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Corporate Social Responsibility

Discussion at MCRHRD



V. LAXMIKANTH
MANAGING DIRECTOR,
BROADRIDGE FINANCIAL SOLUTIONS (INDIA) PRIVATE LIMITED

Ready for Next

Long History of Corporate Social Responsibility in India



Typically, Corporate Social Responsibility Achieved Through



Benefits of CSR: Influences Organization Reputation and Shareholder Value

POSITIVE BRANDING AND INCREASED CUSTOMER RETENTION

92% of consumers have positive image of companies that support social and environmental issues

Media Interest and Positive Imagery

WINNING NEW BUSINESS AND CONSUMERS WILLING TO PAY MORE

66% of Consumers Willing to Pay extra For Companies With Strong CSR

Enhancing Influence in the Industry
Competitive Advantage

POSITIVE IMPACT ON SHARE PRICE

95% measure of certainty of positive correlation of CSR with Stock Price especially Environmental and Ethical Social Responsibility

IMPACT OF CSR ON ORGANIZATION

GROWTH OF ESG INVESTING

ESG Funds Investing grew 42% over the last 2 years globally

INCREASED TRUST AND ENHANCED RELATIONSHIP WITH STAKEHOLDERS

3.2X Increase in Reputation and Trust Index Scores
Attracting and developing Happy Engaged Associates

Broadridge India and Corporate Social Responsibility



M VENKATARANGAIYA
FOUNDATION

Providing Education with MV Foundation

- Residential Bridge Camp at Hyderabad since 2007
- **2300+** transitioned from bonded labor to pre-education system; **1400** into formal education
- **80+** Higher Education and **10** have earned Bachelor's equivalent
- Few former students are now Broadridge Associates



SRI VIDHYAS
centre for the special children

Empower Special Needs Children

- Support from Broadridge and BR Associates in helping
- Construct a 5-storey learning center and staff support
- Residential facility, Medical Services, Yoga, Physiotherapy and Indoor multipurpose facility
- Supporting 160 children today. Up from 8 children 10 years



MAHILA DAKSHATA SAMITI
Serving the nation through serving its underprivileged women and children

Education for Poor Young Women

- Monetary Support and Volunteer Tutoring
- Girls from MVF School now studying in MDS Colleges



eVidyaloka
To Educate - Anywhere Anytime

Educating the Rural

- Digital Delivery of Education to Govt. Schools in Rural Areas
- Associates volunteering as Tutors

AKSHAYA
PĀTRA
Unlimited food for education

- Supporting Akshaya Patra Foundation in Hyderabad
- Food Kits for Girl Schools

Broadridge and Corporate Social Responsibility in Global Context

Broadridge has a longstanding commitment to making a difference in local communities across the globe. Our Corporate Social Responsibility program is focused on our commitment to Environment and Social causes and encourage Giving and Volunteering

- **Broadridge Foundation is at the core of Broadridge's social efforts and identified meaningful ways to engage with communities**
 - \$1.5 M in charitable contributions in response to Covid-19 pandemic globally in 12 regions
 - Additional \$1 M to causes that promote social justice including NAACP Legal Defense and Education Fund
- **Providing Education in India with MV Foundation**
- **Promoting Financial Literacy with the SIFMA Foundation**
 - Financial resources and infrastructure for educational initiatives
 - Teaching critical financial skills and decision-making strategies
- **Developing STEM skills with Npower**
 - Providing STEM – related educational opportunities to disadvantaged young adults
- **Volunteer Time Off:** Encourage associates to participate in their local communities for volunteer related activities

Technology is assisting in Social Good



Google AI For Social Good is Being Used in India to predict Floods and help in providing pro-active assistance to people who are potentially affected



Microsoft AI is partnering with Health Care Providers to help eradicate preventable blindness



Most Indian States (Telangana, Andhra Pradesh, Karnataka etc.) have embraced Open Governance and Technology for Citizen Transparency and digital transformation



Tamil Nadu Health System in collaboration with world bank has Digitized Health records for 36 Public Hospitals providing real-time health information



Globally ID2020 is a project which involves Accenture and Microsoft with United Nations and many NGOs to provide Digital Identity for those who are unable to prove verifiable identity and help them participate in mainstream

Corporates and Administrative Services can Leverage Technology Collaboratively



Agriculture

- Adoption of AI for Weather, Soil, Water conditions etc. to aid farmers
- AI Systems can help plan harvest cycles



Education

- Virtual Skills building
- Volunteer Teachers



Environment

- Waste Management
- Eco Restoration
- Energy and Emissions Management



Health Care

- Digitization of Health Records



Financial Inclusion

- Digital Financial Literacy and Education
- Digital



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Ready for Next

Communications
Technology
Data and Analytics