

CII uniquely undertakes a value based approach to measuring social value. That helps companies improve bang for every buck of CSR spend.

This is CII's unique value add to companies at time when methods and processes of measuring social values have been commoditized.

CII is the organization that companies trust to maximize impact through better CSR.

We've helped companies develop vision for social change, CSR strategies, conduct non-rating based NGO assessments, and conducting various studies including baselines, needs, and impact assessments, Human Development Index & Quality of Life and social return valuation.

### Illustrations of our value add

#### Social Return on Investment (SROI)

**Outputs:** SROI values of 37.4 for livestock development and 8.76 for watershed development, on investments of Rs 0.46 cr and Rs 1.8 cr respectively.

**Value to company:** Understand the value of social capital created, enable portfolio analysis and strategic decisions; identify strategies to maximise social value.

**The company:** Conglomerate with market cap of Rs. 3 lakh cr and a turnover of Rs. 50,000 cr; CSR projects in 26 States, covering 182 districts with annual CSR spend of Rs. 250 crore.

#### HDI and QoL

**Outputs:** HDI of the project area was 0.473, using UNDP methodology. QoL was 4.7 out of 10, based on 10 parameters related to standard of living of individual family.

**Value to company:** Appreciation for CSR and R&R work from MoEFCC; identify improvements in implementation and long-term planning for projects.

**The company:** Mining division of a core infrastructure company with revenues of Rs. 70,000 cr. The study was conducted for one of the most backward areas of Chattisgarh.

## Community Needs Assessment

**Outputs:** Specific needs assessment for communities affected by mixed land-use development project in Colombo; captured perspectives of other stakeholders including Sri Lanka government, local administration, and project partners.

**Value to company:** Specific recommendations on community development projects with a view to build on the positive image of the company amidst growing tensions between community and government.

**The company:** One of the fastest growing real estate development companies in India, with operations in South Asia and Africa. CESD has been helping the company on strategic sustainability inputs for the past five years.

## NGO Assessment

**Outputs:** Identified, assessed, and recommended an NGO using due-diligence methodology and CII's proprietary NGO Assessment framework.

**Value to company:** The company could appreciate capabilities and capacities of the NGO with respect to their specific requirements for vocational skills development programme.

**The company:** Holding entity of over 100 years old diversified group.

## Needs and Impact Assessment

**Outputs:** needs and impact assessment reports with specific and actionable recommendations, and positive and critical feedback from beneficiaries and other stakeholders. 360 degree impact assessment of schools students was the highlight among all projects.

**Value to company:** CESD recommended programmatic interventions and strategically aligned to business priorities. The company has since made transition from one-off disjointed interventions, made corrections to ongoing projects.

**The company:** Corporate foundation of core infrastructure company in India; implementing CSR initiatives in 12 states 21 sites, 1470 villages and towns across India. Studies were conducted across five locations in four Northern and Western States for projects in health, education, livelihoods, and rural infrastructure projects.

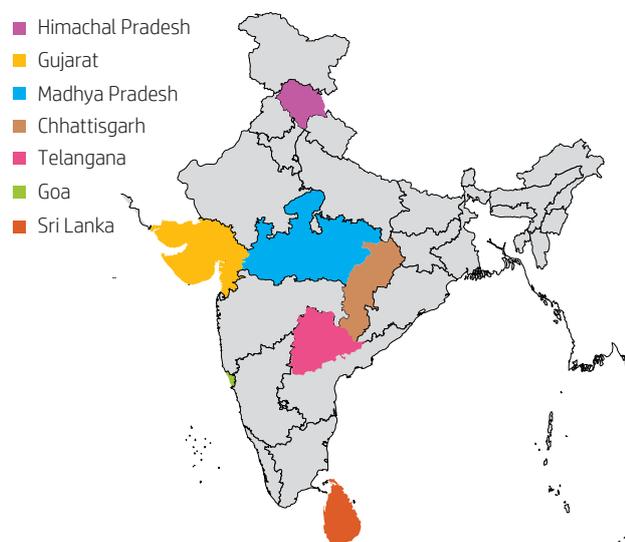
## CSR Strategy and Annual Planning

**Outputs:** Developed and built capabilities on CSR vision, strategy, and plan for FY18.

**Value to company:** Instilled thinking and culture of long-term sustainable CSR planning and practice; able to better manage ad-hoc and varied stakeholder expectations.

**The company:** In the business of fertilizers, pesticides, and specialty nutrients. Eight manufacturing units located in Andhra Pradesh, Tamil Nadu, Maharashtra, Gujarat and Jammu and Kashmir.

## Geographical areas covered



## Development areas covered



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