

**Krishan Khanna**

CSR Consultant & Turnkey Solutions



BUSINESS SOCIAL RESPONSIBILITY  
SHOULD NOT BE COERCED;  
IT IS A VOLUNTARY DECISION  
THAT THE ENTREPRENEURIAL  
LEADERSHIP OF EVERY COMPANY  
MUST MAKE ON IT'S OWN

Krishan Khanna

# Krishan Khanna

## The visionary CSR professional



### Krishan Khanna's journey and experience through

32 years in corporate India made him realize that his contribution as a responsible citizen and professional would be far more valuable to a country that was in desperate need of good governance and education. Giving up a lucrative career at the age of 51 with a wife and two young children, he started on a mission of service to transform India. This is the story of an extraordinary man, who could have achieved fame and success in his professional capacity but instead chose to devote all his resources and energy towards building India.

#### The corporate journey

Hardworking and diligent, Krishan topped his class at IIT Kharagpur in Mechanical Engineering. In spite of a First Class and scholarships to MIT, Harvard and other prestigious universities, he chose to work in Germany at a manufacturing company. He learned about meticulous German engineering, hands on work and problem solving at the factory. He was already familiar with assembling and manufacturing as he had constructed over 60 flying model aircraft in his teens.

On his return to India, Krishan headed the R&D of Special Steels Ltd (now part of Tata Steel). Under his guidance, his team developed many steel products used in textiles, defense, construction, automobiles, transportation and other industries. In 1972, he constructed the present day pre stressed, pre cast, concrete railway sleeper to replace wooden and steel sleepers. It took him 9 months to complete what had taken the Indian Railways 9 years!

As CEO of Precision Fasteners Ltd, Krishan expanded business by 2500% and profits by 3000% to become India's No. 2 company in the field of industrial bolts, nuts and special fasteners. PFL became a case study of the ICICI bank as the company expanded without borrowing any money from its shareholders.

His worldwide travels and experience in handling thirteen joint ventures and business partnerships with organizations from the USA, Canada, Brazil, UK, Germany, Iran, China, Korea, Taiwan, Japan, Singapore, Australia and India taught him that India lagged behind in many areas. He also floated two companies with Sweden and Italy which were listed on the NSE & BSE.

#### Socially responsible

Finally, in 1992, despite all his professional accomplishments, Krishan left the corporate world and began a selfless journey in Transforming INDIA. His nonprofit foundation, *i Watch*, was started with a vision to bring about awareness in governance and education and to highlight the latent potential of India which will be fully unleashed once the human capital of its people are fully empowered with relevant education.

His contributions to society have been recognized as he was the recipient of the National Citizen's Award, 1996, presented by the Prime Minister of India; awarded the Rajiv Gandhi Award for Outstanding Proactive Leadership by the friends of South Asian American Community, FOSAAC, Los Angeles, USA and honored by Nobel Laureate Prof. Mohd. Yunus and presented a 'Social Pioneer Award' at a CSR function in 2007. He was recently recognized as one of the 50 Leaders Changing Indian Education by Education World.

#### The CSR professional

Blending his 32 years of expertise in business and 20 years in the social sector, Krishan Khanna is a powerhouse of ideas, an authority on ethical business conduct, responsibilities, values and practical solutions to advise any corporate or social entity in the business of CSR consulting and turnkey project implementation.



# Landmark achievements Social Sector

## National Committee Member

### CII

National Committees on SSI, Education, VET & Skills

### FICCI

National Committees on SSI, Education

### Prime Minister's Task Force

Skills Development & Employment Generation, Planning Commission

### Planning Commission, New Delhi

11th Plan group on Secondary Education & Vocational Education

### Ministry of HRD, New Delhi

11th Plan group on Secondary Education & Vocational Education

### IGNOU, New Delhi

11th Plan group on distance education

### All India Council for Technical Education, New Delhi

11th Plan Group on Technical Education

### PHDCC & I, New Delhi

Co Chairman, Expert Committee on Education and Industry

### PANIIT

Program for modernizing 5114 Indian Industrial Training Institutes

### ASSOCHAM, New Delhi

Co Chairman, Expert Committee on Education

### Educational Promotion Society of India, New Delhi

Chairman, VET Expert Committee

### Parliamentary Committee on Industry & Labour

Special Committee

### Ministry of IT & Communications, New Delhi

Expert Committee on e-Learning and e-Infrastructure

### Education World, Bangalore

Advisory Board

### Ministry of HRD & ET, Seoul, Korea

Chairman, Panel for Skills for Developing Countries

### EU Centre for Vocational Training, Thessaloniki, Greece

### ThinkEdu 2013, New Indian Express

Chairman, Session on VET

## 1 Was instrumental in bringing about the change in the nomenclature of SSI to MSME

In 2002, being part of the National Committees of CII and FICCI, Krishan Khanna was able to urge the FICCI President to convince the Prime Minister to recognize that 94% of our work force is in the unorganized sector so that efforts could be made to make them world class.

## 2 Mapping of MSMEs in the census of 2009 to 2010

On various interactions with the Ministry of Statistics and Project Implementation, the census authorities mapped details about MSMEs for the first time in the history of India. Out of the 100 million MSMEs mapped, 80% were Agricultural and 20% in manufacturing and services.

## 3 Introducing the concept of vocational training to the government

During 2005 to 2014, Krishan was able to bring a mind-set change towards relevant education in government ministries. As a result, the number of vocational training centres in ITIs and ITCs went up from 5,250 in 2008 to about 11,000 in 2013. The National Skills Development Agency and Corporation (NSDA and NSDC) were set up.

## 4 Introducing Relevant Education (Intelligence Quotient, Emotional Quotient, Spiritual Quotient)

Initiative taken to develop a well rounded education for personality and character building by focusing on soft skills and human values as our current education only focuses on IQ and grades.

## 5 Establishing the mindset for vocational training amongst the youth

Communicating the necessity and importance of skill building programs to the youth. In a country like India, we need 80% of the youth to learn a skill and 20% to go for a college education.

## 6 Established low cost digital technological education

Helped develop digital school education by e-Class Ltd which is being used in nearly 600 schools, 1000 coaching classes and 20,000 households as school classrooms for the low cost of Rs 120 per student per year

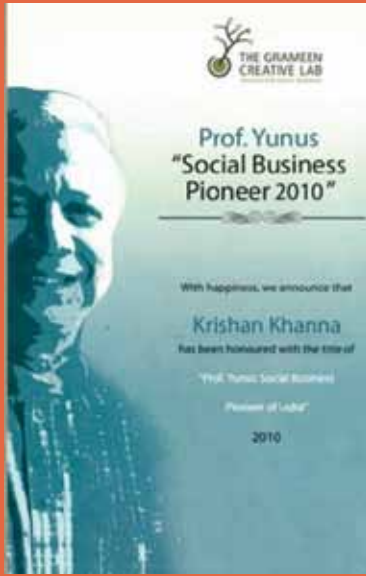
## 7 Established processes for low cost high tech safe drinking water for communities at 1 paise/litre

Advisors to De Nora, an Indo Italian water purification company. Assisted in the design and launch of solar powered unit handling 50,000 litres of water per day at the cost of 1 paisa per litre. Larger units can purify upto 300 million litres of water a day at 0.1 paisa per litre.

## 8 Recognized as an authority on vocational education and training in India and abroad

Invited to moderate a session on Vocational Education and Training for developing countries organized by the Ministry of HRD, South Korea and by *The Economic Times*

Invited to moderate a session on Skills and Employment at the THINKEDU 2013 by the New Indian Express Group with a venerable panel of experts such as Venu Srinivasan, CMD, TVS Motors, Dilip Chinoy, MD, NSDC and Ravi Reddy, Vice Chairman, Teamlease.



Prof. Yunus  
"Social Business  
Pioneer 2010"

With happiness, we announce that

Krishan Khanna

has been honoured with the title of

"The Times Social Business  
Pioneer of India"

2010

## NATIONAL CITIZEN'S AWARD - 1995



PRESENTED BY

**SHRI H.D.DEVE GOWDA**  
HON'BLE PRIME MINISTER OF INDIA



TO

**SHRI KRISHAN KHANNA**

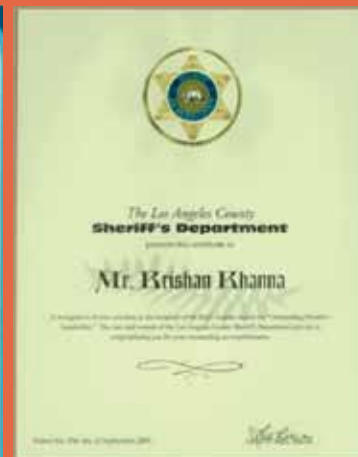
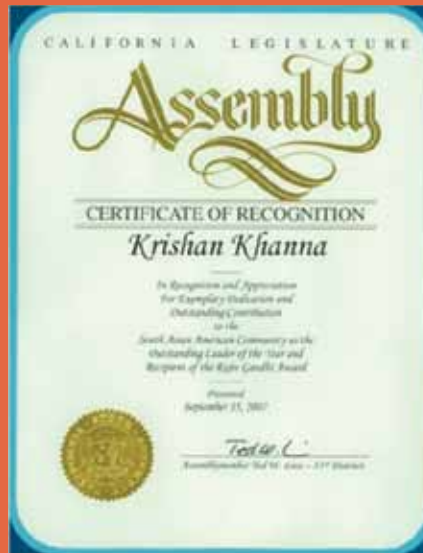
ON DECEMBER 23, 1996 IN NEW DELHI

FOR HIS ACHIEVEMENTS AS A HIGHLY PROFESSIONAL TECHNOCRAT.

**ADARSH ACHIEVEMENT AWARDS**  
1995-1996  
1. Mr. H. D. Deve Gowda, Prime Minister of India  
2. Mr. Atal Bihari Vajpayee, Prime Minister of India  
3. Mr. I. K. Gujral, Prime Minister of India  
4. Mr. P. V. Narasimha Rao, Prime Minister of India  
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100. Mr. P. V. Narasimha Rao, Prime Minister of India

A. C. Agas

Atal B. Agas  
Chairman  
National Citizen's Award



Dr. APJ Abdul Kalam  
Former President of India



6 February 2008

### Message

I am delighted to find that "i Watch" has been created through a citizens movement for transformation of India.

The focus of "i Watch" on governance, education, economics, entrepreneurship and employment generation are the real issues facing the nation today.

The analysis, findings and the action suggested based on comparative study is definitely revealing and can bring wonderful results if acted upon by different stakeholders in the country.

For example, the document brings out clearly the need for India to be made as an international hub for technical education.

The document also addresses that action plan for GDP growth rate from 10% to 14%.

Societal transformers, programme management agencies, new entrepreneurs, education planners can all benefit from the data and analysis provided in the document, **Transforming INDIA**.

My best wishes to Shri Krishan Khanna and his team for success in their societal transformation missions.

APJ Abdul Kalam  
APJ Abdul Kalam

HL, Rajy Marg, New Delhi - 110 011, India  
Email: apj@abudkalam.com  
www.abudkalam.com

# *i Watch* CSR & Social Business Services

*i Watch* works in the areas of educational technologies, sanitation, drinking water, governance, employment & skill building. We work pan India and all our literature is available in 12 Indian languages plus English. *i Watch* is an approved charity with 80G & FCRA approvals with benefits for donors. Our work

is recognized by the public, organizations and the government including our past President, Dr. APJ Abdul Kalam. With more than three decades of experience in industry and business and two decades in the social domain, we are in a position to offer the following services.

*I WATCH* PROJECT TEAMS ARE A GROUP OF HIGHLY TRAINED AND QUALIFIED PROFESSIONALS WITH WORK EXPERIENCE RANGING FROM 10 TO 30 YEARS. DEDICATED GROUPS OF PERSONNEL ARE ASSIGNED FOR ALL YOUR TURNKEY PROJECTS

## Consulting

- Finalizing your CSR budgets / projects / details with your team
- Identifying suitable projects
- Monitoring projects during implementation
- Evaluating the final advantages after implementation
- Final preparation of the CSR report in accordance with the Corporate Social Responsibility Reporting Framework as per the Ministry of Company Affairs guidelines

## Projects

*i Watch* facilitates CSR & Social Business turnkey projects. Our implementation partners have a minimum experience of 25 years in handling projects within India in the following areas.

### 1 Digital School Education

- For classes 1 to 12
- Uses only TVs in each class room
- No use of internet, intranet or computers
- High quality digital content
- Curriculum as per State Board of Education
- Low operating cost of about Rs 100 per student per year
- Already operating in 600 schools, 1000 coaching classes and about 20,000 homes for private coaching in the State of Maharashtra
- Easy to use and simple to operate
- Can be used for teacher training too
- Low capital cost





## 2 Vocational Education and Training and Skill Building

- VET Courses in 5 Sectors  
Telecom, Healthcare, Automobile retail, BPO call centres, Security guards\*
- Presently operating in Bihar, NE India, Bengal. Handling a total of 30,000 trainees
- All courses are NCVT accredited
- We aim for at least 50% placement after training
- All courses are 240 hours or of 3 months duration
- Actual cost for training depends upon the location & number of students per year
- User has to provide physical infrastructure & trainees

\* This list is constantly growing

## 3 Training Modules for Business Excellence

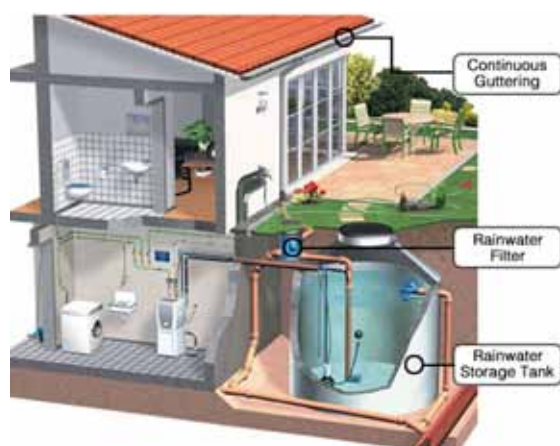
Offer your employees invaluable training in these 12 modules to transform your business productivity and profitability. It focuses on achieving excellence in personal life, professional life and public life.

- 1 Time Management
- 2 Stepping up the Leadership Ladder
- 3 Team Building / Empowering your Team
- 4 Building a Positive Attitude
- 5 Effective communication Skills
- 6 How to be a Great Presenter
- 7 Business Etiquette
- 8 Goal Setting and Achieving
- 9 Stress Management and Wellness
- 10 Ethics at the Workplace
- 11 Inter Personal Skills and Conflict Management
- 12 Self Effectiveness

## 4 Rain Water Harvesting

Why and how Rain Water Harvesting must be done

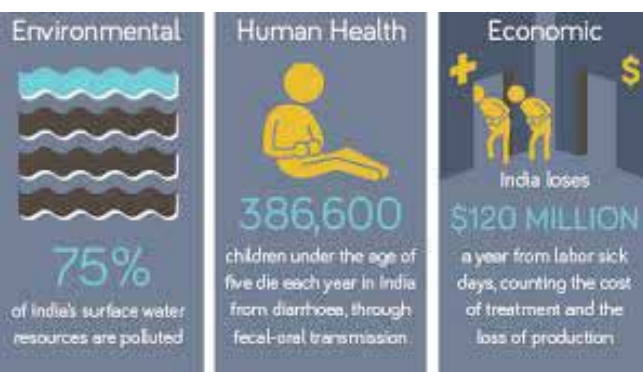
- Most of the water is direct or indirect rain water
- We are presently depleting our ground water resources
- Monsoon rainfall is very definite, about 100 days per year
- 50% of the water falls in 35 days and the balance in 65 days
- We need to replenish our ground water resources during these 100 days of rainfall by harvesting the water
- Rain water harvesting needs to be practiced in all the 9,000 municipalities and 630,000 villages of India





## 5 Safe Drinking, Cooking, Bathing and Swimming Water

- 80% of diseases are water borne
- 1000 million people in India get unsafe water
- Bottled Water is 2000 times more expensive than community based treated and processed water
- Cooking, bathing and swimming water must also be sanitized to remove bacteria and viruses
- Operating cost as low as ₹0.1 per litre of water
- Only 5kgs salt and 10kw of electrical power is required for 1 million litres water
- More than 1300 locations already operating in India
- Capacity ranges from 50K litres to 300 million litres per day
- Approved user by UN, WHO, 8 State governments, Indian Railways
- Recommended by Ministry of Drinking Water & Sanitation
- This process is used both for water sanitization and general sanitation
- Current users
  - PHED installations 661
  - Indian Railways 464
  - PSU's 57
  - Private organizations 78
  - Military Engineering Services or MES 28
  - Schools 13
  - Hospitals 6
  - Swimming pools 7
  - Village panchayats 52



RELEVANT EDUCATION,  
VOCATIONAL TRAINING,  
HEALTHCARE AND HYGIENE ARE  
THE FOUNDATIONS FOR ANY  
WORLD CLASS NATION

Krishan Khanna



## 6 Sanitation, Disinfection and Hygiene

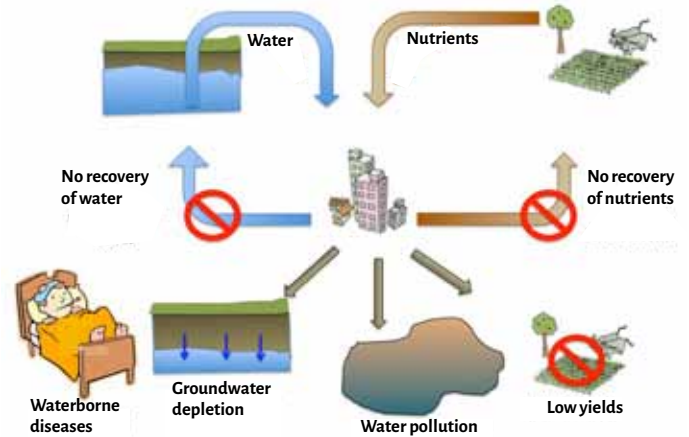
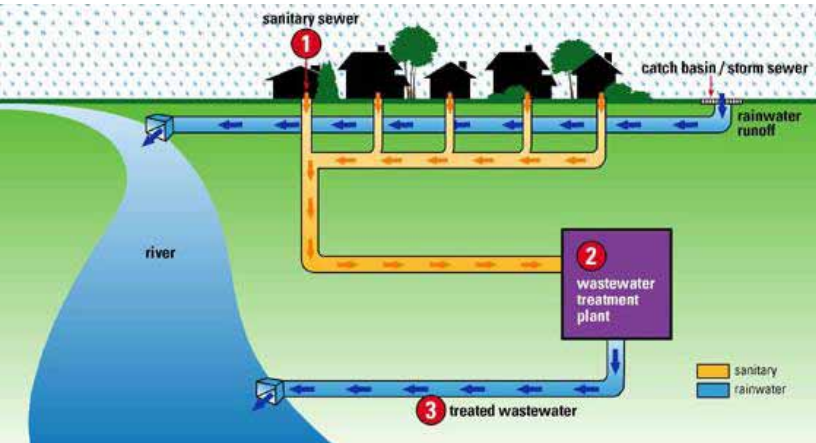
Sanitation and hygiene using on site equipment

- Agricultural uses
  - Farm buildings and farms, enclosures, poultry plants, harvested potatoes, mushrooms, seeds, fruit and vegetables
- Beverage plants
  - Breweries and wineries, carbonated beverage plants, fruit juice and cider plants
- Food processing plants
  - Egg breaking operations, fish processing plants, dairy industry, meat processing plants, canneries
- Institutional, commercial and home uses
  - Sanitizing food contact surfaces and non food contact surfaces, general disinfection, bathrooms, hospitals, canteens, drains and toilets, controlling mould mildew, asphalt or wood roofs and sidings, sanitizing dialysis machines



## 7 Sewage and Effluent treatments

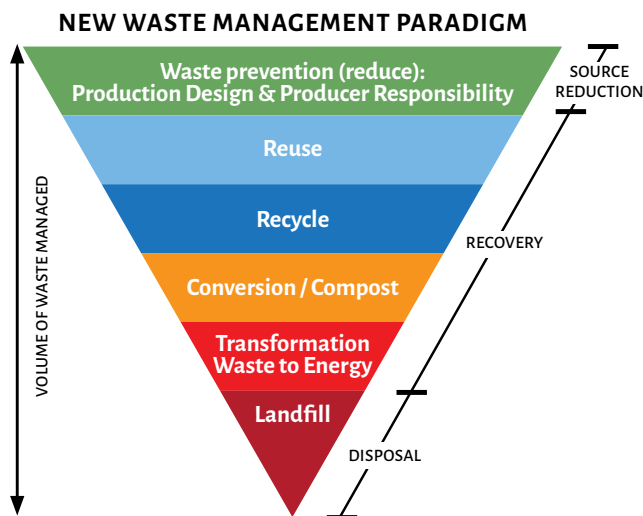
- Increases ambient oxygen and reduces carbon dioxide
- No mechanical components
- Zero maintenance
- No consumables required
- Hard water softened
- Scaling prevented
- One-time investment and no recurring costs
- Presently treating 510 million litres per day Sewage in sewage treatment



## 8 Solid Waste and Garbage Management

We use bio technology for recycling waste as it is a highly sustainable and environmentally safe solution. The inorganic treatment of organic waste is destroying the organic wealth of sewage which needs to be recycled back to nature as manure without chemicals and toxins.

- Works without electricity
- Inhibits virus & pathogens
- Bio-Rich output
- Nitrates remediated and heavy metals remediated
- No odor
- No sludge
- No emission
- Low capital cost
- Low operating cost
- Environment friendly
- Presently treating 810 tons per day of garbage



## 9 Transforming India publication

Order *Transforming India*, print and distribute with your company logo to employees, clients or anyone else as part of your CSR effort.

This invaluable and meticulously researched material by *i Watch* offers solutions to civil society, the youth and unemployed to transform India. It is available in 12 Indian languages plus English. See the inside back cover for the full set.

*Transforming India* brings about awareness of problems that India faces which keep her from achieving the greatness she is capable of.

- Importance of Human Resource Development i.e. pre primary, primary and secondary education for all
- Vocational Education and Training for employment generation
- Need for the complete deregulation of Higher, Medical and Technical education
- Importance of exports and tourism for quality, cost and competitiveness
- Need for good governance to remove corruption and to improve quality of life for the ordinary citizen of India

# CSR

## The new gamechanger

Corporate Social Responsibility (CSR), as defined by United Nations Industrial Development Organization (UNIDO), is a management concept whereby companies

integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (Triple-Bottom-Line-Approach), while at the same time addressing the expectations of shareholders and stakeholders (which is wealth creation and ensuring profitability).

CSR is NOT charity, philanthropy and dishing out a few freebies. CSR activities have to have a well defined social impact that is measurable, replicable and sustainable.

Corporate Social Responsibility practices in India sets a realistic agenda of grassroots development through alliances and partnerships with sustainable development approaches. The cornerstone of CSR in India is the coming together of all stakeholders in shaping up a distinct route for an equitable and just social order.

CSR in India, especially with the enactment of the Companies Act 2013, has to be seen as benefiting and improving the quality of life of the impoverished and marginalized sections of society viz., SC's, ST's, OBC's, minorities, etc.

The effort is to understand CSR as being central to sustainable business by corporate citizens so that it becomes integral to the process of economic and social development of India.

The Government of India has made Section 135 of Companies Act 2013 and the CSR Rules applicable with effect from 1 April 2014. Hence, all the companies which satisfy the CSR criteria will have to undertake CSR activities under the new CSR regime during financial year 2014 – 2015. This step appears to have been taken by the Government in its efforts to bolster societal developmental projects with the professional management capabilities of the private sector.

CSR, as enshrined in the Companies Act 2013, looks to remove ambiguities with regard to initiatives by corporate in the name of social development. Section 135 of the New Companies Act 2013 brings in a new regulatory stance for companies while enabling them to undertake CSR programs for social development. The focus areas mentioned in schedule 7 of Section 135 have been mostly aligned to the Millennium Development Goals like poverty alleviation, hunger eradication, reducing child and maternal mortality, environment conservation and supporting social business.

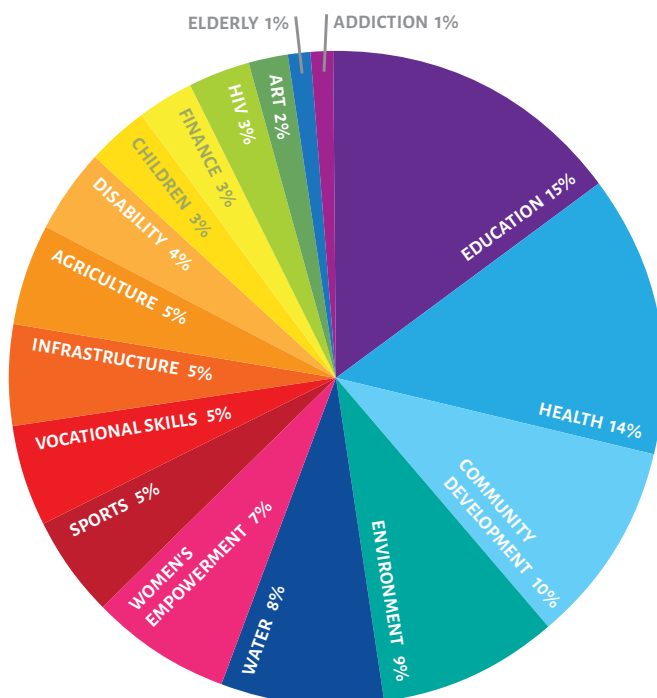
CSR as seen in the Companies Act 2013 has the potential of reducing the concentration of wealth and economic power in the hands of few and removing inequality. CSR is not an alternative or a standalone solution to the social problems but should be understood as a catalyst to augment the government's efforts.

In this context, the emerging and fast growing social enterprise (SE) ecosystem has a lot to gain in terms of funding, partnerships and skill development. Through CSR, companies can help SEs to grow and become profitable in multiple ways.

It will be pertinent to note that though there is a growing consciousness in the area of CSR among the Indian Companies, there is a need to bring all the actors — governments, corporate sector, civil society and other stakeholders — together so that they can collaborate to make a significant impact towards the national goal of inclusive growth and development establish a national platform which can function as such an enabler. Such a platform also needs to have the commitment of the government, the professional practitioners and the trade and industry chambers.

In the light of the above scenario, the Indian Institute of Corporate Affairs (IICA) has established the National Foundation for Corporate Social Responsibility (NFCSR). The overall mission of the Foundation is to help create a national platform for the corporate sector to work in partnership with the Government, Non-Governmental and Civil Society Organizations and local community organizations and to work together in the field of CSR. The foundation will have an independent governing structure, managed on a day-to-day basis by a Secretariat.

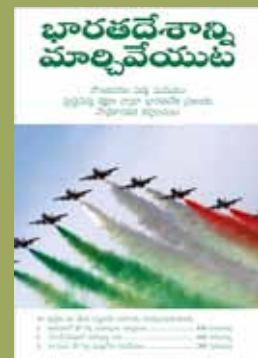
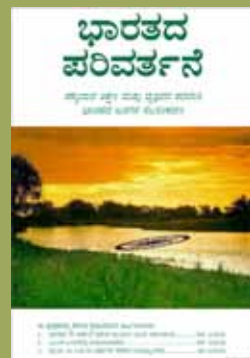
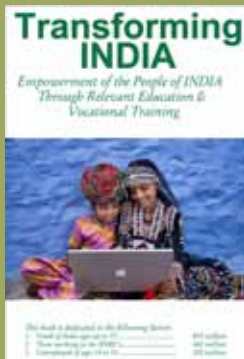
**THE CAUSES INDIA INC SUPPORTS**  
A sectoral break up of CSR spends of the top 100 companies



SOURCE CSRidentity.com

Order *Transforming India* by Krishan Khanna and personalize for your employees, clients and others.

Published in English and 12 Indian languages



Don't plan your CSR in the dark

*i Watch*

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krishan@wakeupcall.org · www.wakeupcall.org