

## COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement: 2019 to 2021

### Part I. Statement of Continued Support by the Chief Executive or Equivalent



**MAKE GIVING COUNT**

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Dear UNGC Stakeholders,

I am happy to confirm Charities Aid Foundation (CAF) India's commitment to the ten principals of United Nation Global Compact. We actively promote and support Sustainable Development Goals through our work. Our Communication on Engagement with United Nation Global Compact has been attached for the reference.

CAF India's value and ethos are in alignment with the ten principles of UNGC. Therefore, our work, on various themes and causes, contribute towards the achievement of the Sustainable Goals. We partner with other organizations to create a cohesive ecosystem for bringing efficiency, efficacy and sustainability in the developmental work. Our more than two-decade-long history is a testimony of our obligation for bringing equality and equity to the world.

This Communication on Engagement documents our work between March 2019 and March 2021, which is an evidence of our support to UNGC and its Principles. We wish to continue our association in future as well.

Regards,

  
Meenakshi Batra



## Part II

### CAF India's march towards United Nations Sustainable Development Goals

#### **SDG1: No poverty**

To work towards the first SDG, CAF India has implemented a number of skilling and livelihoods programmes that have ensured jobs and entrepreneurial opportunities for rural communities, women, youth and persons with disability.

#### **SDG2: Zero hunger**

Putting food on the plate of children, adolescent girls, women and members of deprived communities CAF India has waged a war against malnutrition. Their interventions have reduced child stunting through nutritious food in school; raised awareness among pregnant women and adolescents' girls about the importance of good nutrition. Farmers (marginalised and Dalit women in particular) have been trained on nutrition sensitive and climate-smart agriculture. These interventions have not only enhanced the productivity of farmers but have also improved the productivity of farmers.

#### **SDG3: Good health and well-being**

CAF India has provided affordable primary healthcare, treatment for communicable as well as non-communicable diseases, complex surgeries and also supported mental health. The interventions have been able to reduce maternal and child mortality through health and nutrition programmes. The organisation has provided support to treatment of patients (children, in particular) with cancer, heart disorders, and thalassemia. Patients suffering from ophthalmic diseases, such as glaucoma and cataract got a new lease of life through CAF India's health interventions.

Besides this, CAF India has extended holistic support to people affected with HIV/AIDS, through healthcare, awareness and emotional succor. The patients have battled stigma to lead a dignified life.

#### **SDG4: Quality Education**

As one of the most significant drivers of sustainable development, education has been the largest area of CAF India's interventions. The programmes range from early childhood education to higher education and vocational training. Young girls, children with special needs, and children from deprived communities and stigmatised communities (like those affected by leprosy or HIV/AIDS) have benefitted from CAF India's programmes.

CAF India has been able to get effective learning outcomes in language, math and STEM subjects. This was done through teacher training, virtual classrooms, activity-based learning kits, school libraries, and remedial and bridge education. Students were also educated about sustainable living and sensitised about gender issues

Besides this, CAF India supported scholarships, especially for the girl child and supported braille and ICT-technology enabled education for the visually impaired

#### **SDG5: Gender equality**

Promoting gender equality has been one of CAF India's key focus areas. Its programmes on education and livelihood have been focused specifically on girls and women, thereby promoting gender equality. The interventions have made several underserved girls and women digitally literate, improved their access to welfare schemes, helped them plan their career, and empowered them financially.

#### **SDG6: Clean water and sanitation**

CAF India has multiple interventions to address the looming water crisis and ensure access to clean water. In villages, groundwater levels significantly improved after farmers were provided with the infrastructure and training through the water stewardship programme. At the same time, CAF India helped citizens take charge of their drying lakes through a technology-based approach. The organisation also helped install, community-owned and operated drinking water stations to provide access to safe and affordable drinking water.

Besides, this CAF India has piloted urban sanitation and wastewater management programmes, created open defecation-free environments by building toilets in both rural and urban areas. The organisation also provided low-cost sanitary napkins and promoted good Water, Sanitation, Hygiene, Menstrual Hygiene and Nutrition (WASHMAN) practices.

#### **SDG7: Affordable and clean energy**

Energy from the sun was harnessed to power villages that lived in darkness for years. Solar-powered grids have been used to for street lights, water purification, irrigation and running ICT labs. Schools too, have been turned into green campuses by optimising energy efficiency, reducing air pollution, minimising waste generation and promoting judicious water consumption.

#### **SDG8: Decent work and economic growth**

People from rural and deprived communities have been given a chance to live their lives with dignity. CAF India has been provided training to these communities so that they can run agro-based, and handicrafts-based enterprises. Women have been skilled through a 'business school' honing their technical and entrepreneurial skills.

#### **SDG9: Industrial innovation and infrastructure**

CAF India is contributing to promoting industrial innovation now and in the future by educating children in STEM subjects and providing ICT technologies for schools, youth, women and the elderly.

#### **SDG10: Reduced inequalities**

To create an equitable society, CAF India promotes social and economic inclusion of all genders, ages (including the elderly) and for persons with disabilities in all its programmes on education, livelihoods and access to social security schemes.

#### **SDG11: Sustainable cities and communities**

CAF India is supporting programmes for developing infant, toddler and caregiver-friendly neighbourhoods in cities through suitable infrastructure, services and systems.

#### **SDG12: Responsible production and consumption**

Through all its programmes, CAF India has promoted responsible use of natural resources, especially water. The organisation has been successfully able to inculcate this element in its education programmes, as children have been taught to use natural resources judiciously.

### **SDG13: Climate Action**

Through its Humanitarian Response work, CAF India is strengthening resilience against natural disasters.

### **SDG15: Life on land**

**CAF India has worked towards the** conservation of wildlife in India, such as tigers, the Asian elephant, the Asiatic wild buffalo, crocodiles and endangered bird species. These interventions have not only used mobile phone technology to reduce human-wildlife conflict, but have also involved communities for conservation and sustainable use of forest resources.

### **SDG16: Peace, Justice and Strong Institutions**

Through its programmes on empowering women, CAF India has helped reduce domestic violence against women and promoted child rights.

### **SDG17: Partnerships for the goals**

CAF India takes a partnership approach to meeting development goals. The organisation mobilises finance for projects, manages projects providing innovative technology-based support to various sectors; and shares knowledge across its multi-stakeholder platforms.

## **Description of Actions**

- CAF India worked towards strengthening the development sector through outreach and registration of the NGO Partners. We increased the robustness and credibility of their system & processes through validation and partnership. Also, we built their capacity through workshops and seminars. These steps would result in increasing impact of their work in achieving SDGs.
- We partnered with Times Network and Bajaj Alliance Group to present the “Care Heroes of India Award”. This was to recognize NGOs for the outstanding work they are doing to achieve equality, promote wellbeing, and encourage sustainable living.
- The footprint of CAF India has increased through various projects and interventions which facilitates reaching out to the most vulnerable and marginalized communities.
- The organisation is a core member of the convening group for establishing a **START Network** hub in India. The START Network attempts to expedite and enhance disaster response by engaging local actors.
- We also have a long legacy of Humanitarian Response initiatives. In the reporting period we have reached out to people in the states of Assam, Bihar, Kerala, Karnataka and Maharashtra, which faced a severe crisis during the floods in 2019. We also helped victims of Fani Cyclone in Odisha, and Gaja cyclone in Tamil Nadu. We also launched special campaign called Give4Veers to reach out to families of martyrs in the aftermath of the Pulwama attack. In the year 2020, we launched

a COVID response campaign along with a campaign to help victims of Amphan super cyclone in West Bengal and Odisha.

- CAF India has also developed various resources to help mitigate the crisis induced by any disaster.
- We also collaborated with governments of states such as, Rajasthan and Manipur for the encouraging the culture of giving in the states and help the governments to form supporting strategies.
- We engaged in advocacy for important issues like the rights and entitlements of the elderly and conducted an advocacy workshop for them.
- For FCRA Act Amendment in 2020, which affected the development sector severely, we did advocacy and policy level engagement with various stakeholders.
- We also raised several issues important for achieving SDGs. One of such effort was publications which increases empathy and philanthropy. Some of the important publications are **India Giving Report, World Giving Index (WGI)**, A study on '**Changing Landscape of Developmental Funding in India, Case-study in GCNI's compendium on '3rd Innovative Practices Awards'**'.
- We have used the multimedia to promote the cause of sustainability and wellbeing of everyone. In this process we partnered for a TV documentary series on CSR initiatives of corporates & NGOs called "The Change makers" which was aired in CNBC TV 18.
- We also conducted **SDG Drivers Forum** roundtable meeting on SDG 6 (Clean Water and Sanitation), along with a "**KNOW WATER**" campaign for safe and efficient usage of water.

## Measurement of Outcomes

- Registered 488 NGO partners registered on CAF India NGO Registration portal during 2019-2021
- 432 NGO partners were validated. This is one of the core competencies of CAF India that works with a mission to mobilize resources for the NGOs and engage with non-profit organizations in ways that make them stronger, dependable and more effective.
- 350 participants from over 160 NGOs covered under capacity building workshops, during the reporting period 2019-2021.
- CAF India's footprint reached out to 24 Indian States and 2 Union Territories for CSR and Employee Giving Initiatives.
- To support the NGOs and the community at large, CAF India has developed various resources to help mitigate the crisis. The link to access the resources is shared here:  
<https://cafindia.org/campaigns/covid-19/resource>
- CAF India is now the Annual Patron on the CSR Committee of Indo French Chambers of Commerce & Industries (IFCCI).
- During 2019-20 some of the Humanitarian Response initiatives carried out by CAF India are:
  - India floods 2019 - Distributing food, health-hygiene and education kits (477 families), renovation of damaged school buildings, providing agriculture inputs like seeds and livestock support to farmers in the States of Assam, Bihar, Kerala, Karnataka and Maharashtra
  - Fani Cyclone, Odisha - Health and hygiene kits for 1,000 families, health camps and health awareness drives for 35,000 people, shelter provisions for 300 families, renovation of schools, maintenance of community owned water bodies, toilet

reconstruction for 900 families, construction of toilet roofs for 2,040 families and WASH awareness sessions in schools.

- Gaja cyclone - Skilling and rehabilitation of livelihoods to farming and fishing communities (254 families) and Livelihood Support to Fishermen, Agriculture/Horticulture Farmers, Small Farmers/Vendors living on Poultry farming/diary animals and Small Petty Shop Vendors in Nagapattinam district of Tamil Nadu.
- Give4Veers - Support provided to wife of Martyr Maneshwar Basumatari from Assam to help her reviving her livelihoods
- The year 2020-21 witnessed a global pandemic and CAF India launched its appeal to support the communities at a very early stage, back in March 2019. So far, we implemented and managed 87 projects for supporting communities during COVID 19 for mid-term emergency response and long-term sustainability measures in 19 Indian States. Corporates, Individual donors, NGOs, media, NITI Aayog, government, police personnel, state government health departments, hospitals, doctors and officials are all part of this multi-stakeholder's program.
- We also supported the Amphan super cyclone affected families residing in the coastal regions of West Bengal and Odisha during 2020-21.
- In line with the thought to promote SDGs, CAF India organized **SDG Drivers Forum** roundtable meeting with corporates on SDG 6 (Clean Water and Sanitation) on 8<sup>th</sup> November 2019 in New Delhi.
- The Change makers – a TV documentary series on CSR in association with CNBC TV 18 supported by CAF India went on air this year. The series showcased CSR initiatives of companies and NGOs and applauds them for their good work. CAF India reached out to its corporate and NGO networks and invited them to be a part of the series.
- Ms. Meenakshi Batra, was an invitee speaker at the special CEOs session on the theme "Towards Resurgent India: Aligning Business with Sustainable Development Goals (SDGs)" at the UN Global Compact Leaders' Global Summit in May 2020 which was attended by over 12,000 people worldwide.
- Ms. Meenakshi Batra, CEO, CAF India was invited by Government of Rajasthan, to a consultation and invited to be part of the core committee for setting a up volunteering programme (on both curriculum development and practice) at all Rajasthan government run universities. The program will reach out to over 400,000 students.
- In recognition of the work that CAF India has been doing, the Government of Manipur invited Ms. Meenakshi Batra to speak at a CSR conference held at Imphal in September 2019. The workshop explored opportunities to attract CSR and other funding to the state.
- An advocacy workshop on the rights and entitlements of the elderly was organized in Karra Block, Khunti district of Jharkhand. This was under the NSE funded project where local level government functionaries participated in big numbers. We have also developed a resource handbook on government programs and benefits available to the elderly.
- Advocacy and policy level engagement on FCRA Act Amendment; Recommendations provided to NITI Aayog on support for CSOs in COVID times. Articles published in IDR, The Good Sight, Podcast with CAF America on FCRA.
- The **India Giving Report** was released in April, 2019. The report examined the philanthropic behaviour of Indians and found that nearly three quarters (72%) of those surveyed donated

money in 2018, either by donating to a charity, by giving to a church/religious organisation, or by sponsoring someone.

- The **World Giving Index (WGI)** was released in October 2019. This year, the WGI examined the average giving trends across the world for the past 10 years.
- A study on '**Changing Landscape of Developmental Funding in India**' was published. The report found that CSR law had considerably changed the funding landscape in India.
- CAF India's case study on its '**Bringing Children Back to School**' project was published by the UN Global Compact Network India in its **compendium on '3rd Innovative Practices Awards'**.
- CAF India is managing the country's biggest payroll giving and employee engagement program with over 250 NGO partners, CAF India makes corporate philanthropy count. Our payroll giving programme allows employees to give directly from their salaries towards causes they are passionate about and provide sustainable, on-going support to the charities of their choice
- Volunteering is integral to CAF India's core mission of promoting the culture of 'giving' and empowering communities. We believe that volunteering empowers the volunteer as well as the beneficiary. With our decade-long experience in managing volunteering initiatives and expansive NGO network across India, we are ideally positioned to channelize the passion and skills of employees in the right direction and match them to their preferred causes
- We have over 5000 NGOs database on CAF India online portal
- ***In 2019-20, CAF INDIA launched its "KNOW WATER" campaign*** to alleviate the water crisis by taking concrete steps. Corporate partners were invited to participate in Airtel Delhi Half Marathon (ADHM) support the cause. A spirited team of athletes from CAF India also participated at the ADHM. A consultation was also held, where companies talked about their interventions to address the crisis and discussed steps that need to be taken in future
- CAF India was conferred the **Changemaker Award 2020**, for the extraordinary contribution to CSR & Philanthropy from Shri Anurag Thakur – Member of Parliament & Minister of State for Finance and Corporate Affairs, Government of India.
- CAF India received a 'Certificate of Appreciation' by the Indo-French Chamber of Commerce & Industry at the IFCCI CSR Conclave & Awards
- On the #InternationalDayofKindness, Meenakshi Batra - CEO, CAF India received the prestigious Assocham India Women Achievers Award in the category of 'Best Women Leader in Non-Profit Sector'
- Meenakshi Batra, CEO, CAF India, received the prestigious "Social Women Leader of the Year" by GIWL Award 2019 at the Women Empowerment Summit held in Bangalore on 27th September 2019.
- CAF India presented with the 'Best NGO Partner for CSR' at the at the National CSR Leadership Congress & Awards in Bangalore
- For more information, please check: <https://cafindia.org/media-center/caf-annual-report>