

# ASIAN PAINTS

## OBJECTIVE

A Mumbai-based paints company wanted to implement an employee volunteering programme as part of its Corporate Social Responsibility (CSR) initiative to get employees to spend more time on social causes. We came in to develop this project end-to-end, that included identifying and building a rapport with high performing, credible partners across 17 locations.



## SATTVA'S METHODOLOGY

To execute the programme, we first selected NGOs in each location. A few selection parameters to onboard these CSR partners included financial data, a check list of documents for due diligence, prior work experience, focus on emerging and underdeveloped areas in education (digital classroom/sports), ability to work in multi-stakeholder environments with agility, as well as provisions for infrastructure and events centred around schools. Partner NGOs were asked to come up with a programme plan – which

comprises of weekly activities, Infrastructure support and final culmination event, a crucial aspect for selection. The programme plan of activities by 23 selected NGOs was shared with the company's CSR team and we prepared the necessary internal communication to get employees to volunteer. We sensitised employees from our end by creating region-wise WhatsApp groups as a motivation tool as well as in-house workshops. To ensure on-ground activities functioned smoothly, we nominated points of contact (SPOCs) from within the company to oversee the same. Monitoring these activities was as crucial as initiating them and so we tracked its progress every week and sent it to the company.

## **KEY LEARNINGS**

This project clearly demonstrated that a company's CSR initiatives can be a great way to make the future generation more socially conscious and aware. Also, as a result of this engagement many employees were encouraged to continue volunteering with these NGOs independently. Through our efforts we managed to mobilise 695 employees who put in 2000+ hours of volunteering time. This project reinforced a positive perception of the company with its workforce across the board.

## **OUTCOMES**

23 partners onboarded across 17 locations

Total investment outlay: INR 55 Lakh+

695 volunteers engaged

2000+ volunteer hours contributed

7,234 beneficiaries reached

Focus Areas: Digital Literacy, Education, Sports & Life skills, Elder Care, Child Welfare, Health and Well-Being, STEM, WASH, PwD

## **BLURB**

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