

Report of 3rd DPE-UNICEF Joint Workshop on Capacity Building of CPSEs with focus on Identified CSR Themes for Aspirational Districts of Jharkhand

The 3rd interactive regional workshop is organised at Ranchi on 30 September and 1 October 2024 focussed on Aspirational Districts of Jharkhand. the objective of the workshop was to provide a platform for officials of district administration and CSR nodal officers of CPSEs to collectively brainstorm and get technical insights from state sectoral ministries and CSR experts on identified CSR themes. Around 130 persons including officials of DPE, NITI, ADs of Jharkhand, State Sectoral ministries/ Departments viz. The Department of Health, Department of Women, Child Development & Social Security, Department of Education, Department of Industries, CSR nodal Officers of CPSEs, UNICEF and implementing agencies participated in the Workshop.

In the inaugural session of the Workshop, welcome address was delivered by Dr. Rahul Kapse, Health Specialist, UNICEF Jharkhand. Shri Saurabh Rishi, Sr Specialist, NITI Aayog outlined the Aspirational Districts program and also various socio-economic themes adopted for the ADs. Dr. Sumantra Pal, Economic Advisor, DPE, delivered key note address. In his address Dr. Pal emphasized that CPSE CSR initiatives should complement government schemes, focusing on softer interventions like behavior change. The Inaugural session ended with Vote of thanks from Mr. Puneet Mittal, Partnership Officer, UNICEF.

In the first session of the workshop, representatives from various state departments shared their insights on key areas for CSR interventions. Abhishek Kumar Jha from Department of Education highlighted the challenges and needs in strengthening school education within government schools. Dr. CP Chowdhary, Director of Health Services, discussed the public health gaps that could be addressed through CSR activities. Ms. Jyoti from Department of Industries provided her perspective on CSR initiatives, while Shri Shashi Prakash Jha, Director of Social Welfare, emphasized the importance of focusing on malnutrition and outlined priorities for tackling this issue in the state.

In the second session of the workshop, representatives from various districts shared their successful CSR projects and insights, highlighting the types of interventions they hope to see through CSR initiatives. Mr. Manish Kumar, District Development Commissioner of East Singhbhum, discussed his experiences with CSR, while Mr. S.K. Bhagat, District Planning Officer from Ramgarh, highlighted local initiatives. District Development Commissioners Ms. Priya Shruti and Ms. Shrishti from Ranchi presented their efforts to improve maternal health, enhance antenatal care facilities, and address malnutrition. Additional contributions from District Planning Officers Shishir Tigga (Dumka), Kundan Kumar (Khunti), and Anup Kumar (Sahibganj) underscored the vital role of CSR in tackling local challenges.

Third session of second day of the Workshop featured best practices in Corporate Social Responsibility (CSR) from Central Public Sector Enterprises (CPSEs) in Jharkhand featured several key speakers. Shri D.S. Gariya from AAI highlighted initiatives like the Central Kitchen in Hazaribagh, which provides over 100,000 nutritious mid-day meals daily, alongside mobile medical units and solarization of schools. Shri Siddhartha Shankar Lal from CCL emphasized their diverse projects in health, nutrition, education, skill development, sports promotion and rural development. Shri Bhanu Prakash Semwal from IOCL showcased healthcare initiatives, including enhancements to Sadar Hospital in Khunti and the provision of bike ambulances to Dumka and Godda districts. Ms. Sonali Kumar from ONGC presented their rural electrification efforts and bore wells, while Shri Dhruvanarayan Mukherjee from

Vedanta Group concluded the session with insights on Project Nand Ghar, aimed at improving pre-primary education and nutrition. Each speaker underscored the positive impacts of their initiatives on local communities.

The concluding session of the workshop focused on developing corporate social responsibility (CSR) strategies for Central Public Sector Enterprises (CPSEs) in Jharkhand. Key experts presented various perspectives, including Dr. Rahul Kapse from UNICEF, who discussed health initiatives focusing on sickle cell anemia, and Pritish Nayak, also from UNICEF, who emphasized the significance of nutrition programs for battling malnutrition. Tanvi Jha, State Lead at CINI, shared insights on community engagement, while Nilesh Kumar from PSI India highlighted innovative social marketing approaches. Shri Om Prakash from the Centre for Catalyzing Change addressed necessary systemic changes for effective CSR implementation, and Ms. Ritu from EESL underscored the importance of integrating gender considerations into CSR strategies. These discussions collectively aimed to enhance the effectiveness of CPSEs in tackling health, nutrition, and other challenges in Jharkhand.

Following the session, a productive discussion took place among the Administrative Divisions (ADs), Central Public Sector Enterprises (CPSEs), and implementing agencies. Each district had a dedicated table for representatives from CPSEs and implementing agencies to collaborate with district officials on exploring potential partnerships. The primary aim was to strategize future CSR projects based on shared interests, guided by the principle of "One Aspirational District, One CPSE." This collaborative approach aimed to address the unique challenges of each district effectively.

The workshop resulted in successful mapping of Aspirational Districts with corresponding CPSEs, fostering valuable learning and the sharing of best practices. This collective effort is anticipated to enhance the effectiveness of CSR initiatives, leading to more impactful projects tailored to the specific needs of each district and promoting sustainable development in the region.