

CONNECT

Capacity Building Workshop



Strengthening Not-For-Profit Organisation



Workshop Partner



CONNECT 2020

NGO Capacity Building Workshop for Learning, Networking and Greater Collaboration

Supported by



Event Brief

23rd July, 2020, 10:30 AM – 01:00 PM (India Standard Time)

WEBINAR

Event Overview

- **Context of the event:**
 - CONNECT 2020 was organised with an aim to create an enabling environment where NGOs could thrive and be more successful across different operational functions. Charities Aid Foundation (CAF) India in association with Indo-French Chambers of Commerce (IFCCI) came together for the virtual CONNECT to help NGOs build their organisational capacities and enhance credibility and visibility. Leadership / Senior Program Managers of over **40 NGOs** participated in the workshop with a total participation of 107 people.
 - The workshop agenda was curated by CAF India and IFCCI team
 - The workshop covered the following sessions:
 - All about Corporate Social Responsibility (CSR)
 - Honing Human and Intellectual Capital for Organizational Advantage
 - Financial Management, Compliance and updates on Regulatory Environment for NGOs
 - Importance of Storytelling and Social Media
 - Employee Engagement – Payroll Giving and Volunteering
 - Panel Discussion on “The Voice of NGOs facing COVID-19”. The event was moderated by Ms. Gurvinder Parmar, Technical Director, BSR & Associates LLP, KPMG India

Leadership Participation

- **French Embassy:**
 - 🇫🇷 H.E. Mr. Emmanuel LENAIN, Ambassador of France to India
- **IFCCI:**
 - 🇫🇷 Mr. Sumeet Anand, President
 - 🇫🇷 Ms. Payal. S. Kanwar, Director General
 - 🇫🇷 Mr. Anurag Pratap, Chairman, IFCCI CSR Committee
- **CAF India:**
 - 🇫🇷 Ms. Meenakshi Batra, CEO
 - 🇫🇷 Mr. Avijeet Kumar, COO
 - 🇫🇷 Mr. Rakesh Goswami, Director, Finance and Operations
 - 🇫🇷 Ms. Sarita Pradhan, Deputy Head, Workplace Giving and Volunteering

Session Highlights



Session 1:

Opening Remarks:

Ms. Payal.S. Kanwar, Director General, IFCCI

CONNECT 2020 began with the opening remarks from Ms. Payal.S.Kanwar. Ms. Kanwar thanked everyone for joining the session, she welcomed and introduced the new leadership of CSR committee for IFCCI this year. She said that this session is very relevant as we all are trying to navigate and sail through this pandemic. She shared with the audience that IFCCI looks forward to organize many such sessions in future. She shared the idea behind organizing the session which was to handhold the NGOs and to make them more capable and successful across different functions. She said this session will add a lot of value to the NGO partners. She welcomed the speakers from different corporate houses and NGO partners. She closed her speech by thanking CAF India, Dassault Systemes India and H.E. Mr. Emmanuel LENAIN, Ambassador of France to India



Session 2:

Welcome Remarks:

Mr. Sumeet Anand, President, IFCCI

Mr. Anand started his speech with welcoming the participants. He thanked H.E. Mr. Emmanuel LENAIN, Ambassador of France to India for all his support and also his presence in the session. He thanked the speakers, partner, CAF India, IFCCI CSR committee members. He congratulated everyone for a huge participation in the session. He shared how the chamber is involved in number of initiatives to showcase contribution of French companies in India especially during outbreak of the pandemic. He said the committee had released a report and video on the work undertaken on ground and he thanked his Excellency for promoting the video on all social media platforms during French National Day celebrated on 14th July, 2020. He shared that CSR is increasingly an important issue for France and is subject to negotiations with many bodies like United Nations and VCDILO European Union. He said France had strongly supported the United Nation adoption in September, 2015 of the 30th Agenda for the Sustainable Development, which set 17 Sustainable Development Goals to the world. He said, In India CSR is critical and it's not a new concept. There have been many amendments in last few years in company's act where companies are mandated to spend 2% of their profits and this helps companies in India focus on impacting the society in more structured manner. He shared how in the last few years other than Corporates, even the corporate foundations, Charitable Trusts have become far more active in supporting CSR initiatives. The companies are re-examining their business impact and their role in creating sustainable policies. He closed his speech by stressing on the importance of this session. He encouraged for more such sessions taking advantage of not only the CSR committee but the entire CSO leadership that exists among the companies in India.



Session 3:

Context Setting:

Ms. Meenakshi Batra, CEO, CAF India

Ms. Batra started her session highlighting how Not for Profits have played a critical role in implementing projects under CSR. She said that although corporate foundation has also been working on the same however it's the Not for Profits who are playing a critical role in bringing the change in the lives of people in the society. She stressed on the recognition of efforts made by the NGOs. She said that the landscape of the NGOs is huge and it includes multiple varieties which helps in reaching out to the most rural parts of the nation and therefore it is very important to build the capacities of the NGOs. CAF India in addition to providing CSR advisory to corporates on CSR programmes, it also plays a very important role in building capacities of the NGO partners. She said CAF also does grant management and due diligence of NGO partners to ensure that the partnerships are done by credible organizations. She shared how as an organization CAF India focuses on culture of giving and helps corporates, individuals with ease in giving. She touched upon few challenges which the sector is experiencing like government asking NGOs for renewal of 80G and 12A registrations, also now FCRA being valid only for 5 years, which was earlier for perpetuity. The changes in the CSR rules are affecting the trusts and societies as they are the back bones of the development sector and CAF India has been working closely with the government to advocate that the trust and societies cannot be taken out of the systems. Ms. Batra said that CAF India has also worked with Niti Aayog and other ministries on providing them the feedback when COVID hit the country. The Niti Aayog later recognized the work done by around 92000 NGOs PAN India in fight against COVID19. She said it's very important for all the 3 (Government, Corporate and NGO's) to collaborate and work together for the society. She closed her speech by an appeal to everyone to come forward and play their role to help people in need during this difficult time when we all are hit by the pandemic.



Session 4:

Keynote Address:

H.E. Mr. Emmanuel LENAIN, Ambassador of France to India

His Excellency Mr. Emmanuel LENAIN, Ambassador of France to India started by thanking the DG and President of IFCCI team for organizing the session. He said it's important to share experiences between companies, NGOs and all other CSR stakeholders. He said he strongly believes that the companies can be a part of the society and can be a force of change for good. He stressed on the strong relationship between India and France and how companies are playing an important role. He said it's important for the businesses to keep flowing specially during the ongoing COVID crisis. He shared that the Indian Government has been extremely helpful to the French government and that the Indian government has helped with the medical equipment's and medical drugs which were much required in the hospitals in France when it was having its peak in COVID related cases in March and April this year.

He said the French government has reciprocated by providing a very special loan by the French Development Agency of 200 million euros and a package of special assistance which will be released in the last week of July, 2020 which will consist of medical equipment's and expertise as decided by French president as a gesture of friendship. So a lot is happening on government to government and also the French companies are doing a lot as a way to express their CSR and their willing to play a positive role in India. He shared that the French companies employ more than 3 Lakh people in India and as a responsible corporate, they tried best ways to retain every employee and not to cut their salaries. The companies have been generously contributing to the reforms set up by the India Government. He shared that the French companies have supported with around 6 million euros along with many in kind donations where the companies have provided their infrastructure for putting up ICU beds, ventilators. They have also come forward providing Masks, Sanitizers and other Medical Equipment's contributing to great gestures by French companies for India. He said that French companies have long term

commitment for India, they believe in the long term investors, they believe in the growth and potential that the country holds. He closed his speech stating that both the countries share some aligned values and culture and the relationship is for a long run. The government will boost their actions and he expects the French companies also to come up with more interventions on CSR for the people of India.



Session 5:

Topic: All about Corporate Social Responsibility

Mr. Avijeet Kumar, COO, CAF India

Mr. Kumar started his note with sharing that, pre COVID India was the 1st country to mandate CSR as a legislation and in last 6 to 7 years we have seen how corporate CSR funds has been flowing to the NGOs and has increased year on year. In 2008 more than 18,500 crore rupees were spent on the CSR and 50% amount was deployed with the NGOs as implementing agencies. Post COVID the traditional CSR funding for NGOs are going in a containment zone. 50% of the CSR fund going to the PM Care fund and other COVID related work, the NGOs would be short of getting regular CSR project funding and this will shrink very significantly. He shared one of the research outcome which stated that in next couple of years is going to shrink 30 to 60% which means the existence of NGOs are under threat at the moment and there are also researchers showing that 60% of the NGOs are going to perish because of the lack of funding. He shared other implications which includes loss of 2 million jobs in the development sector, the regular programmes which the NGOs are been working on have either been called off or have been suspended and the fear is that the effort and the resources that have gone into those programmes will all go in vain.

However, he also said that the situation may not appear as gloomy if the NGOs sees them as opportunities and not challenges because the work that the NGO do for the vulnerable are going to remain very critical, the way the NGOs worked helping people with life savings interventions during COVID which included, food, emergency, transport, healthcare, these have been acknowledged and valued by one and all. He said, in the context of COVID outbreak we are learning that the management of COVID needs to be hyperlocal and NGOs are best equipped to provide solutions to the local needs and problems. He shared how the NGOs can convert these challenges into opportunities. He said the NGO should use this time to rework on the programmes and the operational strategy, they should diversify fund raising sources and seek long term support to reduce the risk from project based funding. The NGOs should explore Employee Giving Programmes, they should encourage their employees to pick up new skills especially in the areas of fundraising, communications and campaigns, and they should strength their compliances and capacity equation. They should build their skills in digital skills and competencies. He said it's very important to embrace technology and how technology can be integrated to the services we are offering to the community work, to the donors, to the partners. It is also important to revisit the stakeholder engagement strategy and make it sharper, bring more quality and depth into it.

He ended his session stating that “The uncertainties of future are serious causing extraordinary challenges to the NGOs and therefore the solutions must also have to be extraordinary.



Session 6:

Topic: Honing Human & Intellectual Capital for Organizational Advantage

Ms. Prachi Mishra, Head of Learning & Development, Dassault Systemes, India

Ms. Mishra started her speech by stating that our ability to develop and empower people around us lies at the centre of what we have to offer to others and society at large. She shared that an intellectual capital is like one's resume. It is intangible and it determines one's value and competitiveness or USP in the job market. She said the intellectual capital is also termed as non-financial capital or intangible capital in it consists of Human Capital, Relationship Capital and Organizational Capital. She talked about how employees are at the center of intellectual capital and why "Honing Human & Intellectual Capital important for an Organization". She shared how human and intellectual capital are the non-financial assets and relationship capital for a company.

She focused on the key aspects honing to the human capital like; skills development/culture and engagement, learning and development, work simplification, performance management and leadership development. She said that intellectual capital is an important resource and a key contributor to the economic success and value creation off an organization. Honing intellectual capital involves a relatively simple and direct set of actions, it is therefore imperative to align with the strategic priorities of an organization and need for a system that monitor and measures the growth of intellectual capital. She stressed on the following aspects to honing the human capital which were Skill Development, Culture & Engagement, Learning & Development, Work Simplification, Performance Management and Leadership Development. She said that the Intellectual Capital is Today's challenge, but will most likely become tomorrow's asset.



Session 7:

Topic: Financial Management, Compliance & updates on Regulatory Environment for NGOs

Mr. Rakesh Goswami, Director, Finance and Operations, CAF India

Mr. Goswami took the audience through all required statutory compliances and necessary applications for a Non for Profit. He shared how in the past 4 to 5 years the government of India has tightened the rules and regulations related to social sector and now the old rules like FCRA, PF, Income tax act and few other have been amended. He shared that be it any organization it is very important to have the checks and the controls in place. He shared a complete list of all the checks and controls and took the audiences through each one explaining the required mandates. He shared how violation of any of the acts would result in cancellation of 12A of the Non for profit and therefore it of utmost important to comply with the statutory laws and compliances. Mr Goswami shared three changes which have been include in the law in 2020. The changes were

- Re-registration of all registered NGOs
- Exemption for new organization
- Dual Registration will be barred

He also shared few of the reliefs which the government has provided which included:

- Reduction in rates of tax deduction at source
- Extension of due date of income tax return
- Reduced Employee Provident Funds contribution

He finally shared the due dates for NGO for legal compliances. The session was very helpful for the NGOs and lot of questions poured in to which Mr. Goswami offered his help. He asked the participants to drop him an email with their queries and he would try his best to help them out.



Session 8:

Topic: Communication and Marketing: Power of Storytelling and Social Media

Ms. Gunjan Bhutani, Senior Manager, Corporate Communication and Marketing, Total Oil India Pvt. Ltd

Ms. Bhutani spoke about power of storytelling and social media for a Non for Profit. She said the benefits of marketing amplify the organizations cause and mission, solicit donations, recruit volunteers and inspire community for non-profit organizations. She shared and explained to the audiences, the three steps of crafting a marketing plan; understand your audience, craft your key message and communication touch points. She said that storytelling can be the most powerful tool for organization to disseminate their messages. Gunjan talked about the importance of segmenting the target audience, and how digital medium gives speed and flexibility. Lastly she added that for NGO's to share their voice on media platter perceive inherit ant credibility.



Session 9:

Topic: Payroll Giving Programme and Volunteering

Ms. Sarita Pradhan, Deputy Head, Workplace Giving and Volunteering, CAF India

Ms. Pradhan emphasized on the payroll giving that inspires volunteering.

She shared that Payroll Giving has its footprint in the giving ecosystem.” Give as you earn (GAYE) provides employees with a flexible means to make charitable donations to their preferred causes directly from their pay. She elaborated on the key elements of the program like program management, communication management, stakeholder management, Ngo management and their engagement. Models of payroll giving like structured, flexible, employee assistance fund and humanitarian response were demonstrated through ppt presentation. She also shared the importance of communication support like blog, impact stories, newsletters, media coverage and joy of giving for a Non for Profit sector. She took the participants to the journey of CAF India’s first online giving platform which enabled employees and corporates give effectively and streamline their donations to CAF India.

Sarita highlighted how skill based volunteering programme has got recognition among the corporates and the NGO partners. She said it is a powerful driver of both social impact and business value. She shared how CAF India is one of the biggest volunteering organization where it has helped raise more than 10 million volunteering hours.

Session 10:

Panel Discussion:



Ms. Gurvinder Parmar, Technical Director, BSR & Associates LLP (KPMG India)

Representative from 4 NGOs participated in the panel discussion on “The Voice of NGOs facing COVID19”. The session was moderated by Ms. Gurvinder Parmar, Technical Director, BSR & Associates LLP (KPMG India)

Ms. Parmar said we are all consumed, overwhelmed and perhaps what is rightfully called as black swarm event of our life when we refer to COVID19. She said it is clearly fast changing the world we live in and we are experiencing it on daily basis. The government along with the NGOs have been working relentlessly to combat the situation. She said we all agree that the role of NGOs had been very critical and so important to the nation, especially in the last few months of the crisis. She narrated an encouraging statement made by Supreme Court for the work NGOs have done for the migrant labors. She quoted Mr. Amitabh Kant in which he said civil society and voluntary and non-government organizations constitute the back bone of collective articulation of citizen interest in a democracy. As facilitators, mediators and advocators of this interest they have put people before everything else during this pandemic crisis. She said the on-going interventions of the NGO partner’s needs higher attention across all the stakeholders. She said that the objective of the session is to recognize the critical and important role NGOs have played in shaping the society and also identify and express the challenges which they have faced, hear about the experiences and learnings.

Important key notes derived from the panel discussion:



Ms. Ekta Jaju, Co-Founder, Environment Conservation Society (SwitchON)

This year was catastrophic due to Covid and Amphan cyclone had an adverse impact on the agriculture sector, which is the major source to economic growth for our country. Agriculture is still an essential commodity on which livelihood depends. But due to crisis the volume of production has shrunk, supply chain has been destructed. The major challenges were increase in the price value of the products and adverse impact on prices of the value chain. Lack of transportation facilities, overcrowded vehicles on opening of the lockdown, poor health facilities forced the CSOs for need to think on the long term solutions to mitigate the low agricultural productivity. She added CSR and NGO collaborative effort will play a crucial role in reviving the livelihood.



Ms. Sumana Das Gupta, Director, Corporate Partnership, HelpAge India

Help age India looks after the elders and their wellbeing, and provide better environment for the community they live in in spite of the Covid outbreak. Elders are last on the line when it comes to safeguarding and protection. Save economy from unfolding elders are the last to be thought about and therefore raising fund for them is a major challenge. It is important to provide safety and security to elders during this pandemic by aiding them with food distribution, hygiene kit and health kits. She added during this pandemic the elders needs care and respect. Sumana shared her concern, that the funds have been diverted to PM care funds and other CM relief funds which has reduced the potential for NGO’s funding specially for unrestricted projects leading them to closure and shut down. Sumana urged everyone to go beyond the comfort zone and reach out to the unreached for help and support.



Mr. Arun, Founder, Youngistaan Foundation

As a new organization, Mr. Arun said it was very challenging to work during covid outbreak due to lockdown restrictions and interventions from local authorities. However this did not stop Youngistaan foundation to step out and help the people in need. Mr. Arun thanked the volunteers who joined hands with Youngistaan team to help them reach to the most vulnerable. 500-600 volunteers supported the cause. Mr. Arun shared the kind of support their organization has provided which included help to 150 senior citizens with medical aids, hygiene and health kits, support millions of needy migrants who lost their jobs and didn't had an access to food and home, Transgender and differently abled people. Flexible Funding has again been a major challenge for them. On Payroll giving Arun said "lots of people want a platform to help the needy, though safety was the major concern during Covid crisis. 1500 people as a volunteer helped the NGO during the pandemic. The help was given in terms of money as well as volunteerism. He encouraged the corporates to fund for the NGO's which are working in remote areas with limited resources and also emphasized on more Plasma donations during the Covid crisis.



Dr. Shayama chona, Founder, Tamana

Dr. Chona emphasized on how they are using ICD for last 10 years, how children are utilizing it with better efficiency to enrich their skills and potentials. What are the challenges faced by them in the project like working parent's hardship in coping with the timings, sort of difficulties faced by disabled kids etc. Children were trained on yoga, painting, music and dance. Special educators are needed to achieve the accomplishments of the project for which she appealed to the corporate partners to support in taking this digital learning initiative to new heights impacting millions of children in the country.



Session 11:

Concluding Remarks:

Mr. Anurag Pratap, Chairman, IFCCI CSR Committee, IFCCI

Mr. Pratap said" it was interesting to see the CONNECT in true sense connecting the NGO's with thought providers, fund providers, design providers or the policy providers. He said it was heartening to see the participation from different stakeholders. He said he was glad that IFCCI organized this and CAF India felicitated the session. He said that COVID has transformed the number of ways in which we look at our relationships, relationships with our peers, our colleague, the communities with whom we are working, everything got changed and the NGOs who were quick to respond to these changes, who has agility in them, who brought in those strategies from them to remain relevant will remain relevant as the danger is if we do not change we will become obsolete and it not only covers the NGOs but it covers everyone, all entities. He said such workshops are important to understand our strengths, to understand the rule of the game, who all are our allies and the strength that we need to build on to become an active player in the development space.

He emphasized the need to introspect our thoughts on CSR funds given to PM care. NGO's needs to be more credible, more positioned so that they get funding from the CSR's. It's important for them to identify their strengths and build on their capacities. Network like this is highly needed to sharpen their efficiency and resources. He said it is important to bring niche in the products and services being offered because if we are like any other than then the corporates might look at the local NGOs and would not collaborate with NGOs which are far off.



Session 12:

Vote of Thanks:

Ms. Gurpreet Bhatia, Lead, Marketing and Communications, Charities Aid Foundation (CAF), India

Ms. Bhatia concluded the “CONNECT 2020” workshop by giving vote of thanks to His Excellence Mr. Emmanuel LENAIN, IFCCI team, esteemed speakers and NGO partners for their time and support. Ms Bhatia also stressed on the need for a multi stakeholder approach to tackle COVID-19 and reiterated the need of platforms like CONNECT to bring multiple stakeholders together to not only strengthen the NGO sector but also to shine a spotlight on the pertinent issues faced by the sector and discuss its possible solutions. She said, “NGO sector has up until now focused on responding to the challenges posed by the spread of the pandemic. However, now is the time to think about rebuilding the lives of those affected by the Covid-19.”

Q & A Session

Q.1: Mr. Jagdish Baheti had tried for FCRA approval multiple times but had failed. He also said that there are around 6000 NGOs who license are in jeopardy. He asked if anybody can suggest a consultant or lawyer who can support them to get FCRA approval so that they can start receiving foreign grants.

Ans. Mr. Rakesh Goswami from CAF India answered to his question. He said CAF India interacts with multiple legal firms on regular basis and can connect Mr. Baheti to one of the firms so help him solve the FCRA registration problems. He said the MHA is not focusing on FCRA because of COVID but he can try to help him out.

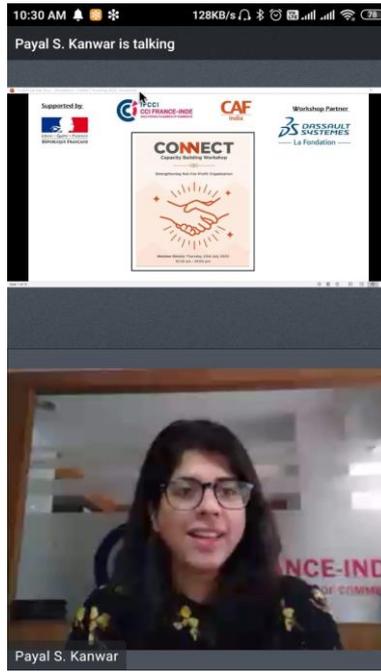
Q.2. How feasible is the corporate volunteering for NGOs working at the grass root level? And how it should be tackled and understood by both corporate and NGOs alike?

Ans. Ms. Sarita Pradhan from CAF India answered. She said the employers have shown interest in having their employee’s e-volunteer and CAF India has been doing this in a very structured manner serving the purpose of both corporate and NGO partner. She also offered to connect separately for detailed discussion.

Q.3. Ms. Shilpa Sharma from CYDA had a question on how can an NGO tap potential donors and from where can she have access to data?

Ans. Ms. Meenakshi Batra from CAF India answered. She said one needs to interact with the local donor agencies and one needs to build their own data base. One needs to device own fundraising tools keeping in mind the budgets. Also on funding opportunities from CAF, Ms. Batra said it’s early in the financial year and she expects grants from government and corporate houses.

Glimpses of the workshop



Annexure I: Workshop Agenda

Opening Remarks by Ms. Payal S. Kanwar, Director General, IFCCI	10:30 am to 10:32 am
Welcome Remarks by Mr. Sumeet Anand, President, IFCCI	10:32 am to 10:40 am
Context Setting by Ms. Meenakshi Batra, CEO, Charities Aid Foundation India	10:40 am to 10:48 am
Keynote Address by H.E. Mr. Emmanuel LENAIN, Ambassador of France to India	10:48 am to 11:05 am
All about Corporate Social Responsibility by Mr. Avijeet Kumar, COO, Charities Aid Foundation India	11:05 am to 11:13 am
Honing Human & Intellectual Capital for organizational advantage by Ms. Prachi Mishra, Head of Learning & Development, Dassault Systèmes India	11:13 am to 11:20 am
Financial Management, Compliance and updates on Regulatory Environment for NGOs by Mr. Rakesh Goswami, Director, Finance, Charities Aid Foundation India	11:20 am to 11:28 am
Communication and Marketing: Power of Storytelling and Social Media by Ms. Gunjan Bhutani, Senior Manager, Corporate Communication and Marketing, Total Oil India Pvt. Ltd	11:28 am to 11:35 am
Payroll Giving Program and Volunteering by Ms. Sarita Pradhan, Deputy Head, Charities Aid Foundation India	11:35 am to 11:43 pm
Panel Discussion on “The Voice of NGOs facing COVID-19” (Moderator: Ms. Gurvinder Parmar, Technical Director, BSR & Associates LLP, KPMG India) Panelists: Senior Representatives from NGOs)	11:43 pm to 12:25 pm
Q&A Session	12:25 pm to 12:40 pm
Concluding Remarks by Mr. Anurag Pratap, Chairman, IFCCI CSR Committee	12:40 pm to 12:45 pm
Vote of Thanks by Ms. Gurpreet Bhatia, Lead, Marketing and Communications, Charities Aid Foundation India	12:45 pm to 12:47 pm

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