

It is Essential to See CSR as a Pillar That Holds Up Business

December 8, 2021

“For corporate India, it is essential to see CSR as a pillar that holds up its business” said Mr Vineet Mittal, Chairman, CII National Committee on CSR 2021-22 and Chairman, Avaada Group. He was speaking at the National CSR Summit organised online by CII on 8 December 2021 where deliberations centred around the theme of the Summit: ‘Unprecedented times: Rewriting the path for CSR’.

“CSR has a pivotal role to play in addressing social development challenges” added Mr Mittal. He spoke about the challenges and the social inequities which the pandemic has accentuated. While corporate India rose to the occasion and provided relief by way of ration, supported the strengthening of a stressed healthcare infrastructure with medical equipment such as ventilators, set up Covid-care centres and accelerated vaccinations across the country with 6 million doses administered between May till October 2021, much more needs to be done, he stressed.

Sharing his perspective on the role of CSR, Mr Bhaskar Chatterjee, Former DG and CEO, IICA and CEO, Anil Aggarwal Foundation said that CSR in these extraordinary times has been prompt and commendable. This creates an opportunity to re-visualise the CSR ecosystem as one which encourages community connect through real baseline studies, for longer project durations and with stronger impact measurement and deeper connects with people on the ground.

The Summit recognised and applauded the CII Foundation Woman Exemplars, grassroots women leaders, for their contribution in driving social change, especially during the pandemic. They are playing a critical role in reaching relief such as food and ration kits to the marginalised and underserved communities, especially in rural India. They are also leading awareness campaigns about Covid-appropriate behaviour, dispelling misconceptions around vaccinations and mobilising communities to accelerate vaccinations. In a conversation with Kaveree Bamzai, Author and Columnist, Woman Exemplars Rupali Shinde from Maharashtra; Sumitra Gagrai from East Singhbhum, Jharkhand; Minakshi Birajdar from Soygaon, Aurangabad, Maharashtra, and Reeta Kaushik from Kushinagar, Uttar Pradesh shared their pandemic experiences and sought greater support for Covid-related initiatives such as establishing a residential school for children from the Dalit and musahar families of the Kushinagar district of Uttar Pradesh, promoting digitalisation and economic empowerment.

Earlier, welcoming the participants, Ms Seema Arora, Deputy Director General, CII said while each wave of Covid-19 has brought forth a different sort of crisis, the pandemic has truly driven home the point that we are all in this together and we must look out for, and support, each other. We will need to tweak the old to meet the requirements of the new world, which should be more equitable and just, and more sustainable.
