



Corporate Social Responsibility

The Call From Community To An Awaken Trustee

Mahatma Gandhi propounded the principle of trusteeship to ensure that in a society the wealthy people would be looking after the welfare of the people in general and work in a manner that will reduce the inequality in the society. Thankfully the recent guideline on CSR released on 1st April 2013 has ensured clarity on roles and responsibilities for all relevant stakeholders. In this context CSR is to be viewed as a way of conducting business, which enables creation and distribution of wealth for the betterment of society through the implementation and integration of ethical systems and sustainable management practices.

As a microfinance institution SCNL firmly believes in the spirit of trusteeship not only by contributing wealth to oblige statutory obligation but also working on a long term institutional framework which involves the beneficiary community, competent civil society organization for resource mobilization and hannelizing the resources in apt direction. While doing so at SCNL, we keep a vigil on successful project implementation throughout the project lifecycle by conducting comprehensive monitoring and audit. We have a dedicated resource as nodal officer who oversees the CSR implementation and dedicated team members who conduct social and impact assessment audit.

Currently, SCNL has two flagship CSR projects. One under which we have chosen Sadeiberini of Dhenkanal district of Orissa which is famous for Dhokara craft and the entire community is engaged in manufacturing of Dhokara items. It is noteworthy that SCNL does not operate in Odisha and this project has been chosen with extreme care wherein philanthropic motivation is the driver of organizational motivation. Having said this senior members of the leadership team who have core competence in the related matter closely supervise the project.

About Dhokara Craft

Dhokara as a handicraft represents our culture, tradition and heritage in true sense. The community that is engaged in manufacturing of the craft use simple and indigenous tools and the products are purely handcrafted depicting strong fabric of tradition and aesthetics an artistry. The range of Dhokara handicraft at Sadaiberini is as diverse as the cultural diversity of the country. The community who are engaged in manufacturing of this handicraft has sustained their legacy across generations.



The Problem



Unfortunately the income earned by these artisans is not adequately compensating considering their effort and aesthetic value of the item they produce. The reason for the same could be attributed due to:

1. The fineness and delicacy involved: During production the handcrafted finished product comes out with breakage and manufacturing defect. This results in wage and opportunity loss for the artisan and impacts in marketability of the product.
2. Erratic electricity supply to the village: Because of which the villagers are not able to work in evening.
3. Dependence on external parties for polishing and fabrication: For which they charge the artisans exorbitant rates.
4. Illiteracy amongst the adults and lack of quality educational institutes: Are major hindrance for children education.

SCNL's Endeavour

In our endeavour to benefit the community, SCNL has partnered with local NGO World ACT to implement sustainable livelihood project for a period of two years (FY 2014-15 and 2015-16). During the 1st year of the project SCNL has supported the community by providing modern equipment and machinery which would enhance the productive output and aesthetic value of the product. SCNL has provided them with a 15 KW silent generator, vacuum cleaner, die machine, hot blower, buffeting machine, bench grinding machine, gas welding machine, polishing machine, brass cutter machine among others. In addition to this utility items like table, chairs, cupboards and mats have also been provided. SCNL also has arranged trainer who would help the community with recent designs looking at evolving market demand and trend. The existing common facility center (CFC) is also being revived and renovations work is being conducted. School children are provided with books and stationary and a tutor is being hired to help in providing them with quality education. The total project cost only for the 1st year of commencement is Rs.15.64 lakhs. The progress of the project implementation will be evaluated quarterly by our social performance audit department. The ownership of these items will lie on the community and they will use everything as a shared resource. World ACT NGO will help them in buying machineries, installing them in the common facility center, arrange resource person for training etc. SCNL has also kept the local administration and government in the loop and take their valuable feedback and suggestion time to time.



About DMCT

The second project is with Daya Memorial Charitable Trust (DMCT), which is a non-profit organization registered as 'Trust' working and focusing on the theme "सहायता क ेदो हाथ कमजोर हाथो ंक ेसाथ". DMCTC



intends to reach that part of the population in India that has the least access to the modern healthcare facilities and needs it the most. In the pursuance of this mission DMCT has been doing free medical camps in far flung areas i.e. the place of habilitation of target population.

SCNL's Endeavour

In our endeavor to achieve our CSR objective and provide adequate healthcare facilities to the under-served, SCNL has contributed an amount of Rs.5 lakhs to DMCT to assist, spread awareness and help the rural community to fight with various disease. To ensure that the same is achieved, DMCT has been asked to work on two plans of action. Plan 1 is wherein DMCT has to install an X- ray unit plus small pathological diagnostic centre at a remote location of Jharhipani Village, Uttarakhand. SCNL has already taken the quotation and is in discussion with the manufacturer for the same. Plan 2 is wherein we start a primary care healthcare unit on wheels i.e. mobile unit with facilities such as a small x-ray machine, pathological diagnostics etc. which can serve at various locations to the target population in different states. A service which would be one of its kind, as till date mobile healthcare unit is a non-existent service in India. Since it involves high cost, SCNL is simultaneously working on acquiring more CSR funds to club with the existing CSR funds. SCNL is committed to measure the impact and desired outcome and social and well-being of the different communities through its internal audit and impact assessment.

Conclusion

The CSR projects of SCNL are an integrated livelihood and healthcare project that we at SCNL strongly believe will bring visible changes in the lives and livelihood of the beneficiaries. Like always SCNL is not only committed for this effort but also enthusiast in implementation and eager to see the results.