



Bridging the CSR Divide in North East India: A Decade of Corporate Social Responsibility and Beyond [2011-2020]

THE YEAR 2021 ROUND-UP

MAIN STORY

Policy Brief: Bridging the CSR Divide in North East India A Decade of Corporate Social Responsibility and Beyond [2011-2020]

The North East Region (NER) of India, due to its geo-strategic importance, historical isolation, lack of infrastructure and socio-political tensions has seen the Central Government bring forth the Act East Policy that aims to usher the region into socio-economic development. Under the ambit of the North East Vision Document 2035, the idea is to push the region to attain the key SDGs. The report aims to understand the role of CSRs as stakeholders of the bigger project, its impact, the fallacies and the scope of redressal in terms of contributing towards its development. [Read More](#)



ANNOUNCEMENT

EdelGive Foundation's GROW FUND WINNERS ANNOUNCED: 6 NGOS/CSOs from North East India are Winners

The results of GROW Fund 100 NGO/CSO changemakers from all over India have been announced. Out of 2300 applications, these 100 changemakers have been selected and will be provided grant support of INR 80,00,000 per NGO/CSO across two years for institutional support to tide over pandemic and related challenges in organisational management. Out of this list, 6 NGOs/CSOs have been selected from Assam and Nagaland.

Launched in August 2021 to support small and mid-sized credible NGOs / CSOs, the EdelGive Foundation announced the Grassroots, Resilience, Ownership, and Wellness (GROW) Fund, a first-of-its-kind initiative aimed at building the capabilities, resilience, and future-readiness of grassroots organizations across India had been launched by the EdelGive Foundation. The foundation made special emphasis to reach out to the credible NGOs/CSOs in the North East region of India to apply for the GROW Fund. The Council for Social and Digital Development (CSDD) and North East Development Foundation (NEDF) have collaborated with GROW Fund to help reach various organizations in the region. The results have been announced by now. For more, visit <https://edelgive-growfund.org/grow-100/>

VIEWPOINT

From Compliance to Philanthropy based CSR

A Philanthropic attitude and approach to CSR are required for the entire social sector and the communities for whom CSRs and CSOs exist and are committed too.

Many of the grassroots organizations that have been engaged in constructive work with the communities around health, education, local livelihoods, natural resources management, and environmental conservation work find themselves perennially starved of funds. Sourcing for funds consumes their precious energy and time leaving little room to focus on promising strategies for better social programmes as well as institution building. [Read More](#)

STUDY

Consolidating Corporate Social Responsibility in Assam: Addressing Equitable, Sustainability and Investment Concerns [2011-2020]

Assam being the gateway to North-East India has been the best performer in terms of CSR allocation among its neighbouring states, but one of the poorest in terms of implementing the SDG goals in the country. The policy report tries to analyze its performance before and after the pandemic, keeping in mind the investments, the rise and decline in expenditure between 2014-19 and the scope of addressing issues around equitable investment and sustainability. [Read More](#)

NORTH EAST CSR REVIEW 2021

I. CSR Agencies Not spending mandatory 20% in Assam

According to a report by Departmentally Related Standing Committee on Development (A) Departments for the Industries Department for 2021-22 in Assam, big PSUs and private sector entities are not spending the mandatory 2% of their annual profit on corporate social responsibility (CSR) activities even though the state lags behind in terms of development and attainment of SDG goals.

The panel suggested that PSUs and private firms having production units outside Assam must spend at least 5% of the profit across the state rather than concentrating just on the nearby areas. [Read More](#)

II. CSR Stories

1. Oxygen concentrators for Assam

Oil India Limited donated 500 oxygen concentrators to the Govt of Assam during the second wave of the pandemic to support the health infrastructure of the state. The concentrators were donated to the Minister of Health and Family Welfare on behalf of the OIL Board of Directors. [Read More](#)

2. PSA Plant at Sivasagar under ONGC's CSR project

ONGC under its CSR project of Swargadew Siu-ka-pha Multi-Speciality Hospital in Sivasagar put forth a PSA Oxygen plant which was inaugurated by the State Chief Minister. Along with it, a Siu-ka-pha Sanjeevani scheme was also inaugurated to facilitate 100 Oxygen concentrators. [Read More](#)

3. Cracking the Pipe Dream: Success for 'ONGC Super 30' in NER

The ONGC sponsored 'Super 30' saw success in JEE-2021 with 15 students cracking the exam. With free residential coaching for the premier engineering entrance exam, 12 students from Assam and 3 from Manipur are enroute to pursue their dream of IITs and NITs. [Read More](#)

4. Felicitating the Helping Hands

The NGO Helping Hands has won the National CSR Award 2021 at the 9th National CSR Award in Delhi for its selfless and innovative ground work during the time of pandemic. [Read More](#)

5. Storing Immunization: A GAIL CSR initiative in Tripura

GAIL (India) Limited under its corporate social responsibility presented the National Health Mission Tripura with 16 ice-lined refrigerators (ILR) with each having capacity to store 25,000 COVID-19 vaccines. [Read More](#)

6. Bringing them home: A Helping Hands Initiative

Helping Hands, an NGO by IPS Officer Robin Hibu started an initiative in the year 2021 to carry the mortal remains of the underprivileged Northeastern citizens back home without any expenses. It also helped in carrying the burial or cremation cost of the victims. [Read More](#)

7. NEEPCovid: Cold Chain Equipment in Meghalaya

Under its CSR scheme, the North Eastern Electric Power Corporation Limited provided cold chain equipment to the Ribhoi, East Khasi Hills, East Jaintia Hills, West Jaintia Hills District along with Shillong. [Read More](#)

8. Inoculating the NE Diaspora: A Helping Hand Initiative

Helping Hands came up with the initiative to vaccinate the underprivileged Northeastern citizen in Delhi with pick up and drop off facilities. [Read More](#)

9. McLeod Russel against gender-based violence in Assam

McLeod Russel joined hands with Women's Safety Accelerator Fund under its CSR scheme to empower women workers in the tea-estates of Assam and create a safe working environment for them. [Read More](#)

EVENTS

Assam CSR panel discussion on 'Consolidating and Sustaining Corporate Social Responsibility in Assam: A Policy and Programme Perspectives',

On the February 11th, 2022 [Friday], the Council for Social and Digital Development (CSDD) and the North East Development Foundation (NEDF) is holding a panel meet on 'Consolidating and Sustaining Corporate Social Responsibility (CSR) in Assam: A Policy and Programme Perspective'. The discussion is held in the backdrop of recent report by the Consultative Committee on Development of the Assam State Legislative Assembly that highlighted gaps in CSR spending in the State. This is also in the light of the Assam State CSR Policy of 2019 and its implementation. The report is available at <https://www.csddindia.in/>. [Read More](#)

North East Giving (NeG)

The North East Giving (NeG) initiative seeks to bring together non-profits, donors, and companies to engage and support local Micro, Small, and Medium NGOs/CSOs (MSMNCs) in the region in finding and deploying sustainable development solutions in North East India at the local community level. The ideation and launch of the NeG platform have been necessitated by the Covid-19 challenges in Response, Recovery, and Resilience (RRR) of the NGOs/CSOs in the region. The platform seeks to help fellow non-profits access the funding, tools, training, and support they need to serve their communities in the region. Please watch this space for updates – <http://www.northeast-giving.org>

North East CSR Award 2022

The First edition of the North East CSR Award (NECSR) is being launched in April 1, 2022. The Award will help to scout and recognize the good practices of CSRs and donors in North East India, on one platform. This platform based event will invite applications / proposals/ ideas and innovations to implement during 2022-2023 on key thematic areas critical for sustainable development of the region (covering all 8 States of the region), to be screened and shortlisted by a panel of experts. [Read More](#)

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The North East Giving (NeG) platform seeks to build and sustain a networking and engagement between the donors and NGOs/CSOs in North East India towards sustainable and impactful social investment by CSRs, donors and philanthropies in the region. The Council for Social and Digital Development (CSDD) aims to highlight, network, seek solutions through research, advocacy, actions on core issues around social and digital inclusion and empowerment in the North East India Region, to connect unreached and underserved communities to bring them out of digital darkness and empower them with information access through last mile connectivity, digital literacy and digital interventions.