

ENDORSE OUR MISSION *of*

Rebuilding India



CHANGING LIVES
FOUNDATION

**KOLKATA CSR MEET- NGOs and CORPORATES
For North East India**

21ST and 22ND December, 2014

**Venue: ICCR, Kolkata, 9A Ho Chi Minh Sarani,
Kolkata, West Bengal**

Organized by:
Changing Lives Foundation
8 Old Post Office Street, Kolkata – 700001
West Bengal, India
www.clf.org.in,
Realising Dreams

Our Motto -- "In the realm of the unknown there is an infinite power of the good," Charles Chaplin



Our Mission

Rebuilding India

Revitalizing the Indian economy needs a fresh focus on impending issues with the risk of decelerating GDP growth and increased global slowdown. It is a matter of utmost national concern to bring about a decisive change in the Indian economic scenario that may decide the fate of the nation over the next decade.

India achieved 8% growth rate in GDP after the 11th Plan which was satisfactory given the global crises in 2008 and 2011. However sectoral analysis of the GDP growth rate reveals that the slowing down of the economy in 2011-2012 has been mainly due to the recession in the manufacturing sector and/or resource based sectors.

**Table: Sectoral growth rates (in %)
(At Factor Cost, 2004-2005 prices)**

Year	Agriculture	Industry	Services	GDP
2009-2010	0.8	9.2	10.5	8.6
2010-2011	7.9	9.2	9.8	9.3
2011-2012	3.6	3.5	8.2	6.2
Eleventh Plan Realisation	3.7	7.2	9.7	8
Eleventh Plan Target	4	10 to 11	9 to 11	9
Achievement	Below Average	Below Satisfactory	Satisfactory	

Source: Central Statistics Office (CSO)

The slowing down of the manufacturing sector needs the highest emphasis given the current economic of the country along with other resource based sectors such as agriculture, forestry and fishing. To rejuvenate the growth of these slowly growing sectors is therefore the most daring challenge facing the Indian economy. The possibility of such a change requires planned social investments that increase productivity and/or generate income and employment such that the manufacturing sector is directly impacted to raise per capita income.

National Concern: How can GDP growth be boosted in India?

Realising Dreams

NGO with a Corporate Mind

Impressive career profiles of Board Members - Mr. N. Chattopadhyay, President is winner of "Best Citizen's award" in India. Mr. Koushik Pal, Vice President, is MBA from Harvard University, Attorney in USA. Ms. Meghna Laha is MPA, International Affairs, SIPA, Columbia University, New York and MSc. from University of Rhode Island, USA. Mr. Abhishek Singh is MS from TUHH, Hamburg, Germany.

Our Principal aim- is to devise policies for change targeting key development sectors with successfully implemented projects.

India is still agro based country.



Strengthen the ailing NGO sector and build a Global NGO platform. Build a FEDERATION of NGOs in NORTH EASTERN INDIA

Encourage project based funding as opposed to donations

Use CORPORATE SOCIAL RESPONSIBILITY as a tool to revolutionize the use of NGO-Community-Corporate Partnership (NCCP) Models



Rejuvenate the ailing NGO sector

NGOs connect to the nerve centres of the economy and are the most effective instruments for change with proper monitoring and evaluation. We need to recognize the fact that “villages” in India are the smallest units of change in the development sector and are the true nerve centres of the nation. Owing to the nature of the sector however, NGOs have often turned to illegal means and corruptive use of funds and continue to do so to tarnish the goodwill of credible NGOs operating on the field.

CLF wishes to pump fresh blood into the economy. Reduce corruption with skilled work force and Increase transparency through the use of NGO-Corporate-Community partnership models. People’s strength and innovative project ideas can push the economy in the right direction. Our aim is to simply ensure that Government implemented projects such as the Sarva Shiksha Abhiyan program, Janani Suraksha Program, Indira Awas Yojna and other centrally and state sponsored programs reach out to the people as promised.

We hope to monitor each and every project implemented through partner NGOs to maximise socio economic returns. **The Global NGO platform** shall help us reach out to remote corners of the country. Our projects shall provide examples of successfully implemented pilot projects in health, education, environment, livelihood and women’s empowerment for effective policy making in India.

Literacy is key to development. SEED (**Secondary Education in Energizing Development**), the brainchild of CLF promises to reduce drop out levels in India. The problem of drop outs is one of the worst social evils in India. By December 2014, CLF shall have 17 schools in West Bengal and about 50 more in 2015 across North East India in support of the SSA program by catering to more than 7000 secondary school goers, to boost secondary level enrolment and retention of students.

The Biggest Challenge: Boosting Secondary education and employment in the manufacturing sector in India. Changing the mindset of a nation that is crippled with inefficiency, under productivity, corruption and low returns.

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NGO with a Corporate Mind

Socio-Economic Fundamentals

India is loosing 40% of the student strength in Secondary level education, as per DISE reports. This means that a child enrolled in Grade I has only 60% chances of completing Grade X in majority of the states in India with the rest being drop outs.

Overall literacy rate is 63% in India as per Census data 2011.

Nearly 4 Cr adolescents or nearly 15% of the 10-19 age group are working and deprived of secondary education. In a country where labour is abundant, we have child labour. About 80% of these are in the 15-19 age group.

Among Dalits, the proportion of working adolescents rises to 16% and among adivasis it shoots to 25% indicating educational deprivation in these sections.

90% of the villages in India are not equipped with basic amenities of a grocery store, salon, hardware stores, drug stores and other needs, all at the same time.

In remote villages, institutional deliveries are still merely an option. Home deliveries are preferred for a variety of reasons such as lack of connectivity, lack of health facilities, doctors transportation and in some cases traditional factors.

While a quarter of rural work force is engaged in marginal work, over 45% them are adolescents and 34% are youth workers. This marginalization is higher in rural areas with over 20% of them doing irregular or low paying jobs.





Championing the cause of Truth & Solidarity

We need visionaries to support our mission

We need leaders to support the 'Changing Lives Phenomena'

We need to offer people positive hope and fulfil their dreams

We need to provide direction to youth and build leaders in India

Kolkata CSR Meet – NGOs and Corporates on 21st and 22nd December 2014, ICCR, Kolkata, India

Build a Federation of *Credible* NGOs in North eastern India with CLF as the Mother NGO and eventually across whole of India

Agenda: Focus Literacy and Employment

More than 50 plus NGOs in NE India are willing to connect with us and work under the umbrella of CLF independent of political influence or affiliation with the potential to build tremendous grass-root level support. The goal is to ensure effective use of CSR funds with the aim of maximizing social outcomes in the employment and the education sector. CLF shall serve as the Mother NGO and conduct monitoring and evaluation of projects. We will also selectively implement projects that have the potential to influence policy makers in India.

Future Vision for our Nation (*proposals on 'real social outcomes'*):

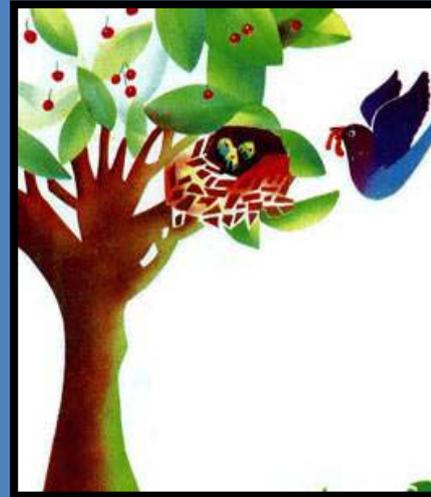
- We would like to trace every Indian villager with an unique village and home ID by means of GIS technologies for financial inclusion, record of employment through MNREGA or otherwise and other credible information
- Regularise the banking system in rural India
- Dampen the effect of microfinance institutions in India who charge 16% to 50% interest rates on credits to low income or BPL families. Target SMEs and MSEs with *interest free refundable loans*
- Provide Vocational training in areas with limited options of employment
- Strengthen SHGs with establishment of sustainable manufacturing units and marketing channels for a self dependent India.

Our Dream: Achieving the goals of India free of poverty and socio economic deprivation as envisioned by leaders of the nation post 1947

Realising Dreams

NGO with a Corporate Mind

MOTHER NGO



Roles and Responsibilities:

BRIDGE THE GAP between credible NGOs and well motivated companies willing to invest in social projects.

Build Corporate confidence in NGOs who participate at the conference

Provide guarantee on physical performance of approved CSR projects

Monitor CSR projects during the entire project period

Make NGOs sustainable in India for direct benefits to stakeholders

Rejuvenate the nerve centres of the economy by building self sufficient villages in India.



Rebuilding India

Zone of Operations – NE India ‘vis a vis’ Pan India



CLF will cover operations in entire NE India with 50 or more partner NGOs who have committed to join CLF by way of MoUs. A Federation of NGOs shall subsequently be formed in NE India with CLF as the ‘Mother NGO.’

CLF shall partner with a single NGO from each state in the North eastern region as a ‘Partner NGO’ from that State. The Partner NGO shall ensure quality, transparency and accountability of CSR projects implemented in that state as part of the project implementation process.

Activities shall ensure **real social outcomes** through use of NGO-Corporate-Community Partnership Models (NCCP Models)

Corporatize NGOs - Large Scale Training Programs shall be conducted for NGOs to coordinate development efforts starting from proper use of internet, banking systems and commitment to follow up with guidelines on implementation policies as required by donor agencies.

Media relations by way of newspapers, radio and advertising shall be strengthened for the benefit of the Corporates and NGOs alike.

Branding opportunities for Companies shall be inherent of every project sanctioned under CSR. However scope for publicity for activities under a specific project may vary depending upon the amount of CSR funds sanctioned for that particular project.

NGOs shall work hand in hand with Corporates to fit best into the Corporate vision of models and projects starting from working within regional constraints and sector specific needs.

The Federation of NGOs formed shall give Companies ready access to inaccessible parts of the country that would be otherwise nearly impossible for any single NGO.

Members of CLF, given the background of technical expertise, shall work relentlessly to plan, design, implement and operate every CSR project and liaison with Companies for highest returns in the social sector.

The Vision for a “win-win” NGO-Corporate Model

- NGOs are prime sources of ground level information of new cultures, people and languages. They help ***broaden base of business***
- Strong connections with well reputed NGOs help ***enhance brand image***
- Address shareholder concerns and other stakeholders by being socially responsible – ***builds goodwill***
- Facilitates ***market entry*** through community based projects

Get a Heads-up with Investments in the Social Sector

- **Ground Reality** - CSR is going to stay for the next couple of decades
- Early tie ups with credible NGOs shall give Companies advantage over brand recognition on well designed projects
- Connect to more and more NGOs through a strong networking platform
- CLF shall ensure quality of performance with monitoring and evaluation throughout NE India
- We will coordinate with donors for ideas on CSR projects
- Think of one Mother NGO in NE India who will provide you with all feedbacks you need on co-branding and effective use of financial resources
- Donors shall have no headaches with selection of credible NGOs
- Why should only internationally recognized NGOs get a chance? There are many more in the field doing good work.

Real Social Outcomes via CSR projects

CLF is the first NGO in India that envisions the prospects of the NCCP models, the 21st century vision of PPP Models for sustainable development. NCCP models have the potential to internalize social challenges with the inclusion of NGOs and community stake holders. Consequently it is common man's guess on how CSR can revolutionize the use of NCCP models for a more balanced growth across the world.

We intend to provide you the maximum value on investments with highest returns in the social sector by encouraging project based donations as opposed to unaccounted for donations.

Proposals on Projects

- ✓ **SEED** (Secondary Education for Energizing Development) – CLF shall start 17 schools across West Bengal in December 2014 to boost secondary school enrolment in India with the potential to affect lives of 7000 students.

Every Child Attention Program – sponsors a talented child for the entire year on books, school fees and accessories

Teacher's Skill development Program – Trains teachers employed by CLF at SEED schools with training skills that are pre-requisites at Bed degrees indirectly helping them to enter the job market and find jobs.

Project Budget Estimate: Annual Operational cost of running a SEED school including meals to children, salaries to teachers inclusive of grooming teachers through the Teacher's skill Development program and Every Child Attention program is Rs. 10 lakhs.

Co-Branding: Schools will be renamed as "Donor-SEED" schools in every corner of NE India. These shall also be projected as schools supporting the SSA Program.

- ✓ **Build sustainable enterprises** and low cost manufacturing units for SHGs in NE India with well designed marketing channels to sustain them.

Project Budget Estimate: Establishment of low cost manufacturing units for SHGs or home businesses and small scale enterprises and training them is merely Rs. 20,000 per unit. Each unit will sustain 5 women on average. And so 50 such units shall sustain 250 women for life.

Co-Branding: Products will have the branding of donor agencies and will be marketed by CLF.

- ✓ **Providing Complete Home Solutions with Sanitation facilities** – Upgrading of homes and establishment of bio toilets in village homes that have sub standard living conditions

Project Budget Estimate: Variable across regions and depending upon scope of work. However average costs of building a toilet would be between INR 12000 to INR 13000 per household and some additional upgrades on home built ups can be covered within INR 50,000 per household in total.

Co-Branding: Indira Awas Yojana and Swacha Bharat Nirmaan is supporting the same initiative across India for rebuilding homes. However BPL families rarely find an opportunity to rebuild their homes under influence of local authorities. Cost of rebuilding per household sanctioned by the government is Rs. 75,000 approximately under the scheme. We will do it in Rs. 50,000 per household. And the donor shall receive the same level of popularity as the scheme.

- ✓ **Care on Wheels** – Services to the needy and provision of mobile health units in NE India

Project Budget Estimate: Cost of Ambulances with salaries of doctors and nurses providing treatment.

Co-Branding: Ambulances to carry names of donor agencies and services being provided by CLF

- ✓ **Green Heart of India** – An environmentally conscious CLF urges the Corporate World to participate in large scale plantation efforts. Planting trees in selected regions where soil erosion is eroding banks of rivers, making villages more vulnerable to tsunamis and cities with ever increasing pollution levels shall lead to long term benefits to the society.

Project Budget Estimate: Cost of plantation in the initial stages and maintenance of plants for at-least 2 consecutive years

Co-Branding: Every plant shall have iron nets that protect the plant and names of donor agencies shall be posted on the iron nets as followed by ITC and other major companies

- ✓ **Aid and Rehabilitate Talent –ART**

Help artists who have rare talents in ethnic goods and help restore our traditions in culturally rich part of the country.

Project Budget Estimate: These will depend on whether the artist needs some eye surgery or health insurance or some initial investments in raw materials or a temporary shop or manufacturing unit where he can house the production of this ethic good.

Co-Branding: Donors will have branding opportunities with all products marketed under supervision of CLF

- ✓ **Capital investments** in impoverished school buildings, health care centers are welcome. CLF shall provide land for providing such facilities in remote villages of India. Thereby help **build Sustainable Villages in India**

Our Requests and Suggestions

Piece meal grants leave NGOs grappling to meet expenses for the entire projects decreasing efficiency, increasing incentives for corruption and decreasing accountability – leaving them half fed.

Instead of tokenisms, let us have full funding and CLF as the M&E agency to ensure full utilization of the funds in the NE zone. At one hand, ensure publicity of donors via appropriate branding and use of commercial techniques and increase social transparency and productivity in the social sector on the other.

Basic Guidelines (Source: Excerpts from CII Report, 2013-2014)

It is recommended that donors, especially corporates who understand the complexity of running an organisation, appreciate the need for allowing up to 15% of project costs as outlay for overheads and staff salaries. Accountability cannot be expected from unpaid or poorly paid volunteers who struggle to make both ends meet for themselves and their organisations.

Secondly, although the idea of matching employee contribution is gaining popularity with corporates, it denies the NGOs the capability to predict annual income and plan their projects accordingly. It would be very helpful if, in such modes of donation, a minimum amount is guaranteed each year irrespective of employee contributions.

Thirdly, corporates and donor institutions need to look beyond cash and equipment and examine the possibility of placing on time-bound deputations, a few of their employees with partner NGOs who otherwise lack the ability to offer satisfying careers to marketers, fund-raisers and strategists.

A Proper Road Way

- **Refresh Corporate Funding – “No Tokenisms”**
- **We suggest 60% capital investments in tangible assets and 40% in intangible assets in any CSR project following guidelines provided by the Central Government of India on welfare programs such as the MGNREGA and let an M&E partner play the intermediary role for proper utilization of funds.**
- **Let the M&E partner be responsible for guarantees on physical performance of the project through tripartite contracts with the Donors**
- **Incentivize Maturity and Governance**
- **Promote Transparency & Sustainability**
- **Facilitate inter-NGO collaboration**
- **Apply stringent criteria for Sec 80G exemption**
- **Identify special needs in each sector to engage in good work.**

For example- Urgent Needs in the Education Sector (CII Report, 2013-2014)

The greatest challenge for NGOs in the education sector is to recruit, train and retain quality teachers. In several districts across the country, NGOs counter social evils like child labor, child marriage, prostitution and trafficking to get unschooled children into the mainstream. Only a little over half of the surveyed NGOs are able to meet 75-100% of their annual budget requirements. The main reason appears to be the unpredictability around the quantum of donations from corporate and individuals, especially in recessionary conditions.

Bringing Competencies Together (*Some Examples*)

Anubhab Foundation, WB



Having worked in the field of providing opportunities to the children who hitherto have been existing on the fringes of our society, it has been felt that our ever increasing activities need to be channelized through a Trust to cope up with the increasing demand of mobilizing funds from sources with the active support of some socially committed individuals from various professional fields. With these objectives, a trust named "**Anubhab Foundation**" was formed to carry out our activities and to motivate more people to participate in our endeavour to help the underprivileged.

Vision: Most of the students come from Below Poverty Line (BPL) families for whom we run a Day school. Their parents are mostly daily wage earner or casual labour and education level varies from person to person. With a view to bring these children to the mainstream of society and assist them with rehabilitation, Anubhab Foundation has been established.

Mission: Our mission is to impart education to the less-privileged children, make them financially self-reliant and bring them to the mainstream of society

Village Welfare Society, WB

Village Welfare Society (VWS) started functioning in the aftermath of a natural disaster in 1978 and is one of the most reputed NGOs in West Bengal now with activities spanning a range of development work. It was acting as a people forum in providing a series of informal education and training, based on adult learning principles. The entire initiatives meaningfully targeted to improve the skills of the local community in the expansions of agriculture, pisciculture and poultry etc as potential income generation activity initially in the Udaynarayanpur, Howrah.

All these initiative on the part of the local youth who had rescued the flood victims helped them to form a society with no profit motive. The Village Welfare Society (VWS) recognized as a registered Non Governmental Organization in the beginning of 1982. The entire development drives predominantly depended on the grant based supports from various sources including Government.

Our Work

Literacy - Promotion and educational development programme, Vocational Training Programme, Women Welfare Programme, Agricultural Extension, Fishery Promotion and Horticultural Development, Agricultural Extension, Awareness Generation, Professional Healthcare, Environment Protection and this is a shortened list.



Amjam Radha Madhav Social Welfare Society, WB

Vision

The only one philosophy of our Organization is to stand beside the sick, handicapped, poor, ignorant, illiterate, half-literate and socio-economically, educationally, culturally backward people of the tribal (No.229,ST) Block named Nayagram under the jurisdiction of Jhargram Sub-division in Paschim Medinipur, West Bengal, India.

Mission

ARMSWS wishes to insure a peaceful, undisturbed, happy, healthy and wealthy socio-cultural system for the tribals and socio-economically / educationally/ Culturally weaker section of the Society to live in. We are recipients of the District Level Best Youth Club Award from NYKS in the year 2004-05 and Outstanding Youth Club Award from Ministry of Youth Affairs & Sports (GOI) in the year 2005-06.



Vocational Training Centres on Colour TV & Audio Repairing, Beautician, Two/Three Wheelers Reapiring Training affiliated by West Bengal State Council of Technical Education & Training, Govt. of West Bengal, Therapeutic support services for CHILDREN WITH SPECIAL NEEDS, Orientation of Key Resource Persons at CLRC/CRC level IED Resource Room in Nayagram, Coochbehar, Skill Development Training Programme on Ready Made Garments for the adolescent Girls & deprived Women under Deptt. of Women & Child Development Undertaking, Ministry of Women & Child Development., GOI.

Nirman, Odisha

NIRMAN works with agrarian, tribal and forest dwelling community to deal with food and livelihood insecurity of these marginalized section of society. These communities are critically dependent on agriculture and forests for livelihood and face the growing threat of losing their livelihood options due to fast depleting natural resources base like land and forests. The other most important issue confronting these vulnerable groups is lack of secure tenure over customarily used land and forest resources thus resulting in very poor access and control over these resources. Keeping in view the importance of natural resources for supporting livelihoods, we focus on sustainable management of natural resources along with conservation and promotion of bio-diverse farming through community based democratic institutions. The major emphasis of the organization has been on creating an integrated system through organic approach that supports the livelihood systems of local communities.

Mission

Promoting equitable, just, resilient and sustainable human-environment system

Vision

The growing concern for supporting an agro-ecosystem that value the traditional wisdom of conservation and management and create toxic free food laid the foundation of NIRMAN in 1997. NIRMAN facilitates participatory approach that promotes local innovations and leadership building process from among the local community.

Our Work

NIRMAN sincerely believes that **“Our soil and our seed are like mother and child who understand and protect each other”**. Therefore, the organization gives priority to organic farming system as the best option for replenishment and nourishment of the soil for ensuring food security of the nurturers i.e. the farmers. It works with farmers and encourages them to adopt organic practices, which substantially reduces input costs and helps increase productivity in the long run with creation of an integrated system of organic farming.

NIRMAN’s major concern is food and livelihood security of the rural poor through sustainable agriculture, conservation of bio-diversity and management of natural resources on the basis of principles and actions, that are environment friendly, economically appropriate, socially just and developed by participatory approaches. We also focus on various overlapping issues like environment, economic development, education and forest right.



Vicalp, Odisha

Registered as a society in 1995, VICALP is a grass-root NGO working in 12 districts covering 84 blocks in the State of Odisha - India. Starting its journey in Gajapati district and in course of time expanding its direct operation to Kandhamal, Jharsuguda and Jajpur districts, VICALP also is present today in Ganjam, Rayagada, Kalahandi and Puri districts through campaign and network activities. Additionally, VICALP has taken up rural entrepreneurship development in 12 districts of the State. The organization was founded by and is staffed with members/workers who are basically from tribal and Dalit villages/ communities in the area of engagement and have experience working for various people's organisation, local/Indian NGOs in the region.

Vision

The Visionaries of Creative Action for Liberation & Progress (VICALP) seeks for the liberation and progress of Adivasis, Dalits and the poor people by addressing the structural basis of poverty, inequality and oppression, thereby promoting social justice, equality, cooperation, human rights and communal harmony. VICALP recognizes and affirms a commitment to non-violent action and the possibility for social change through activation of our constitutional rights, freedoms and responsibilities.

Mission

Our mission is to partner with the poor, marginalised and excluded communities in Odisha to promote and facilitate collective and creative actions towards ensuring their rights and entitlements, generation of sustainable inclusive development and growth of communal harmony; and collaborate with civil society organisations for working together towards socio-economic empowerment of partner communities.

VICALP has been actively involved in peace building and supporting the victims right from December 2007 communal unrest in Kandhmal, Kalahandi and Gajapati districts in association with 14 partner NGOs based in the local area. This peace building and reconciliation initiative leading towards ensuring communal harmony and promoting greater alliance and coexisting between the traditional ethnic communities, involved and engaged affected communities in 1194 villages in 80 Gram Panchayats of 7 blocks in the districts of Kandhmal, Gajapati and Kalahandi. In the process this intervention has included development aspects focussing on accessing government development schemes and programs and ensuring benefits of MGNREGS, FRA and other welfare programs.



***Join us
In a moment in history***

***We are the First
Federation of NGOs in India***

Build Strength

Focus on real social outcomes

***Generate people's strength in North
Eastern India***

***Develop a positive momentum for people
who cannot speak for themselves***

***Meet us at Kolkata Meets – NGOs and
Corporates 2014
@ ICCR, Kolkata
on 21st and 22nd December***

Believe in the Changing Lives Phenomena