

Sustainable comprehensive development model needed, say experts

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Corporate houses are spending over Rs 20,000 crore towards corporate social responsibility activity in the country but what is required now is a sustainable long term comprehensive development model rather than scattered activities in some pockets, said experts at a workshop on 'Sustainable CSR Practices-Shared Ideas'.

The workshop was organised by Centre for environment and education (CEE), Adani Foundation and Dhamra Port Company jointly to bring about ideas from various stakeholders and sustainable practices.

Inaugurating the workshop Director General and CEO of Indian Institute for Corporate Affairs (IICA), Dr Bhaskar Chatterjee said

his organisation has worked out a single platform where the NGOs, Corporate India and other stakeholders can benefit right from training to projects.

In the first year of the CSR Act, 44 per cent of Corporate India complied to the two per cent of profit for CSR norm, he said.

"Very often Corporate is at a loss to find a credible NGO, we at IICA provide a list of such NGO's who in turn put up their projects on the website," he said. Online course for people to be CSR professionals are also being provided by IICA, he informed.

CSR does not mean one off events like a health camp, sponsoring a marathon etc he remarked while underlining the need for a comprehensive development model with survey, evaluation, monitoring and



sustainability.

It should be outcome based working from the beneficiary backwards to the top, he noted.

There was a consensus amongst the speakers from

the government, corporate houses and reputed civil society activists for a proper coordination between the three sectors for sustainability in CSR.

While various corporate

houses and industries are spending sizeable amount on CSR, there is a gap with regard to sustainability of the programs initiated under corporate social responsibility.

Advisor of Adani Ports and SEZ Ltd Mr P N Roy Chowdhury and Regional Director of CEE, East, New Delhi Mr Prabhojit Sodhi talked about the purpose of the workshop and invited

speakers from all sectors to give their view points for the coordinated effort for sustainable CSR.

CEO of Centre for Youth and Social Development (CYSD) Mr Jagadananda informed that the process has already started for the formation of a Comprehensive Odisha Development Forum (CODF) which will work for formation of guidelines for corporate houses for designing their CSR Programs.

Besides, the effort should be made through this forum to ensure proper utilisation of the CSR funds and government funds for sustainable development, he said. Mr Jagadananda felt that the excellent work done in the some of the tribal areas or amongst fishermen in the state by NGO's is too microscopic. "We need to scale up activity, CSR should aim at

empowerment and enterprise promotion amongst the masses," he said.

Mr Niranjan Sahoo of Odisha State Pollution Control Board viewed that the gaps existing in policy formation and actual implementation in the field level. NGO and Civil Society should play a major role in influencing the policy on various developmental and welfare measures.

PCCF and Chief Executive of Chilika Development Authority (CDA) Dr Ajit Pattnaik chaired the panel discussions in which various representatives from the government, NGOs and Corporate houses including Director of Strategy and Sustainability CSR of Adani Group Ms Sushma Oza and CEO of DPCL Mr Subrat Tripathy spoke on different aspects of sustainability in CSR.