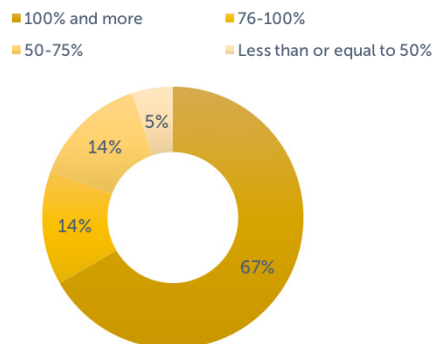


FIGURE 2: PERCENTAGE OF CSR FUNDS SPENT IN FY 2016-17

number of companies (17 out of 33) that spent 100% or more of their CSR funds complied with the law in terms of the composition of the CSR committee.

- c. **Geographical patterns:** 19 companies spending 100% and more of their CSR focused on projects in Karnataka, 16 in Maharashtra and 8 in NCR.
 - d. **Long term partnerships lead to higher spends:** Out of 54 companies that continued working with their NGO partner, 32 spent 100% and more of their CSR funds. (were compliant).
 - e. **Technology Focus helps in spends:** More than half of the companies (29 out of 43) that spent 100% or more of their CSR funds used technology to conduct their CSR activities.
- » **Reasons for inability to spend 100 % for MNCs and Non-MNCs vary:** 63% of the

MNCs spent 100% or more of their CSR funds. Out of the 37% that did not, a majority stated that they could not find a suitable NGO partner. 68% of the Non-MNCs spent 100% or more of the CSR funds. The majority of the 32% that did not comply had funds committed in instalments for long term projects. Thus, complex global processes present in MNCs for selection of NGOs and slower decision making for projects among Non-MNCs become primary deterrents to full utilisation of resources.

CSR Reporting:

- » **CSR Reporting has been regularised:** As much as 95% of companies reported CSR activities in their internal reports. Owing to a majority of IT-BPM companies being non-Indian in nature, they do not fall under the ambit of compulsory mention in annual reports. Despite that, it is encouraging to see companies collating CSR initiatives internally for disclosure.

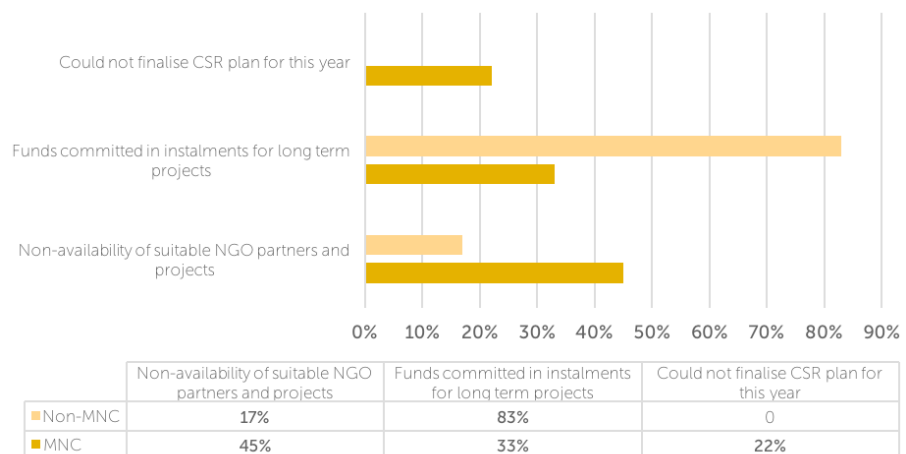


FIGURE 3: REASONS FOR UNDERSPENDING

CSR Committee Compliance

- » An impressive 91.6% of companies reported full compliance on CSR Committee composition - a 3 and more member CSR committee.
- » **Independent Directors not uniformly present:** 61.6 % of surveyed companies

reported that they had at least 1 (and up to 6) independent directors in their CSR committee. However 38.3% still have no independent directors, which indicates persistence of non-compliance in this aspect.

- » **Growing leadership focus on CSR among MNCs:** As many as 78.3 %, including both MNCs and non-MNCs, have at least 1 (and upto 4) CxOs in their CSR committees. 54.5% of MNCs surveyed, claimed to have more than one CxO in the committee, indicating the growing importance CSR in the organogram. For non-MNCs, percentage of companies with more than one CXO is 30.7 %.
- » **Increased CSR committee involvement in CSR activities:** 81.6 % of surveyed companies reported that they conduct meetings between one to four times a year, demonstrating the enhanced priority, decision making in CSR is being given. Moreover 68.3% of the CSR committees got involved in the CSR project while deciding on the choice of project and 65% for strategy support.

CSR Teams

- » **Growing number of members in CSR teams:** As much as 48% of surveyed companies

have CSR team strength above 5 members, which reflects the priority organizations are putting on building quality CSR personnel. Moreover, 81% of participating companies confirmed having a designated CSR team to carry out CSR activities.

- » **MNCs prioritise capacity building and training of CSR professionals:** 55.89% of the CSR teams in MNCs underwent capacity building/training on CSR. 40.74% of CSR teams of Non-MNCs underwent capacity building/training on CSR. CSR teams of 81% of the medium to large MNC's that underwent capacity building/training believe that CSR reflects the core of the strength of their company's business the same figure rises to 86% for medium to large Non-MNC's.
- » **Alignment with Business Goals:** Progressively, MNCs (91%) and non-MNCs (81%) are attempting to leverage their core strengths and competencies in delivering social impact, thus moving the needle

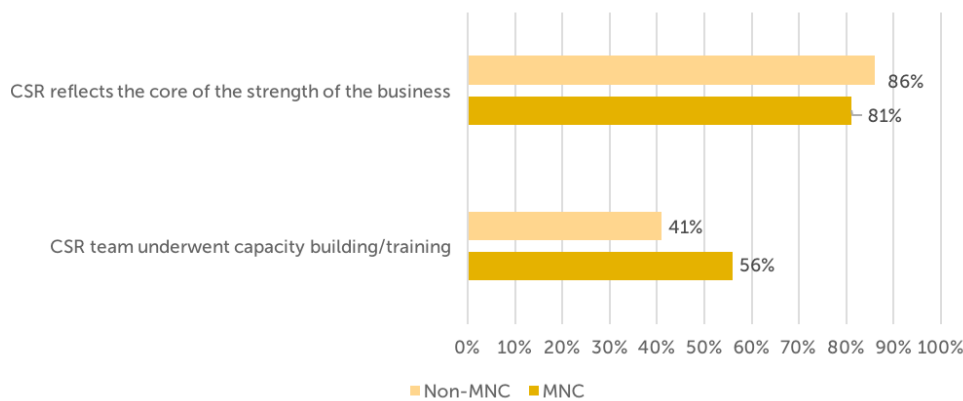


FIGURE 4

in creating shared value. CSR activities of 88.3% of the companies surveyed reflect the core strength of their business. This is an encouraging figure and goes on to show a systemic engagement of IT-BPM companies

with the societal needs, contributing with expertise and skills apart from financial support.

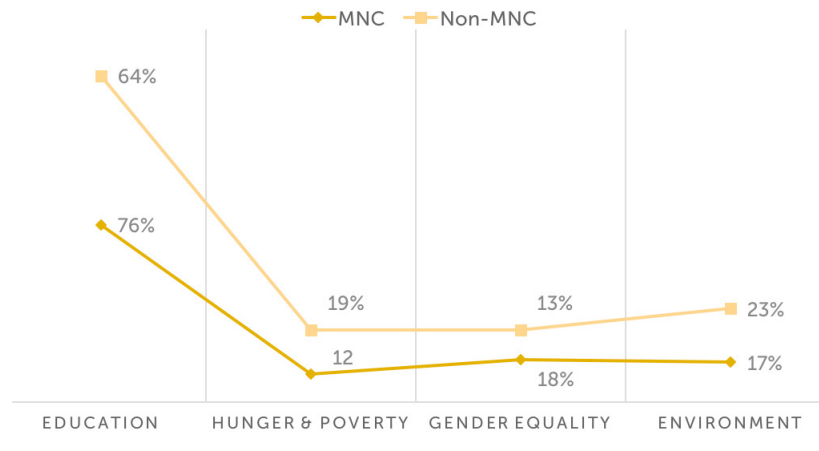


FIGURE 5: CSR FOCUS AREA

CSR Project Implementation

- » **Partnership with grassroots organizations going strong:** 92% of the companies preferred partnering with an NGO to implement their CSR projects followed by direct implementation and then through the company foundation. The purpose of the mandate was to bring synergies of resources from corporate and development sector, and the IT-BPM sector is moving the needle strongly towards the same.
- » **CSR Focus Areas:** Education remains the top focus area of companies' CSR activities especially in MNCs: 76% of MNCs reported highest CSR spend on Education. Other MNC focus areas - 12% on Hunger & poverty and 18% on Gender equality. 64% Non-MNCs reported highest CSR spend on Education. Other Non-MNC focus areas - 23% on environment and 19% on Hunger & poverty. Almost 4 out of 5 companies spent a major portion of their CSR budget on activities related to promotion of education. (As shown in Figure 5)
- » **Growing focus on poverty eradication and gender equality:** Increased attention towards areas like hunger and poverty (by 10.39%) and gender equality by 8.73%.
- » **Multiplicity in projects and focus areas, a trend among non-MNCs IT-BPM companies:** 78.94% (15 out of 19) of the large sized Non-MNC's had multiple CSR projects under different focus areas. While this can indicate a growing willingness to tackle myriad social challenges, focussed spending on one area/challenge might also be necessary. It would be interesting to see if diversification leads to dilution of social focus or adds momentum to efforts.
- » **Non-MNCs tend to work more beyond office locations:** Only 38.88% of the large MNC's were involved in CSR activities that included projects beyond office/factory geographies while for large Non-MNC's the figure increases to 63.15%.

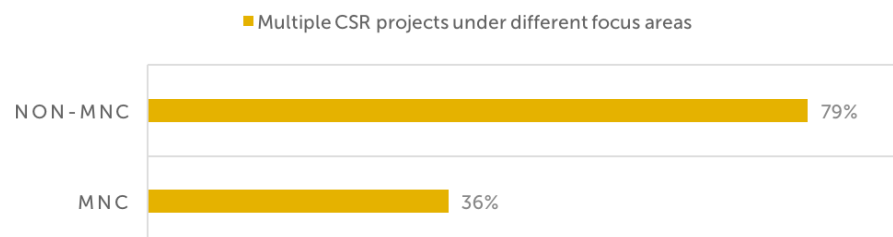


FIGURE 6: Multiple CSR Projects under different focus area.

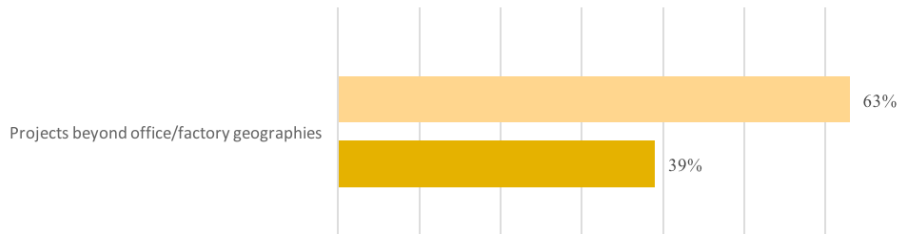


FIGURE 7: Projects Beyond Official Geographies

NGO Partnership

- » **Long Term Partnerships with Implementing Agencies:** 90% of companies continued working with NGO partners from previous year. This is encouraging to see that companies are understanding the long gestation period that social outcomes can take, and are supporting NGO partners year after year in achieving the desired outcome - growing trust and relationship building between the two entities.
- » **Focus on Capacity Building of NGOs:** Among the companies who continued working with the NGO partners, 83% confirmed supporting NGO partners to build their capacities thus showing a growing focus on supporting the implementing agencies in fulfilling their mission, beyond financial support to the cause. The IT-BPM

sector is evolving into a conscious sector which emphasises the internal capacity building of NGOs to help them achieve their potential to impact. Out of the 31 MNC's that continued working with their NGO partners from the previous year, 29 supported NGO partners to build their capacities. Out of the 22 Non-MNC's that continued working with their NGO partners from the previous year, 17 supported NGO partners to build their capacities.

- » **Growing outcome-oriented interventions:** 35% of the companies surveyed used consulting services for CSR project implementation and/or evaluation. This shows a serious shift among IT-BPM companies in their philanthropic activities towards strategic and outcome-oriented interventions.

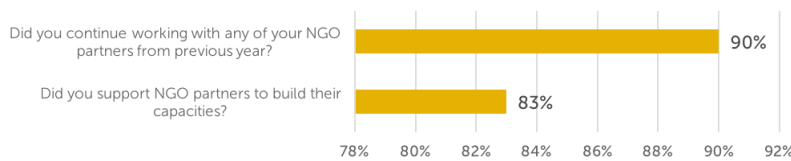


FIGURE 8: Projects implementation

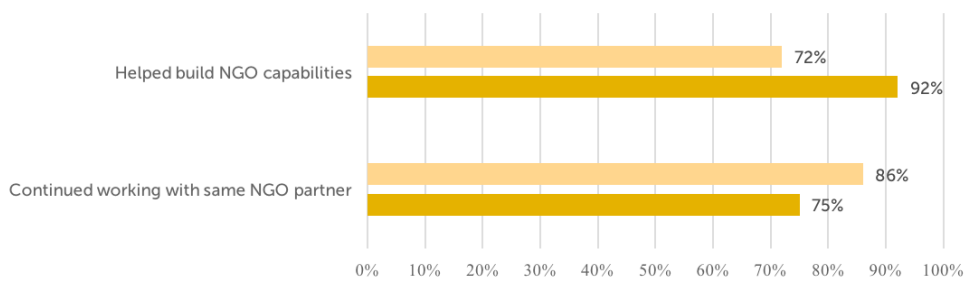


FIGURE 9

CSR in Geographies

- » Given the geographic spread of the surveyed companies in the manner displayed below, results showed Karnataka, Maharashtra, and Tamil Nadu remain the top 3 states with CSR investment. Also, 50 % of companies spending 100 % and above, have confirmed spending in Karnataka.
- » Delhi has seen a rise of 13.72% whereas Telangana has seen a drop of 10.39% in CSR spending.

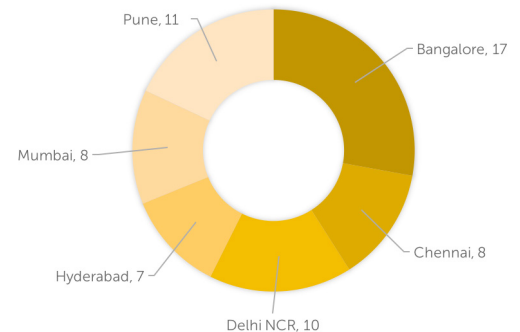


FIGURE 10: Geographic spread of companies surveyed as per India HQ

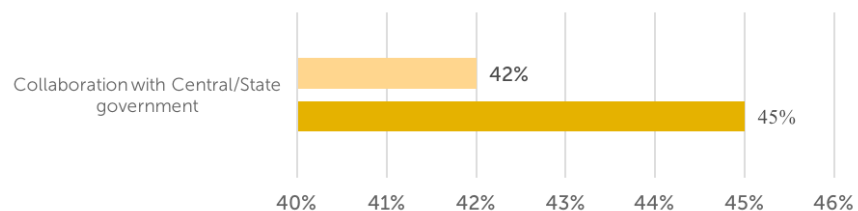


FIGURE 11: Geographic spread of companies surveyed as per India HQ

Collaboration for Change

- » **MNCs increasing liaison with government to tackle developmental issues:** While overall, 43.3% of participating companies confirmed working with the Central/State government in their socio-economic projects for 2016-17, 15 out of 33 (45%) MNC's confirmed collaborating with the Central/State Government on socio-economic projects. More than 50% of these projects, were based on the overarching theme of Digital India.
- » **Efficient synergies with the Government agenda on social impact projects:** As much as 61.5% of companies who are working with government social projects, confirmed smooth and swift processes for undertakings, indicating huge potential in corporate's supplementary role in government's development endeavours.

The few points of improvement that have been cited are in aspects of reducing delays in decision making and grants, and aligning company CSR goals with government projects.

- » **Inter-organizational collaboration plans yet to take off:** While most companies in principle agreed to collaborate on focus areas and geographies with other companies, as much as 48 out of 60 companies (80%) did not collaborate with other companies on a CSR project. The reasons could be scepticism around aligning organization goals, and board decisions and losing out exclusivity.
- » **Non-MNC IT companies are fast leveraging the power of technology for social impact projects:** 88% of Non-MNCs surveyed said they were leveraging technology to conduct CSR activities as opposed to 66% of MNCs

who accepted using technology for social impact. While 33.3% of the companies use technology to solve social problems, the other 33.3% use technology for project implementation. More than 20% companies use technology for project evaluation and reporting.

Impact and Monitoring

- » **Number of Beneficiaries reached forms the topmost priority in the impact pyramid:** 80% of companies surveyed defined the impact of the CSR project based on the number of beneficiaries reached indicating that the reach of the project is the most important aspect of impact assessment. 85% of companies said that they interact directly through CSR teams and volunteers with their beneficiaries at some point of the CSR project
- » **Growing emphasis on capturing on ground outcomes of CSR projects:** 81.6 % of companies surveyed mentioned that they carry out field visits for CSR projects. Monthly visits have become very common among the IT-BPM companies - 44% of the companies surveyed confirmed conducting monthly visits. This indicates the importance, on ground monitoring is being given in the sector. 82% of companies reported the impact created by projects in FY 2016-17

has been collated and reported. Companies have monitored projects through methods such as feedback mechanism, test and assessments, team meetings, monthly reports and real-time reporting.

- » **Pending Opportunities in Monitoring and Impact Assessment:** While most companies have emerged more nuanced and outcome-oriented, even this year 38.3% of surveyed companies have no mechanism to monitor their CSR projects. Most importantly, a structured phasing out strategy and end of the project outcome model, seems to be missing in the CSR vision of the IT-BPM companies. 59% of the companies reported having no phasing out strategy which dilutes the long-term potential of a social impact project.

Beyond the law - Employee Engagement

- » **Strategic employee volunteering:** Volunteering for social impact projects has become a systemic engagement for IT-BPM sector, 95% of the companies surveyed encourage and engage employees to volunteer. Most importantly, 63% of companies surveyed claimed to have an annual volunteering plan.

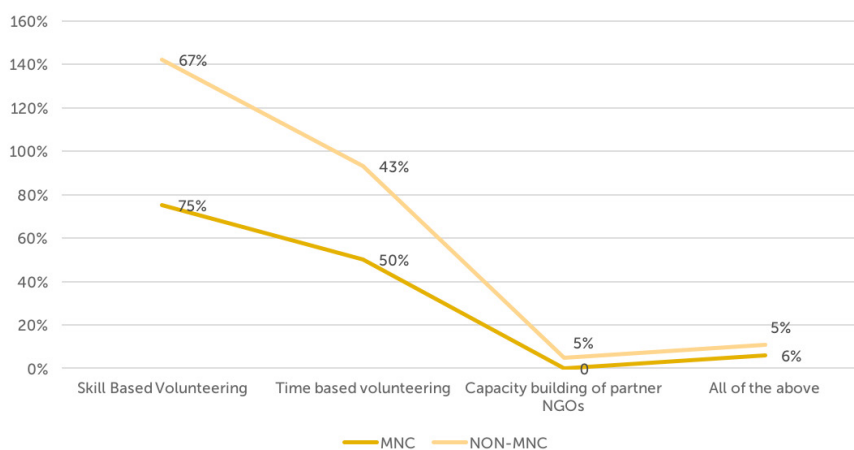


FIGURE 12: Activities Volunteer are most interested in.

- » **Growing momentum for skill based volunteering even among non-MNCs:** 70% of MNCs with employee volunteering plan, claimed to engage in skill based volunteering. It is more encouraging to see that even non-MNCs (56% of the surveyed non-MNCs) engaged in skill

based volunteering for 2016-17. The growing popularity of social contribution with employee skills, is indicative of the influence of MNCs' volunteering approach in the Indian context paving way for new age volunteering.

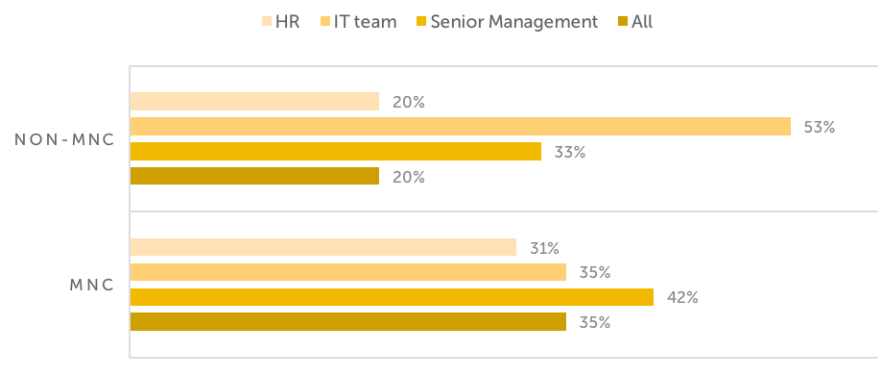


FIGURE 13: Category of Employees most interested in Volunteering

- » **Diverse and Key Employees Involving Themselves in the Volunteering programmes:** 42% of MNCs companies reported that Senior management in MNCs is most interested in volunteering while 33% of employees from IT teams in Non-MNCs are most interested in volunteering. The survey shows a very impressive distribution in the context of employees who are opting for volunteering. It is commendable to see a good number of companies having the involvement of senior management in the volunteering initiatives. The tectonic shift in the concept of volunteering is evident from a greater opting of technical team as volunteers.
- » **Opportunities to be taken up:** 71.6% of the surveyed companies do not encourage employees for social sabbaticals. The sector is still not open to the idea of offering social sabbaticals to its employees, to meaningfully contribute to the community, sanctioning paid sabbaticals to work directly for NGOs, social impact projects etc.
- » **Payroll Giving:** While the country is at a nascent stage of systemic payroll giving arrangements as per global standards, the IT-BPM sector especially the large sized MNCs and non-MNCs, claimed to have a system of payroll giving in their organization, thus pushing the envelope for employees' linkage to the community further. 86% of Medium to Large MNCs and 85% of Medium to Large Non-MNCs have a system of payroll giving in your organization. Overall, 46.6% of companies encourage payroll giving within their organization

Global Alignment

- » **Alignment with Sustainable Development Goals, higher among MNCs:** An impressive figure of 76% of MNCs had the CSR policy of their organization in alignment to the Sustainable Development Goals (SDGs) of the UN. This reflects the core commitment of the sector towards targeted problem solving of globally important challenges in the socio-economic space. On the other hand, only 42% of Non-MNCs had the CSR policy in alignment to the SDGs.
- » **Global companies following a uniform CSR strategy:** It is interesting to observe that MNCs in this sector have been following a very standardised CSR strategy aligned with their global parent policies. 42 out of the 60 companies have a global parent and 39 of these align their CSR strategy with the

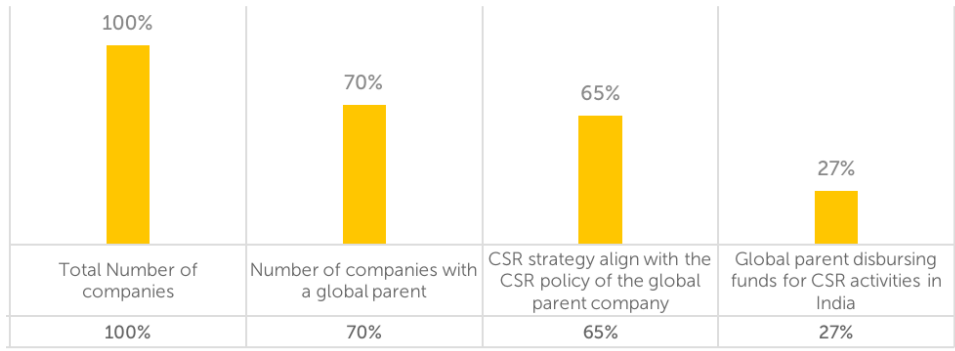


FIGURE 14: Global Alignment

CSR policy of the company. Thus, global companies are undertaking CSR activities that are proven effective and standardised and applying it to solve local contexts. Global headquarters have a strong uniform compliance and advisory role in local decisions, 16 out of 42 Global parents disburse funds for CSR activities in India.

» **Diversity and Inclusion:** A force multiplier for CSR? While aspects of D&I and CSR are essentially different units in the functioning of an organization, it is interesting to note that the survey finds a strong correlation between high CSR performing companies and higher emphasis on the D&I agenda in

the workplace. Companies with CSR spend of 100% or more showed promising figures for diversity and inclusion. 92% organizations have practices in place to recruit a gender-diverse workforce. 65% of the organizations have a policy for actively recruiting persons with disabilities and 81% of the organizations provide career development programs targeted to female employees. This goes on to show that socially conscious companies not only serve the community better but also are more ahead of the curve in inclusive and diverse human resource management. The synergies between these entities is immense for a holistic social impact drive.

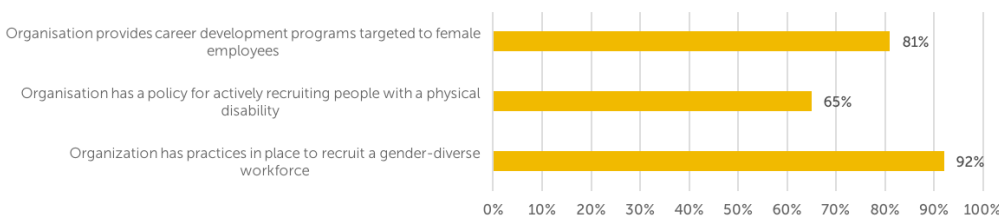


FIGURE 15: D&I analysis of companies with 100% or more CSR spend

Comparative Analysis from Last Year's Report

- **Greater CSR spend:** In 2016, 35% companies were spending 75-100% of the prescribed fund and 38% companies were spending 100% and above.
- This year majority companies are spending 100% or more (74% in FY 2017).
- The number of companies spending 100% or more of their CSR spend almost doubled from last year.

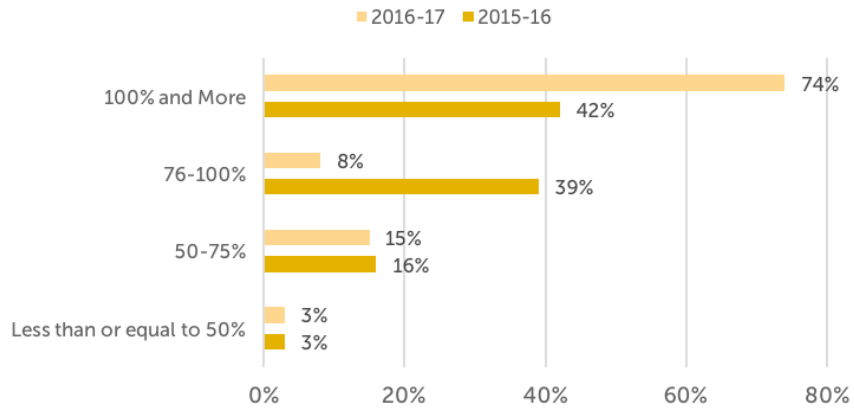


FIGURE 16: CSR Spend

Increase in focus on assessing on-ground impact: In 2016, most of companies preferred quarterly visits. In 2017 companies increasingly prefer monthly visits.

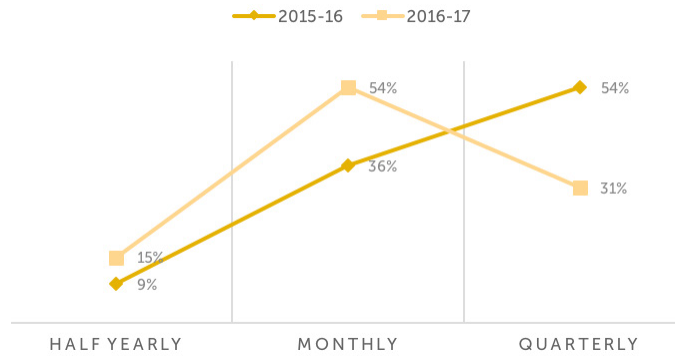


FIGURE 17: Field Visits

- Display of more interest on focus areas apart from education:** While education remains the top focus area of companies' CSR activities. 76.4 % companies spent on activities related to education in FY 2015-16. 88.2 % companies spent on education this year. This year there is an increased attention towards areas like hunger and poverty. Healthcare saw a decrease in spending. Percentage of companies spending on Healthcare decreased from 29% to 6%. Percentage of companies spending on Hunger & Poverty increased from 3% to 18%.

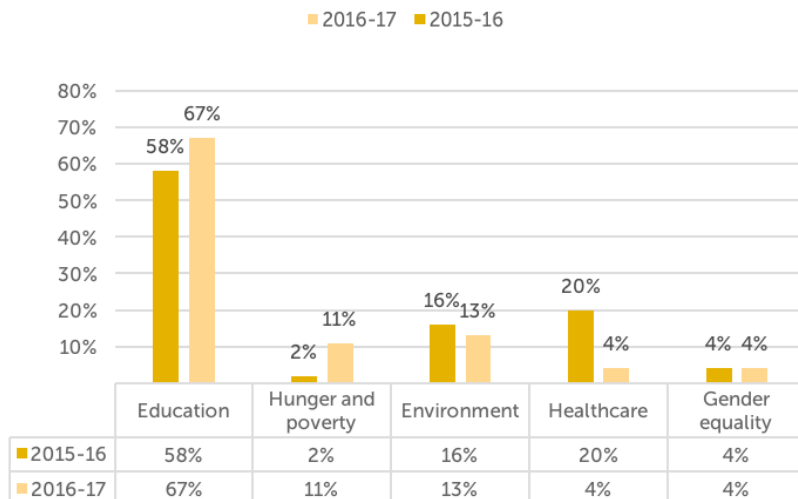


FIGURE 18: Field Visits

- State wise focus:** Karnataka, Maharashtra, and Tamil Nadu remain the top 3 states with CSR investment. North-Eastern states continue to receive little or no investment. Delhi and Telengana have seen a rise in CSR investment.

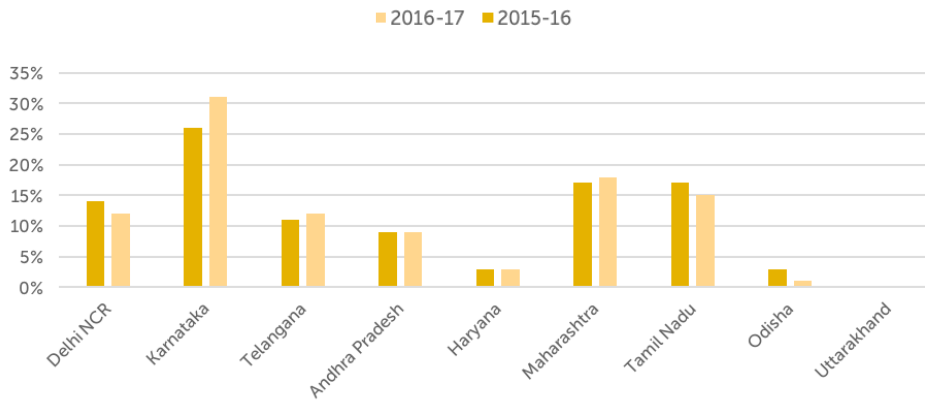


FIGURE 19: State wise distribution

- Majority of companies continued working with the same NGO partners since last year** : While 27 out of 33 companies continued working with the same NGO partner in 2015-16. 30 out of 31 companies continued working with the same NGO partner in 2016-17. Growing long term commitment on projects and NGO partners visible.

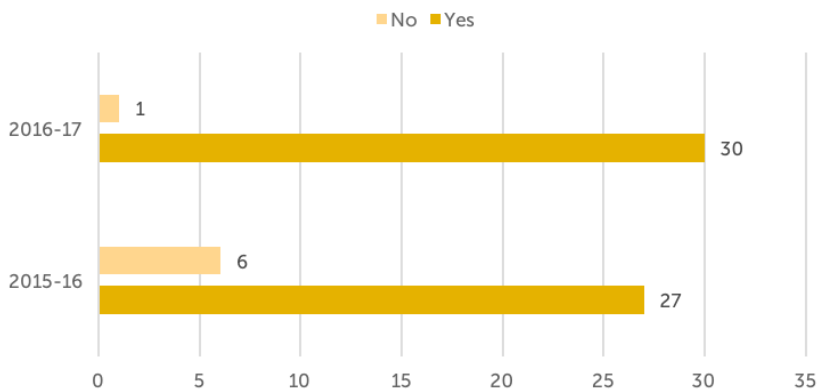


FIGURE 20: Work with NGO Partner

CLOSING THOUGHTS

This year's report examines the trends, challenges and innovations in the CSR space with a special focus on volunteering and alignment to global goals.

Increasingly, CSR leaders have started acknowledging the role, technology is playing in understanding real-time impact. As a result 82% of the companies surveyed, reported the use of technology in monitoring and evaluation of CSR programs.

Volunteering has become an integral tool for employee engagement for the IT-BPM sector with 95% of the companies surveyed encouraging the same.

An impressive figure of 76% of MNCs surveyed have aligned their CSR policy to the SDGs reflecting commitment towards targeted problem solving of socio-economic challenges faced by India.

Abhishek Humbad

Founder and Co-CEO, Goodera

The report highlights that many of the otherwise neglected focus areas are receiving the deserved attention especially those related to diversity and inclusion. Companies with CSR spend of 100% or more showed promising figures for diversity and inclusion.

92% of the organizations surveyed have practices in place to recruit a gender-diverse workforce. 65% have a policy for actively recruiting people with physical disabilities and 81% provide specific career development programs to female employees. This goes on to show that socially conscious companies not only serve the community better but are also more nuanced in practicing inclusive and diverse human capital management.

Richa Bajpai

Founder and Co-CEO, Goodera



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SURVEYED COMPANIES

1. ADP
2. Allstate
3. ANZ Operations and Technology Pvt Ltd.
4. Aricent Technologies
5. Atlas Copco
6. Atos India Pvt. Ltd
7. BMC Software
8. CA (India) Technologies Ltd
9. Citius IT Solutions Pvt. Ltd
10. Cognizant India
11. Compucom
12. Computer Age Management Services Ltd.
13. Cybage India
14. Cyient Ltd.
15. Dell India International Services Ltd.
16. e-Clerx India Ltd.
17. Enoah Isolution India Pvt Ltd
18. Ericsson India
19. EXL Services Pvt. Ltd.
20. Genpact
21. HCL Technologies Ltd.
22. HDFC Bank Ltd.
23. Hexaware Technologies
24. Hinduja Global Solutions Ltd.
25. HP Inc
26. HSBC Electronic Data Processing India Pvt Ltd
27. Huawei Technologies India
28. Hughes Systique Pvt Ltd
29. Infosys Limited
30. IBM India
31. Juniper Networks India Pvt. Ltd.
32. Mastercard India Pvt Ltd
33. Mercer Consulting Pvt. Ltd.
34. Mindtree Ltd.
35. Mphasis Limited
36. Newgen Software Technologies Ltd
37. NTT DATA
38. Oracle India
39. Persistent Systems Limited
40. Principal Global Services Ltd.
41. QuickHeal
42. Robert Bosch Engineering & Business Solutions Pvt Ltd
43. Rockwell Collins
44. Rolta Foundation
45. Seneca Global IT Services Pvt. Ltd
46. Sonata Software Ltd
47. Sopra Steria
48. Sutherland Healthcare Solutions
49. Synopsis Pvt. Ltd.
50. Tata Business Support Services
51. Tech Mahindra Foundation
52. Tata Consultancy Services
53. Tata Technologies Ltd.
54. TIAA
55. William Lea Tag Pvt. Ltd.
56. Wipro Ltd.
57. WNS Global Services Ltd.
58. Yardi Software
59. Zensar Foundation
60. Wells Fargo

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NASSCOM Foundation is a leading non-profit organization driving technology for good. The Foundation's work is just as expansive and evolutionary as the potential that technology and corporate India entail. Drawing strength from its parent body NASSCOM, the Foundation works closely with four major stakeholders: NASSCOM member companies, NGOs, emerging social enterprises and Government to foster a strategic relationship between technology and development. NASSCOM Foundation's core initiatives include working for Persons with Disabilities, fostering innovative solutions for social good, creating unique skilling models for underserved communities, and digital literacy where it is the industry partner to the Govt. Of India's National Digital Literacy Mission (NDLM / disha)

Goodera

Goodera is a global CSR & Sustainability Management company, co-headquartered in Bangalore and Menlo Park. Goodera works with over 150 large enterprises (including 24 Fortune 500 Global companies) including the likes of Hero, Bajaj, Voltas, Castrol, Abbott, HDFC Bank, Tata Trusts amongst others to help them manage their CSR projects and engage with employees through volunteering—200,000 employees globally volunteer using Goodera. 10% of corporate India's total CSR spend is managed on Goodera.

Goodera's CSR & Sustainability Lifecycle Management Platform provides corporates automation and intelligence across monitoring and evaluation, impact measurement, grant making, reporting, and employee volunteering. Goodera helps solve the critical need for corporates and non-profits to have last mile visibility of progress and impact measurement of their CSR projects. It enables effective governance in deciding and managing CSR projects, provide insights through dashboards for different stakeholders and data driven stories of change for powerful communication. Additionally, Goodera enables companies to involve employees in volunteering at scale in an engaging manner while taking away the friction of sourcing volunteering opportunities, coordination and management of activities.

