



Confederation of Indian Industry

Compendium of CSR Activities in West Bengal

Foreword



Following the enactment of Companies Act, 2013, India's CSR landscape has gone through a radical transformation. Indian industry has started embracing the law by incorporating it within the organizational framework. While the veteran CSR practitioners have streamlined and scaled up their erstwhile voluntary CSR spending, the new players have been instrumental in bringing innovative models to the table and catering to a wider population.

Within this short period, the industry has realized that the role of the workforce in conceptualizing and implementing CSR initiatives is immense. Therefore, a number of companies have constituted a separate team to look after their respective CSR activities.

We need to leverage the collaborative efforts by the Government and private players in development sector to achieve a holistic growth of Indian economy based on the principle of social equity. It is important for the industry to strategize their CSR spending in order to fit into the requirements of the existing legal structure. Also, more emphasis needs to be given on documenting every tangible intervention made by different CSR players. For past many years, Confederation of Indian Industry has played a constructive role in creating an ecosystem for the industry to get engaged in CSR activities more actively.

Today, I have great pleasure to unveil the 1st edition of CSR Compendium for CII - West Bengal capturing and showcasing best CSR practises adopted by its member companies.

I thank all the contributors for sharing their encouraging case studies. I would also request members to contribute their case studies and success stories which may be incorporated in the future editions of the compendium. Please go through this CSR Compendium, and send us your feedback/learning at chairmanwb@cii.in.

A handwritten signature in blue ink that reads "P. Kaul". Below the signature is a horizontal line with two small dots underneath it.

Ms Pallavi Kaul
Chairman
CII West Bengal State Council

SUCCESS STORIES BY CII MEMBERS



Allied ICD Services Ltd.



I feel that it's very important for organizations to take up certain social responsibilities and to address social issues. We have a tendency to ignore the various societal concerns due to our work pressure and other commitments. However, I believe that it is necessary to take out some time to reflect on the ones who are less fortunate and to help create a better atmosphere for them.

It is tough to reach people at the grass root level without investing a lot of time and resources. Hence I feel that working with an organization that is dedicated and honest in their social activities is the right approach. We have been happy to have been working with one such organization, The Hope Foundation and we wish them the best of luck for the continuous work they are putting in to improve our society.

Mr Pramod Kumar Srivastava

Director & CEO

Allied ICD Services Ltd.

About the Company

Allied ICD Services Limited is the custodian of ICD Durgapur in West Bengal. Inaugurated in 2006, the ICD is situated in the Burdwan District and is very close to major highways NH2, NH6, and NH41. Allied ICD Services Limited is a part of 'The PDP Group' - a renowned name in the Indian logistics industry. The group is popular for its expertise in international logistics especially in the areas of clearing and forwarding, warehousing, multimodal transportations and air-cargo.

Covering a total of 4.8 hectares of land, ICD Durgapur has a capacity of carrying 5000 containers per month. The inland port has an 'ISO 9001-2008' Certification and in 2014 it received the internationally recognized standard of an 'Authorized Economic Operator' (AEO) by Indian Customs.

CSR Initiatives

Allied ICD Services Ltd. has been working in close association with 'The HOPE Foundation.'

The HOPE Foundation, Kolkata aims to provide a better life to the underprivileged children and young people by



rehabilitating them in shelter homes and imparting them with quality education. They also provide a helping hand to the underprivileged adolescents and women of the city. As a part of Corporate Social Responsibility, Allied ICD extends its support toward their cause to help build a better society.

The experience of lighting smiles in the face of the little ones has been enlightening. The company is committed to supporting the vision of the Hope Foundation of creating "a world where it would never hurt to be a child." Allied ICD has conducted various interactive sessions with the children. The company has gifted clothes, stationery and books, provided a range of indoor games, as well as gifted different sports equipment to encourage involvement in extra-curricular activities for the overall development of body and mind.



A few afternoons spent with these children have been a pleasant experience for everyone involved. Allied ICD participated in the 2015 Daan Utsav in October by visiting 'Bekind Boys', a Shelter Home managed by 'The Hope Foundation, India'. The residents were given

new clothing for the upcoming Durga Puja festival. The kids recited poems, sang songs and even put up a special dance performance for their visitors! They were ecstatic on receiving the gifts.

In the month of June, Allied ICD employees visited the 'Ashar Alo' Shelter Home for Girls and spent an afternoon with the residents. The girls played their musical instruments, sang songs and shared their experiences of staying at the Home. Allied ICD team gifted them with watches, teddy bears, board games, MP3 players, etc.



Avishkar Srivastava, Strategic Planner at Allied ICD Services Ltd. had initiated the CSR activity after a meeting with Mrs. Geeta Venkadakrishnan, Director of Hope Foundation. He said, "Our experience with The Hope Foundation has been truly wonderful. During my very first meeting with Geeta ji, I realised the hard work that she has been putting in and the vision that her team has for the development of our society. I was very impressed by the activities carried out by her team. I wanted our company to play a role in their mission of bringing a change in the lives of children and young people. We all have had a great time visiting the kids at the various Shelter Homes and we are glad to be closely associated with The Hope Foundation."

The employees at Allied ICD have visited other shelter homes in the past year as well and are eager to meet new residents in their upcoming visits!