

HOMEBIOGAS[®]

HOW YOUR CSR INITIATIVE CAN
CREATE A TRUE IMPACT AND
INCREASE BRAND PERFORMANCE



WELCOME!

Thank you for taking the time to download our ebook. We're glad you're here.

As India is the first country in the world to make corporate social responsibility (CSR) mandatory, it has become the epicentre and focal point for change. India is now the country to watch out for, successfully making waves for the future of what conscious business can mean globally.

Although CSR isn't a new concept, with companies as far back as the 1800s linked to inciting societal change and community engagement to bolster business, it isn't something that we've all mastered just yet.

Today, just about every large to medium-sized business around the world has a CSR structure in place, no matter their location. Even small companies are focusing more and more of their means to give back to the community and the society surrounding their business.

During the COP26 Summit on Climate Change, Prime Minister Modi committed India to a target of net-zero emissions by the year 2070. With the shorter-term goal of tripling the use of renewable energy and greatly reducing India's carbon emissions by 2030, mandatory CSR initiatives have the ability to greatly help India reach these milestones.



True impact with real purpose happens when companies like yours focus their CSR strategies to align and grasp shared values between the company's mission and their consumer's values.

For example, if you're a company with a strong focus on equal opportunities and inclusion, a CSR strategy focused on women's empowerment would holistically tie your values with your impact initiatives. Similarly, if you are a company that seeks to employ workers in rural, less developed areas, a CSR strategy focused on rural development and support would be a balanced choice.

Having a solid CSR strategy in place that holistically fits your company's mission, vision and services will not only help drive customer loyalty and your sales bottom line, but it will also have an ultimate knock-on effect helping your company attract exceptional employees who share your values and vision and are motivated to grow with you and your initiatives.

With all this combined, your CSR strategy has the capability to catapult your overall brand value across the board.

THE RISING TRENDS IN CSR IN INDIA

Generally, there are two ways an Indian based company approaches CSR - through activities or via a funds/contribution strategy.

As one of the most important strategic mindsets towards growing a company through CSR we know that a company's CSR strategy should clearly connect and align with the company's goals and niche. However, in previous years, CSR trends in India have seen a growing number of companies target a couple of specific focus areas. (1)

Apart from that all forms of CSR initiative should be implemented in strategic and systematic ways. Only when a company implements its initiatives in a sustainable manner, in which local communities can maintain their own initiatives without the supervision of the company, can a CSR project be seen as truly successful.

Recent statistics have shown that companies are moving more and more from funding to strategically implementing, monitoring and evaluating their CSR initiatives to make sure they meet both key characteristics. This is helping to continually connect them to the core values of the business they offer while making sure their impact initiatives are solving a problem at its root.

RURAL DEVELOPMENT

Between 2015 and 2020, CSR strategies and spendings on rural development have increased by more than double. In 2015, 645 companies contributed towards schemes focused on rural development, while in 2020, that number had risen to 1538 with contributions across the country reaching 60,433.44 INR Lakh, according to the Ministry of Corporate Affairs. (2)

How a company contributes to rural development varies greatly. However, all rural development schemes can help to reduce and eradicate poverty divides through increased access to education, technology or the internet, or by creating loan and empowerment schemes that enable those living in rural areas to fund and begin their ventures. We showcase a number of examples further into this guide.



WOMEN'S EMPOWERMENT

Gender equality and women's empowerment has also risen significantly between 2015 and 2020, as seen in the reported spendings from companies throughout the country (according to the Ministry of Corporate Affairs). (3)

Such women's empowerment schemes have helped women, both rurally or in a city environments, by providing education, self-help courses, access to means that allow them to upskill and progress in their careers, etc. They also focus on medical care, shelter, or other forms of help to those in need of it most with a goal of long-term, sustainable progress rather than hand to mouth, quick-fix schemes.

(2) FINDINGS FROM THE [NATIONAL CSR DATA PORTAL](#)
(3) FINDINGS FROM THE [NATIONAL CSR DATA PORTAL](#)

THE IMPACT OF CSR FOR YOUR BUSINESS

BETTER BRAND RECOGNITION.



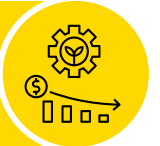
POSITIVE BUSINESS REPUTATION.



INCREASED SALES AND CUSTOMER LOYALTY.



OPERATIONAL COSTS SAVINGS.



BETTER FINANCIAL PERFORMANCE.



GREATER ABILITY TO ATTRACT TALENT AND RETAIN STAFF.



ORGANISATIONAL GROWTH.



EASIER ACCESS TO CAPITAL.



BRAND VALUE RECOGNITION

CSR translates the companies values into actionable initiatives on a local level. It proves the realness of the business values and validates the companies mission. Where branding gives a company a face, CSR gives a company a heart. It helps people relate to the business as they feel connected to what the company is seen to care about. This recognition can evoke feelings within consumers that strengthens their loyalty to a brand.

INCREASED CUSTOMER LOYALTY

Customer loyalty grows from an emotional connection from a person to a brand.

As the economy changes and conscious millennials create a large share of the market, CSR is vital for companies to stay ahead of the game, proving that their company is conscious, too. Consumers are prepared to choose a more expensive shop that stands up for the issues they believe in, rather than a store that is half the price but has zero CSR initiatives.

EMPLOYEE ENGAGEMENT

CSR is the third most important driver of employee engagement overall concerning engagement and retention. When an employee feels connected to a company's CSR, they will give more to the initiatives, push for further change, and work with the company rather against as they share a similar view, interest, and initiative.



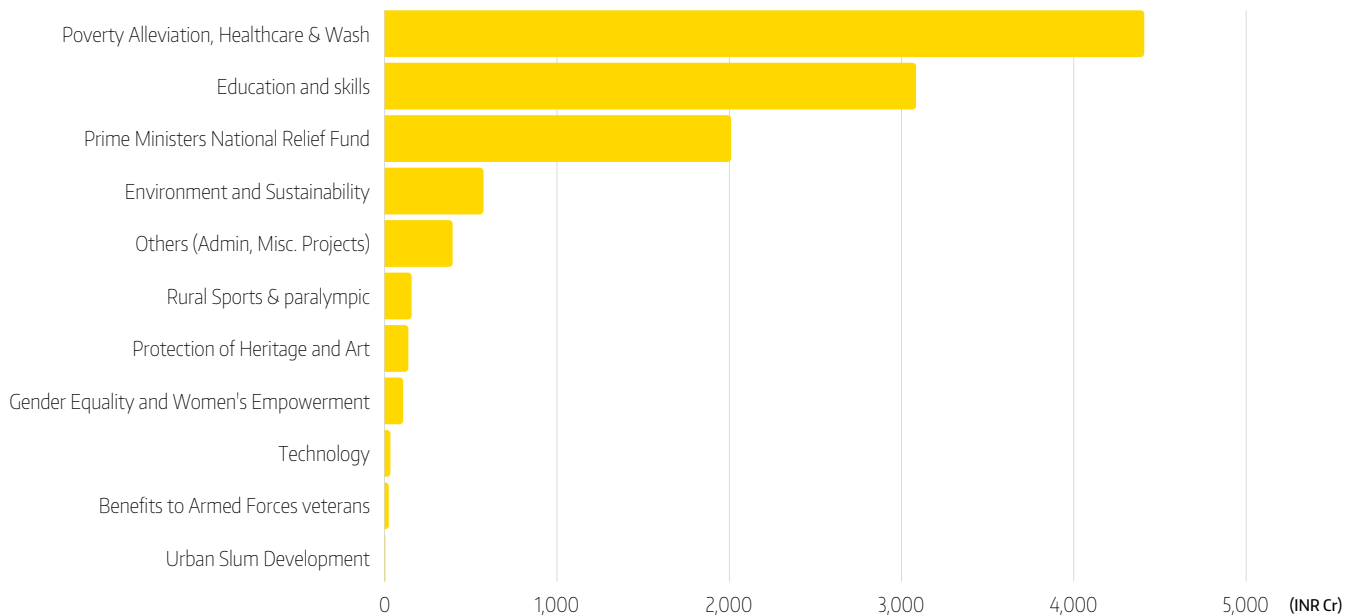


THE SOCIAL IMPACT OF CSR

CSR has the power to change, improve and even eradicate so many common issues faced by communities in India, especially within rural development. Sixty-seven percent of India's total population reside in rural villages around the country, and most of these communities lack basic amenities and infrastructure. With that in mind, the CSR agenda and task for nation-building and development are colossal. (4) However, the sheer scale of what can be possible moving forward through continued impactful CSR is, as of yet, difficult to determine. This is primarily because the laws for mandatory CSR are so new. However, there have been significant leaps in the right direction for rural development and other aspects of our society in just a couple of years alone.

According to the recent India CSR Outlook Report (5) ; Poverty Alleviation, Healthcare & WASH; Education & Skills; and Rural Development emerged as the focused thematic areas which jointly cover 70% of India's total CSR fund. In addition to encouraging CSR projects, India's government has focused efforts on improving sanitation, specifically in rural areas, by establishing the Swachh Bharat Mission, installing over 100 million toilets across rural India in an effort to maintain universal sanitation coverage.

CSR fund flow by theme in 2020-2021 (5)



(4) CSR Partnerships for Rural Development.

(5) Source: CSRBBOX - INDIA CSR OUTLOOK REPORT 2021.





WHAT WE CAN LEARN FROM INDIA'S CSR STRATEGIES

CSR shouldn't just be an option. It's an answer. Mandatory CSR imparts a responsibility on a company to make a change for the better rather than for the profit.

As India stands at the forefront of change through its CSR initiative, let's take a look at what we can learn from successful initiatives around the country that are making impactful CSR contributions, especially in rural and community development.

SOBHA LIMITED

Rural Development Program (2019-20) - Project Budget: INR 14.96 Cr

This initiative identified 4,525 families (around 17,311 people) living Below Poverty Line (BPL).

Working with these families, they generated qualitative and multi-dimensional 'Baseline Reports' about the families in an effort to generate specific programmes and activities that can be implemented for their benefit including education, health, employment, housing, sanitation and water. Furthermore, they created a system to monitor the progress and pace of their projects for premium efficiency on the ground, for the benefit of the people they were helping. Aside from the overall area improvement initiatives, the trust in charge worked to empower rural women, from the Vadakkenchery and Kizhakkenchery panchayats. 36 widowers and their children were part of the program which saw them provided with a basic monthly living allowance outside of clothing, medical and other personal accessories.

The children's educational fees were covered with an extra allowance incorporated to assist in coaching them to excel in school. (6)

(6) Sobha Limited Initiative

NATIONAL THERMAL POWER CORPORATION LTD (NTPC)

Rural Development Program (2019-20) - Project Budget: INR 40.02 Cr

Close to their company vision, this CSR project saw the NTPC support the installation and maintenance of energy efficient pump systems. They initiated the development within the farmer's fields in five districts of Uttar Pradesh.(7)

(7) NTPC Initiative



NATIONAL MINERAL DEVELOPMENT CORPORATION LTD (NMDC)

Rural Development Program (2019-20) - Project Budget: INR 43.42 Cr

The NMDC CSR initiative has harmoniously combined an environmental mindset with a determination to impact rural development across 10 villages within the Bijapur District. In this area, they have developed and installed solar street lights.

Simultaneously, they have developed the infrastructure of local areas, examples of their work include: the extension of Kadampal Village access road Kuakonda block, the construction of Uchit Mulya Shop in 20 villages across the Sukma district and the construction of RCC medium bridge between Naimed to Musaloor Road. (8)

(8) NMDC Initiative



HDFC BANK LTD

Rural Development Program (2019-20) - Project Budget: INR 381.50 Cr

The HDFC bank's CSR division have created initiatives to ease the stress on farm income and rural households. Using its extensive knowledge of rural customers, they have created and delivered products and services at affordable price points, with quick turnaround time.

They focused their lens on the areas that suffered severely from the drought, unseasonal rains, hailstorms, and floods that occurred in the past years. Through their efforts they have provided relief and stability for the effected farmers. Lending to the agriculture sector is a regulatory mandate as part of priority sector lending requirements, which comes with varied credit risks.

However, the bank has gone the extra mile to navigate the ever-changing regulations and trends for the benefit of the rural farmer. Furthermore, the bank is building a segment-specific approach to assist with funding to horticulture clusters, supply chain finance, agribusiness, MSMEs and dairy farmers. They are working to engage with the farmers they help in order to mitigate risks and protect portfolio quality. (9)

(9) HDFC Bank Initiative



BUSINESSES CANNOT BE SUCCESSFUL WHEN THE SOCIETY AROUND THEM FAILS.”

Paul Polman

ABOUT HOMEBIOGAS

HomeBiogas is a world leader in developing groundbreaking, simple to use biogas systems. We're enabling people and businesses around the globe to turn their own organic waste into self-made clean energy, on-site. HomeBiogas is serving thousands of households, farmers, businesses, underserved communities, and those seeking a more sustainable way of living in over 100 countries around the world. Our prefabricated, fully off-grid, patent-based systems offer modular options to suit each of our customer's needs, empowering them to live a healthier, more efficient, self-resilient and sustainable life.

Our vision is to promote sustainability, improve lives, and create a positive impact on the environment by harnessing our expertise in waste treatment and biogas systems.



HOMEBIOGAS AND CSR PARTNERSHIPS

A partnership with HomeBiogas is an excellent opportunity for any company in search of a CSR project that addresses the issues of women's empowerment, sanitation in rural communities, economic development as well as environmental sustainability. Through our ongoing CSR partnerships with foundations like [The Adani Foundation](#), [HCL Foundation](#), Selco Foundation among others, we have been successfully making a significant impact on the livelihood of thousands in communities across rural India.

Together we have made it possible for individuals and communities with limited access to electricity to create their own biogas for cooking, reducing the need to cook with firewood. The use of HomeBiogas systems to produce clean and renewable energy has not only enabled women in these communities to cook without inhaling harmful smoke, but they have also assisted in cutting back on remaining waste to be burnt or sent away.

In addition to the benefits of producing biogas for cooking, the farmers also enjoy the chemical free fertilizer that is naturally produced through biogas creation, which contributes to healthier soil & crops and a higher yield.

CONCLUSION

Company CSR initiatives are integrating activity based progress with funds and contribution strategies to impact the rural areas of India, with a particular focus on minority groups like women in the community. With the combination of fund and activity based projects, CSR initiatives have the power to not only fund these local communities but impact them in significant ways by imparting knowledge and systems that can help them sustain the positive changes permanently.

With 67% of the population living in these areas, creating these systems has the power to allow them to stand firm even after a company's CSR project is deemed complete. This initiative leads to the positive impact for which mandatory CSR was created for.

No matter what company you work with - finding a connection, building the story, creating the project and making it relevant to both customers and employees can significantly change how a brand is perceived around the country. This is true within the communities that are impacted by the positive change and the consumers who purchase the company's products and services.



HOMEBIOGAS®

LET'S MAKE A POSITIVE IMPACT, TOGETHER.

FIND OUT MORE:
CSR@HOMEBIOGAS.COM

WWW.HOMEBIOGAS.COM

