



A REPORT I FOR INDIA

NATIONAL VOLUNTEERING WEEK

18 - 24 JANUARY 2017

CONTENTS



06

The Journey so Far



07

India@75 NVW 2017



08

Highlights of the Week



12

Statistics of NVW 2017



14

Social Media Dashboard



15

The Way Ahead



19

Calendar of Activities

Foreword

Volunteering is at the core of nation building. It encourages good citizenship and renders people with an environment where they can learn the responsibilities of community and civic involvement. With the ascending growth in India's development in the sphere of economy, infrastructure and urbanization, there are many hurdles that we come across in the form of poverty, inequality, unemployment, disparity in education etc. Given these stumbling blocks, it is essential to have planned cooperation and direct participation of people could definitely cause a revolutionary change in the state of affairs. Therefore, the India@75 National Volunteering Week (NVW) is celebrated every year to highlight citizen participation and the individual social responsibility of each and every Indian towards nation building.

The fourth edition of the NVW aimed to unite the rural and urban masses and collectively mobilise the people of our nation and volunteer for a cause that they believe in. It also provided a platform for government, non-profits and corporates to come together on one platform for planning the future role of volunteerism in India.

The selfless work being done by the people of our nation must continue and the



Government of India and the industry body must keep on providing avenues to optimise the creative energies of all volunteers. I am confident that the spirit of volunteerism will only continue to grow and spread among the masses leading to a new generation of selfless souls willing to contribute their best to the development of our nation.

ADI GODREJ

*Chairman, India@75 Foundation &
Chairman, Godrej Group*

Message from Director General



India@75, an initiative of the Confederation of Indian Industry (CII), symbolizes its developmental agenda. In 2007, India@75 embarked upon the outreach and advocacy for co-ownership of the vision that was validated through a pan India public reasoning process.

With the Union and State Governments acknowledging and also endorsing most of the vision elements like skilling 500 million people, creating 500 developed cities, housing for all, generating adequate non-conventional energy etc. India@75 moved on to creating synergies amongst the diverse stakeholders for collaborative and participative action to augment the efforts of nation building.

Technology and volunteerism have been identified as the key drivers cutting across

the vision elements to make the exercise participative and collaborative and also to enable outreach and scales with time constraints to achieve envisioned objectives on completion of 75 years of Independence. CII and India@75 have been celebrating National Volunteering Week (NVW) since January, 2014; endeavouring to aggregate the ongoing efforts of the stakeholders in the volunteering space, facilitate synergy and alignment to augment the Government initiatives, by ensuring impactful delivery of the various social developmental initiatives / schemes at the grass roots.

I would like to congratulate India@75 and all its partners for the commendable work done by them during the NVW 2017. There has been a monumental increase in the participation over the years. I am glad that India@75 reached out to 1401 villages and generated about 2,50,000 volunteer hours.

CII urges all its member companies to bolster the cause of volunteerism internally amongst its employees and open up greater avenues for them to contribute towards the development of the country. CII is committed to support volunteerism and through India@75 it has created a platform for stakeholders to converge. I wish India@75 success in their endeavours of citizen centric initiatives that will surely make the exercise more inclusive.

CHANDRAJIT BANERJEE
Director General
Confederation of Indian Industry

Message from Chairman

The India@75 National Volunteering Week 2017 report provides an insight into the efforts being taken by India@75 and its partners to drive the cause of volunteerism in India. India@75 has been persistently working towards promoting citizen engagement in India and I am happy to see it going from strength to strength with each passing year. This year India@75, through its partners, organized more than 1600 activities in about 70 cities and 1401 villages in India; mobilizing more than 1.5 lakh volunteers and generating about 2.5 lakh volunteer hours. This entire exercise would not have been possible without the enthusiastic support of all our partners i.e. the industry, government, non-profits, colleges and various volunteer groups. We thank you all for being a part of this journey and lending their time and services to make this week a grand success.

With more than 1.5 million NGOs working in India at the local, national and international level, we need more platforms like India@75 to integrate and aggregate the volunteering work being done by these organisations in silos and facilitate their interaction with the government and



industry resulting in a more cohesive and profound impact. I wish India@75 and all its partners and stakeholders involved the best of luck and look forward to an even bigger national volunteering week in 2018.

RAJAN NAVANI

*Chairman, CII Council on India@75 & MD,
Jetline Group*

“The opportunity to volunteer during the India@75 week gave me the chance to educate the girl beneficiaries about the importance of hand hygiene and break from work station for a social cause.”

SWAROOPA BANDARI
Genpact, Hyderabad

The Journey so Far



CII and India@75 have been celebrating the NVW since January, 2014 in an endeavour to aggregate the ongoing efforts of the stakeholders in the volunteering space, facilitate synergy to augment the Government initiatives, by ensuring impactful delivery of the various social developmental initiatives / schemes at the grass roots. In January, 2014, as a pilot run, India@75 with support from CII celebrated the NVW to sensitize, recognize and celebrate volunteerism in India with the theme 'Count Me In'. In 2015, India@75 was inspired by the Swachh Bharat vision of the Hon'ble Prime Minister and hence, the overarching theme of volunteering week was 'Swachh Bharat' which resonated harmonically with the vision elements of India@75. The main objective was to mainstream the industry with the national agenda on social developmental issues. NVW 2016, with the theme "I For India", was all about appreciating and understanding the work of individual volunteers across the nation. This week aimed to unite the nation in its spirits, intentions and most importantly in its commitment to engage Indians from all walks of life in celebrating, initiating and expanding the act of service for the common good.



India@75 NVW 2017

This year, the focus of India@75 was to reach out to rural India and increase people participation. As a result, our villages celebrated the NVW along with their urban counterparts generating more than 2,50,000 hours of volunteering. The week long activities comprised meal distribution, road safety, swachhta abhiyaan, emphasis on education & functional literacy, environmental awareness, tree plantation, health & hygiene etc. Individuals, community organizations, youth associations, homemakers, retired and active professionals representing all segments of the society pan India were engaged. Corporate and non-profit partners enabled the outreach and execution of activities in far flung remote areas.



Highlights of the Week

India@75 Conclave

The Week long celebrations of NVW 2017 concluded with a half day conclave at New Delhi themed 'Volunteerism: Key Enabler for Nation Building'. Mr Vijay Goel, Minister of State for Youth Affairs & Sports was the Chief Guest and delivered the key note address. He congratulated CII – India@75 for starting the NVW initiative and stated that 'India@75 must try and sustain volunteering beyond the National Volunteering Week and undertake activities that would have a long term impact on the ground'.

Distinguished panelists included Mr Shankar Venkateshwaran, Chief, Tata Sustainability, Mr Anshu Gupta, Founder, Goonj, Dr Dinesh Tyagi, CEO, CSC E-Governance Services, Mr Shrikant Sinha, CEO, NASSCOM Foundation, Mr Nishant Pandey, Country Director, American India Foundation amongst others. Panelists deliberated on issues like 'Building capacities at grassroots through Pro Bono' and 'Need of structured eco-system for volunteering'. The event was attended by various NGOs, Corporates and young volunteers.



During the event, some organizations also shared their experiences on volunteering and their association with India@75. Our partnership with CSC was talked about by Dr. Vashima Shubha as well as Mr. Praveen Arya, General Secretary of Ekal; In addition Ms. Kanika Pal, Soche Foundation, described how India@75 helped her foundation and Mr. Varun Kashyap from Lets Endorse talked about our Special technology initiative helping 100 NGOs create their Digital Foot print.



‘Pro Bono’ Development of websites for 100 NGOs

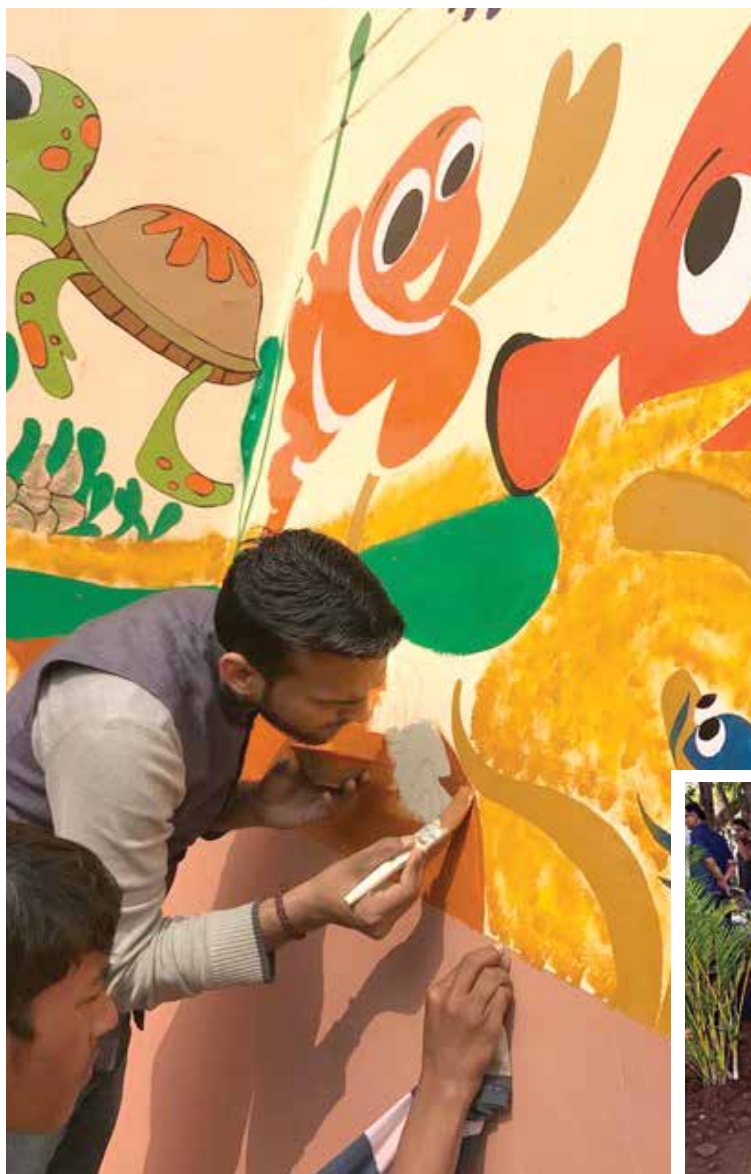
One of the niche aspects of our National Volunteering Grid is “Pro Bono” volunteering or consulting, wherein working professionals as well as knowledge resources help small, low resource, development organizations with their professional skills, offered on a Pro Bono consulting basis, to help them grow their reach and impact. These knowledge led services are in terms of Technology, Marketing, Human Resource, Financial Management etc., totally 7 business areas which are normally required for any organization, to help them in building their capacity.

During Pro Bono operations, one major weakness that was observed with NGOs was their low level of digital presence, leading to difficulties in propagating their business, lack of funding and awareness. As a special Initiative, India@75 decided to create the digital presence of 100 NGOs during the India@75 week, which in effect meant equipping them with a Website (where required) – which they could manage on their own, including content management, thereby reducing their dependency on third party service providers. This was done in collaboration with our technology partner “Let’s Endorse”. To enhance the marketing efforts of the NGOs, we also provided a Digital marketing toolkit, Digital Marketing services, Social Media Integration Capability, Payment Gateway Integration for online donations and training through a webinar on Digital Marketing in Volunteering week. The value delivered through the Pro Bono engagements in the last 6 months has been a phenomenal US \$ 1 Mn. PLUS!





Participation by Corporates



N VW 2017, supported by Tata Sons and Tata Sustainability Group, witnessed huge support from the industry. Various Corporates included Godrej, Cognizant, HDFC Bank, Genpact, Tata Teleservices, AIMIL Pvt Ltd. and McCoy group, participated in a big way for volunteering activities. Godrej organised a shoe collection drive at its Vikroli Campus in Mumbai and HDFC Bank organised a sapling plantation drive in south Mumbai. Cognizant and Genpact organised a host of activities across 8 cities in the areas of education, disability, health, etc. All these corporates also participated in each other's activities as well as those of other Non-Profits that resulted in a larger impact and a collaborative effort with synergy amongst stakeholders.





Rural Outreach

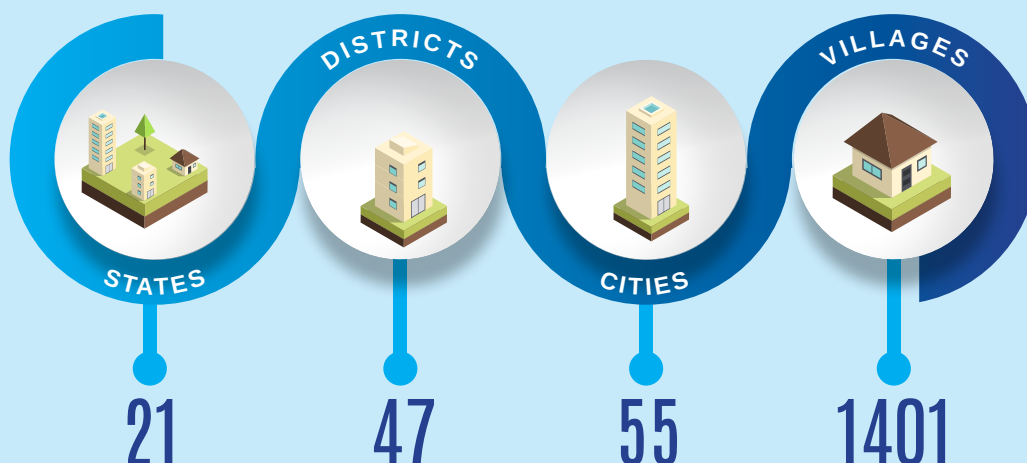
The root of India's economic problem lies in the poverty of its rural masses and can be solved by making the villages and their residents self-reliant, making use of their available resources, especially the strong social capital. With this aim, India@75 partnered with EKAL, an NGO working with the concept of "one teacher schools" across 53,000 locations in rural India, to take the Swachh Bharat initiative to the next level, going beyond single day activities to a sustained program. The 'Mera Gaon Swachh Gaon' Campaign was initiated during the NVW across 1401 villages in 47 districts in India wherein residents of these villages, including children and the elderly, got together to clean their surroundings and pledged their support to the swachhta movement. The villagers, including the children and the elderly, were first sensitized about the importance of cleanliness and then involved in a cleaning drive throughout their village. The activities culminated with each and every villager taking the swachhta pledge and assuring support to the Clean India movement on a sustained basis. There were more than 1,93,000 beneficiaries of this campaign.



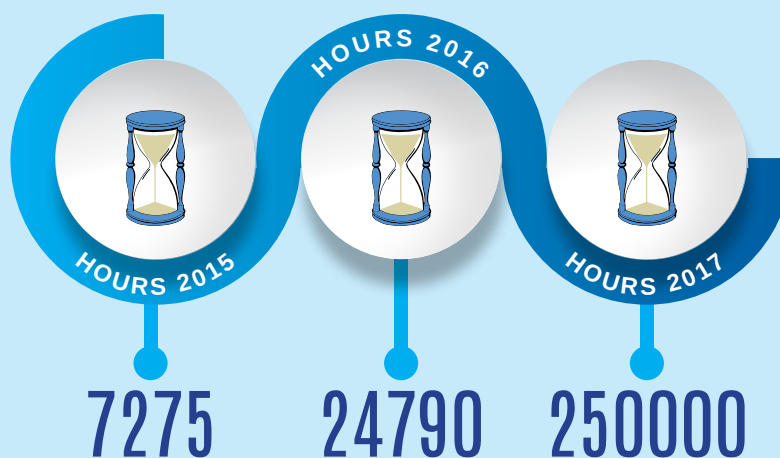
Statistics of NVW 2017



Geographical spread of activities



Rise in the number of volunteering hours



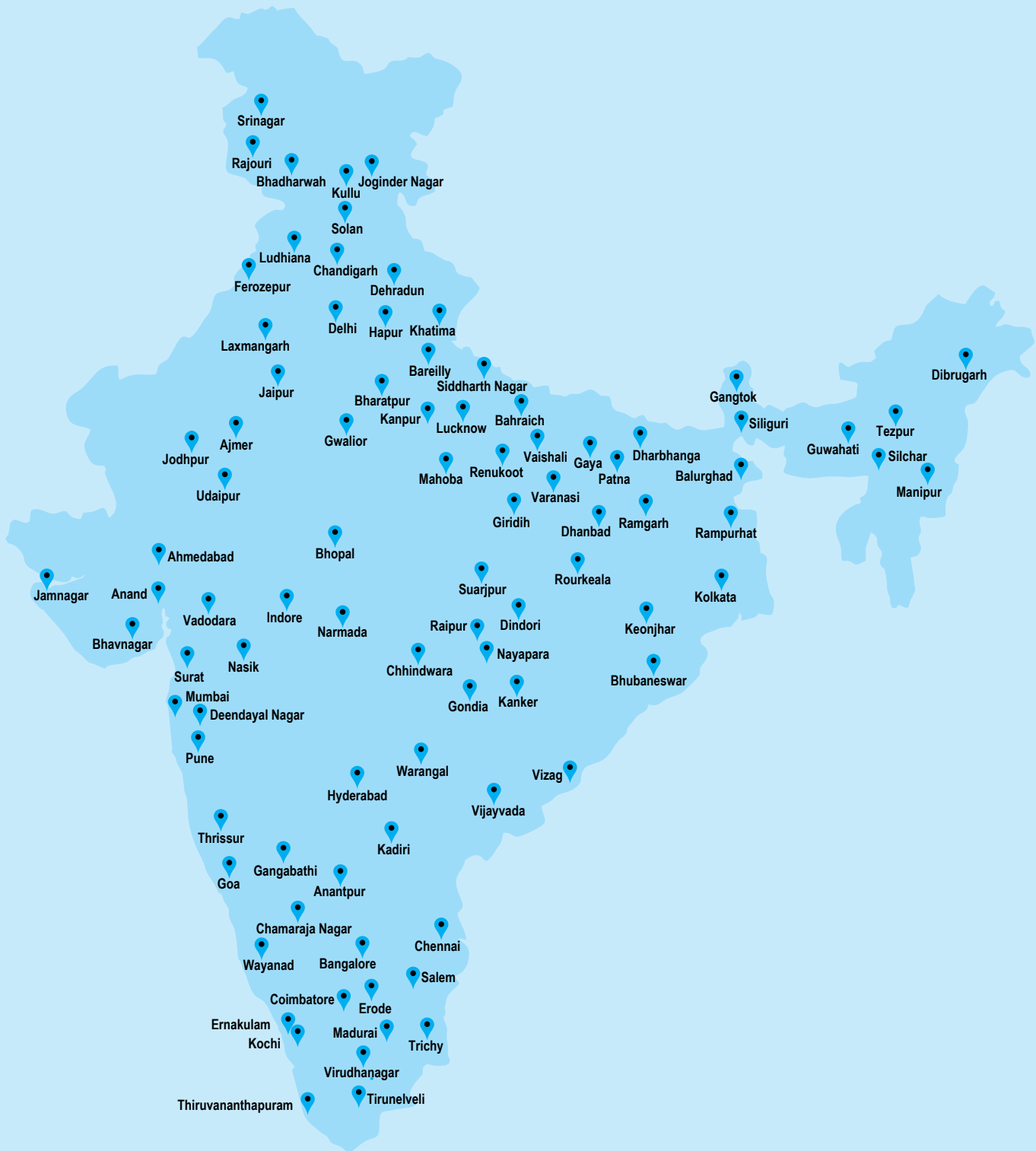
12,03,726.6

TOTAL NO OF
REACHED OUT PEOPLE

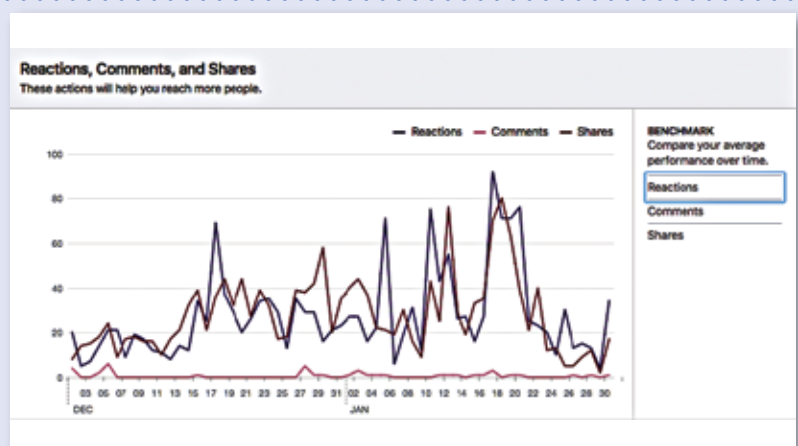
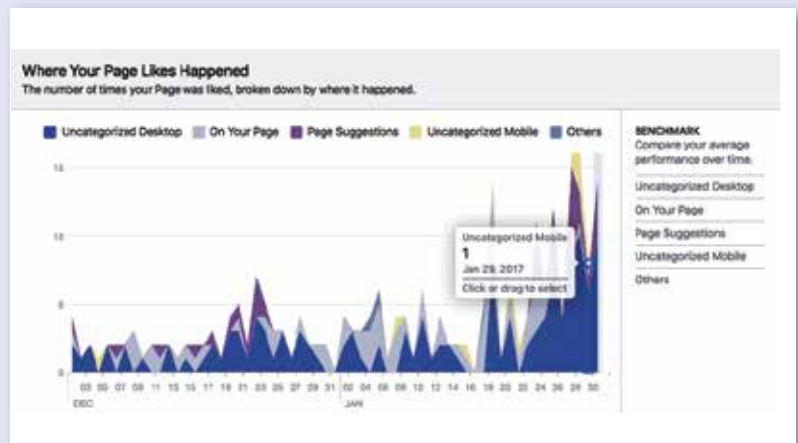
1,50,000

TOTAL NO OF
VOLUNTEERS ENGAGED

India @75 Footprint



Social Media Dashboard



The Way Ahead

In the coming year, India@75 proposes to reach out to 50,000 villages and 100 cities.

Public consensus is being generated for declaration of an Indian National Volunteer Day / Week similar to the UN Volunteer Day on 5 December and National Youth Day on 12 January. India@75 has been advocating for the declaration of National Volunteer Day and Week for meaningful engagement of volunteers. The idea is to simplify volunteerism for all sections of society, individuals, organizations, community associations, retired professionals, and homemakers etc. We need to pay special attention to involve retired professionals and officials as they have plethora of experience, domain knowledge and most of all time to invest towards nation building. Traction is building up emphasizing the need of national policy on volunteerism with a structured eco-system. This would enable engagement of Indians from different age groups, gender and profession; as well as from the stakeholders for impactful and tangible delivery, contributing towards nation building efforts through participative and collaborative action by the citizens.

Despite the fact that the voluntary/ participatory ratio is very high in India, due to the absence of any precise statistics, it is very difficult to estimate the number of volunteers and staff of the NGO sector as a whole. Therefore there is an urgent need to aggregate the data pertaining to the volunteering hours and economic worth being generated across the country.

Lastly, only emphasizing the “giving” without “acknowledging” or “assimilating” the knowledge of the people often weakens people’s self-help potential and curbs the growth of volunteerism among the people themselves. Therefore there is a growing need to reward Volunteers. People don’t start volunteering because they’re expecting a reward but it is important that India as a nation celebrates and values what the volunteers have done. Acknowledging the contribution made by volunteers can help volunteers feel valued and supported. Corporate leaders should devise reward strategies to acknowledge their employees who are taking time out alongside their job to volunteer regularly.

“Volunteering offers the chance to give something back to the society. It helps save resources, influence and inspire others to do their bit. For corporates, volunteering offers a relaxed, non-pressurized and creative alternative to an ordinary day of work. Activities such as volunteering for Swachh Bharat reinforce one’s sense of civic responsibilities.”

SONAL KADAR SHAH
Anybody Can Help, Mumbai





SUPPORTED BY

TATA SUSTAINABILITY GROUP



PARTNERS



India@75 National Volunteering Week, 18-24 January 2017

Calendar of Activities

Date	City	Activity	Execution Partner
18 January	Across 450 villages	Mera Gaon Swachh Gaon	Ekal
	Kanpur	Clothes Distribution for Bus Drivers & Conductors	PSIT Kanpur
	Kanpur	Old Age Home Visit	PSIT Kanpur
	Chandigarh	Signature Campaign on Protection of Child Rights	Enactus Panjab University
	Thiruvanthampuram	Awareness Session on Child Sexual Abuse	Young Indians
	Jamnagar	Fund Raising Activity: Sale of Crafts items made with Recycled paper to Fulfill the Need of Municipal School Students	Yuva Unstoppable
	Surat	Sensitization Sessions for Children on the needs of Senior Citizens: Visit to Old Age Home	Yuva Unstoppable
	Bhavnagar	Food distribution to the Needy	Yuva Unstoppable
	Bangalore	Support Sessions for Children with Disability	Cognizant
	Chennai	Teaching Session for Underprivileged Children on Multiple Locations	Cognizant
	Coimbatore	Table Tennis Coaching	Cognizant
19 January	Kolkata	Awareness Sessions on TB Control	Sukalyan
	Kanpur	Tiffin Distribution to the needy	PSIT Kanpur
	Pune	Career Counseling for 10th Std Students	SIBM Pune
	Madurai	Tree Plantation Drive	Young Indians
	Chennai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Ahmedabad	Health Awareness Sessions for Underprivileged Girls	Yuva Unstoppable
	Surat	Educating Slum Children About Importance of Education	Yuva Unstoppable
	Bangalore	Workshop with Children on Art & Craft from Waste Materials	Cognizant
	Chennai	Traffic Awareness Campaign on Multiple Locations	Cognizant
	Chandigarh	Health & Sanitation Workshop for Villagers	Enactus Panjab University
	Chennai	Teaching Sessions for Underprivileged Children on Multiple Locations	Cognizant
	Coimbatore	Table Tennis Coaching	Cognizant
	Delhi	Sanitation Awareness Workshops in Schools & Colleges	The Flush Mob
	Pune	Career Guidance Sessions for 10th Grade students and Awareness Session on usage of e-wallets	SIBM Pune
20 January	Across 450 villages	Mera Gaon Swachh Gaon	Ekal
	Delhi	Sanitation Awareness Workshops in Schools & Colleges	The Flush Mob
	Kolkata	Financial Literacy Workshop for at a Govt School	Sukalyan
	Kanpur	Recycling of Waste	PSIT Kanpur
	Chennai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Jamnagar	Cleanliness Drive in a Slum	Yuva Unstoppable
	Ahmedabad	Lunch Session in a Restaurant with Children of a Municipal School to educate them about Table Manners	Yuva Unstoppable
	Surat	Sensitization Session in schools on the Needs of Specially Abled Children	Yuva Unstoppable

Date	City	Activity	Execution Partner
20 January	Bangalore	Support Sessions for Children with Disability	Cognizant
	Chandigarh	Signature Campaign on Protection of Child Rights	Enactus Panjab University
	Bangalore	English Speaking Classes with migrant workers' children	Cognizant
	Coimbatore	Table Tennis coaching	Cognizant
	Delhi NCR	Module Preparation for Good Governance: Employees will help in making small governance modules for rural people	Cognizant
	Hyderabad	Soft Skills Sessions for Housekeeping Staff	Cognizant
	Kochi	Digital Literacy Sessions for Physical Security Team	Cognizant
	Jaipur	Gift an Organ Awareness Session	Young Indians
	Madurai	HNOP Campaign	Young Indians
	Pune	Dental Check-Up Camp	Young Indians
21 January	Delhi NCR	Teaching of Basic English, Maths, Science, Art & Craft	Cognizant
	Pune	Hygiene Awareness Session with Underprivileged	Young Indians
	Chandigarh	Clothes, Stationary Collection Drive	Enactus Panjab University
	Jaipur	Cleanliness Drive	Young Indians
	Madurai	Health Awareness Camp	Young Indians
	Kanpur	Flash Mob to Educate Society on Girl Child	PSIT Kanpur
	Trichy, Pune, Delhi	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Delhi NCR	Digital Literacy class for Children	Cognizant
	Delhi	Sanitation Awareness Workshops in Schools & Colleges	The Flush Mob
	Hyderabad	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Bangalore, Chennai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Mumbai, Jaipur	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Surat, Bhavnagar, Jodhpur	Workshop on 'Moral Values' for Municipal School Children	Yuva Unstoppable
	Kolkota	Digital Literacy class for House Keeping & Security Staff	Cognizant
	Mumbai	Be A Teacher for Evening Class	Cognizant
	Valparai, Coimbatore	ATR Talhunt Training for Students on Multiple Locations	Cognizant
	Virudhunagar	Teaching session for Underprivileged Children	Cognizant
	Bangalore	Volunteering in Akshaypatra Kitchen	Genpact
22 January	Across 501 villages	Mera Gaon Swachh Gaon	Ekal
	Raipur	Aesthetic Modification of a Public Spot	A Bunch of Fools
	Pune	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Pune, Chennai, Delhi & Bangalore	Food Donation Drive	Let's Spread Love
	Delhi	Story Telling Workshop for School Children	Genpact
	Delhi	Sanitation Awareness Workshops in Schools & Colleges	The Flush Mob
	Delhi, Bangalore	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Ahmedabad	Blood Donation Camp	Yuva Unstoppable
	Jodhpur	Food distribution to the Needy	Yuva Unstoppable
	Mumbai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Mumbai	Sessions with Children on 'Basic Science Experiments' in Tribal Villages	IIT Mumbai
	Chennai, Hyderabad	Awareness Campaign on "Follow Traffic Rules"	Bhumi

Date	City	Activity	Execution Partner
22 January	Varanasi	Ghat Cleaning	Sakaar
	Coimbatore	Reading session for Visually Challenged Students and Fun Based Activity for Autistic Children	Cognizant
	Delhi NCR	Digital Literacy class for Children	Cognizant
	Chennai	Old Age Home Visit	Cognizant
	Hyderabad	Sports Day Celebration with Government School Children	Cognizant
	Kochi	Digital Literacy for parents of students from all Cognizant Supported Schools	Cognizant
	Kanpur	Tree Plantation Drive	PSIT Kanpur
	Delhi NCR	Teaching of Basic English, Maths, Science, Art & Craft	Cognizant
	Nagpur	Spot Cleaning & Awareness Workshop on Swachh Bharat	iCleanNagpur
	Jaipur	Mid Day Meal Distribution with Akshaypatra	Young Indians
	Erode	Wall painting activity	Young Indians
23 January	Chandigarh	Fashion Show for Specially Abled Children	Enactus Panjab University
	Kanpur	Arts & Crafts Workshop with Waste Material	PSIT Kanpur
	Jamnagar	Workshop on 'Moral Values' for Municipal School Children	Yuva Unstoppable
	Chennai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Coimbatore	Table Tennis coaching	Cognizant
	Bangalore	Support Sessions for Children with Disability	Cognizant
	Bangalore	Basic English Classes for Migrant Workers' Children	Cognizant
	Bangalore	Evening Tuition for the support staff's children on multiple locations	Cognizant
	Bangalore	Soft Skills Training for Security Guards	Genpact
	Mumbai	Be A Teacher for evening class	Cognizant
24 January	Chennai	Awareness Campaign on "Follow Traffic Rules"	Bhumi
	Mumbai	Donation of Old Bicycles to Children in Tribal Villages	IIT Mumbai
	Coimbatore	Table Tennis Coaching	Cognizant
	Bangalore	Support Sessions for Children with Disability	Cognizant
	Chennai	Teaching Sessions for Underprivileged Children on Multiple Locations	Cognizant
	Virudhunagar	Teaching Sessions for Underprivileged Children on Multiple Locations	Cognizant
	Delhi NCR	Sports activities - football match	Cognizant
	Hyderabad	Soft Skills sessions for Security Staff	Cognizant
	Mumbai	Be A Teacher for evening class	Cognizant
	Madurai	Session on Health Awareness	Young Indians
	Chandigarh	Clothes & Stationary Donation Drive	Enactus Panjab University
	Mumbai	Tree Plantation Drive	HDFC
	Jaipur	Visit to an Orphanage	Gramiksha
	Indore	Flash Mob to Educate Society on Girl Child	Gramiksha
18-24 January	Mumbai	Shoe Collection Drive at Godrej Vikroli Campus	Godrej

Calendar of Activities in Rural Areas – Campaign on ‘Mera Gaon Swachh Gaon’ by Ekal

Date	Nodal City	Activity in about 30 neighbouring Villages
18-January	Bhadharwah	<p>Mera Gaon Swachh Gaon - under the Swachh Bharat Campaign in about 30 neighbouring villages in each nodal city. Various cleaning activities involving communities, school children being planned for spreading awareness as well as undertaking cleaning drives in villages</p>
	Rajouri	
	Udhampur	
	Kullu	
	Joginder Nagar	
	Bharatpur	
	Udaipur	
	Bahraich	
	Bareilly	
	Deendayal Nagar	
	Hapur	
	Lucknow	
	Mahoba	
	Renukut	
	Saharanpur	
20-January	Siddharth Nagar	
	Sultanpur	
	Khatima	
	Dindori	
	Chhindwara	
	Gondiya	
	Nasik	
	Narmada	
	Dhanbad	
	Giridih	
	Gumla	
	Ramgarh	
	Gaya	
	Vaishali	
	Kanker	
22-January	Nayapara	
	Surajpur	
	Dibrugarh	
	Manipur	
	Silchar	
	Tejpur	
	Balurghat	
	Rampurhat	
	Keonjhar	
	Rourkela	
	Kadiri	
	Warangal	
	Chamrajnagar	
	Gangavati	
	Salem	
	Wayanad	
	Firozpur	





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.



India@75, a CII initiative, that envisions an inclusively developed India in 2022 through collaborative and participative approach. Besides various initiatives under seven thematic areas, volunteering and technology have been identified as key enablers in achieving the India@75 vision. India@75 seeks to bring together all stakeholders in achieving holistic three dimensional development of India i.e. economic strength, technological vitality and moral leadership.

Prof C.K. Prahalad has been the inspiration behind India@75. CII adopted this vision in 2008 and established an independent foundation led by eminent corporate leaders to facilitate initiatives under the India@75 vision.



For more information
Visit: www.indiaat75.in



Follow us on twitter
www.twitter.com/indiaat75



Find us on facebook
www.facebook.com/Indiaat75



Reach us at
info@indiaat75.in