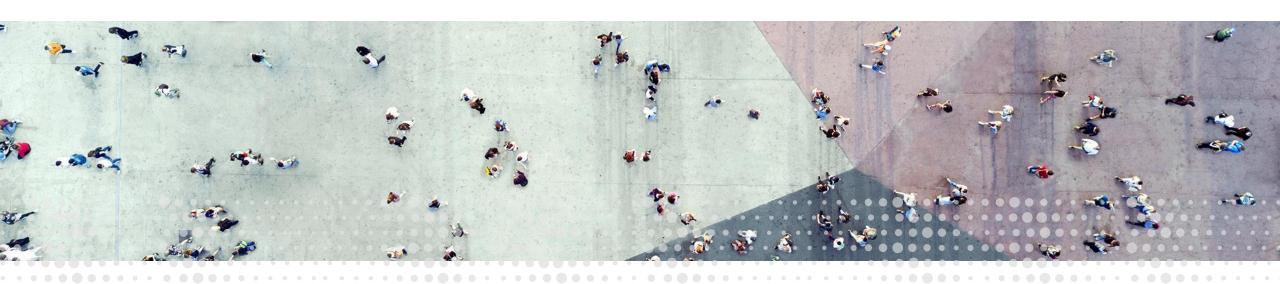


Corporate Social Responsibility

Discussion at MCRHRD



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

Long History of Corporate Social Responsibility in India

Pre 1850

Dynastic charity focused on "Local Social Justice Norms"

Construction of Institutions like Temples and places of worship which acted as important nucleus of social, economic, artistic and intellectual functions

Independence Phase

Industrialists' family contributing to social and economic good

Trusteeship concept – trusts for education and health care

Public Sector Driven

Social Accountability and Transparency driven by Public Sector instutitons focused on rural development focus

Academicians, Govt. and Business groups set-up national CSR Workshop

Limited Corporate Trusts

Liberalization

Public – Private Partnership

NGOs

Industrial growth leading to business contributing more to Community

CHARITY --→
RESPONSBILITY

Today

On April 1, 2014, india became the first country to legally mandate corporate **social responsibility**. The new rules in section 135 of India's companies **act** make it mandatory for companies of a certain turnover and profitability to spend two percent of their average net profit for the past three years on **CSR**

Continuing Importance of CSR and Impact Socially

Typically, Corporate Social Responsibility Achieved Through

PHILANTHROPHY

SOCIAL GOOD

Community education Helping the underprivileged and at-risk Health Financial support

ENVIRONMENTAL

ENVIRONMENTAL PROTECTION

Sustainability

Climate Support

Energy Ecosystem

Natural Resources

VOLUNTEERISM

ENCOURAGE ASSOCIATES

Team Volunteerism

Paid Time Off

Collaborate with Govt. and **Local Bodies**

LABOUR

ETHICAL PRACTICES

Support Diversity and Inclusivity

Ethical Remuneration



Ready for Next

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

POSITIVE IMPACT ON SHARE PRICE

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





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

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

Ready for Next

Broadridge India and Corporate Social Responsibility







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



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

Education for Poor Young Women

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



Educating the Rural

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



- Supporting Akshay 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





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 tp prove verifiable identity and help them participate in mainstream

Ready for Next





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