



# **INFORSE South Asia Newsletter**

## **Features:**

**India**

**Nepal**

**Sri Lanka**

**Bangladesh**

Dear Readers,

Welcome from the desk of Coordinator, INFORSE-South Asia!!

As you know that we had launched the half yearly e-newsletter on January 31, 2018, and now we are sharing the second e-newsletter of INFORSE South Asia. It is befitting that our second e-newsletter is being brought out at such a significant time for not only our network but also the global climate change community, as the UNFCCC-COP-24 is going to be held in December 2018 at Katowice, Poland.

Through this e-newsletter, we are sharing news about our various projects on Ecovillage Development in South Asia (EVD-SA) and the work being undertaken by our NGO partners from Bangladesh, India, Nepal and Sri Lanka in the promotion; as well as planning for the up-scaling of Ecovillage Development (EVD) programme in the region.

This issue also covers a few new case studies from the region, the reports of the sub-national workshops, awareness programme, training of trainers (TOTs) in Uttarakhand and Rajasthan. We have two main feature stories from India on the funding of development projects under the CSR (Corporate Social Responsibility) initiatives by the Indian Companies. Also included is the brief reports on the regional workshop as a part of the EVD-SA-II project completion process, which was held in Sri Lanka; as well as the two EVD-SA-II projects cum INFORSE National meetings held in Nepal and India. In addition, the e-newsletter also has the report of the participation of INFORSE & EVD at UN Climate Negotiation, and one of our members in Talanoa dialogue at Bonn on May 2018.

We also prepared, discussed and finalized the 'Guidelines for Membership and Functioning of INFORSE South Asia,' and the 'Five-year Workplan,' and approved them jointly by the INFORSE National Coordinators, INFORSE South Asian Coordinator and INFORSE International Coordinator.

INFORSE South Asia (INFORSE-SA) was formed in 1992 along with the formation of the International Network For Sustainable Energy (INFORSE), to serve the SAARC countries, though we had been more active in the four countries, namely Bangladesh, Indian, Nepal and Sri Lanka, where we have larger base of our members. Apart from one of the founder members of INFORSE, I had been elected and re-elected during this two and a half decades of the formation INFORSE South Asia. I am very happy to say that during this period we have seen the qualitative growth of this NGOs network, which has worked tirelessly to promote renewable energy and sustainable energy-based Eco Village Development (EVD) programme for serving the under-served and the marginalized rural communities, especially the village women.

During the period since the first e-newsletter, we have also inducted new members in INFORSE South Asia, from Nepal and India, and plan to induct more members during the next 6-12 months.

We hope, that this newsletter will also serve as a platform to share our ideas, opinions on issues and policies that are of importance to our members and other NGOs in South Asian region.

With very warm good wishes,

Engr. Raymond Myles,  
Coordinator, INFORSE-South Asia, and  
Secretary General-cum-Chief Executive,  
Integrated Sustainable Energy and Ecological Development Association (INSEDA).

31st October 2018.



## News in pictures

**Above:** EVD SA partners field visit to EVD villages in Matali, Sri Lanka, in August, 2018.

**Right:** EVD SA partners final meeting in Kandy, Sri Lanka, in August, 2018.

**Below:** National Event in Sri Lanka- National Dialogue on Sustainable Eco Village Development organized by Integrated Development Association was on 25th September 2018 in Kandy. With stakeholders from Ministry of Mahaweli Development and Environment, Ministry of Sustainable development, wildlife and regional Development, NERDC-Ministry of Science Technology and Research, Practitioners, INFORSE and CANSA network members, NGOs and other stakeholders

**Bottom:** Staff of Grameen Shakti from Bangladesh visited the EVD villages in Uttarakhand, India, in May, 2018, as part of regional knowledge sharing on the technologies in the EVD villages.





## News in pictures

**Above:** Mainstreaming and Scaling up of EVD- District Level Meeting on Eco Village Development in India on 7th June, 2018. Participants includes District Government officials, local NGOs and Block panchayats.

**Left:** Grameen Shakti organized a Seminar on "Eco-Village Development (EVD) in Bangladesh" for sharing experience, idea and view at Grameen Bank Auditorium on September 19, 2018. Govt. Official, NGO staff and academicians attended the seminar and gave their idea, opinion and feedback as well.

**Below:** National event: Knowledge and Experience sharing workshop on Eco village development concept was organized on 11 September, 2018, at Kathmandu. Participants included representatives from Bethanchok Rural Municipality, Ministry of Population and Environment, Ministry of Industry, Tourism, Forest and Environment from Province 3, and other distinguished participants from different organization.

**Bottom:** Sub National Dialogue in India- Sub National Dialogue on Eco Village Development was organized by INSEDA on 29th September, 2018 in Dehradun. With stakeholders from the State Forest Department, NABARD, Horticulture Department, and National NGOs from 4 different States participated in the meeting.



Contributed by Dumindu Herath, IDEA.

## Scaling up and Mainstreaming of EVD in Sri Lanka

In efforts of scaling up and mainstreaming the Eco Village Development concept in Sri Lanka, Integrated Development Association (IDEA) has successfully collaborated with two national development programmes. One being the Sri Lanka NEXT, 10000 Bluegreen villages development programme (BGV) coordinated by the Ministry of Mahaweli Development and Environment (MMDE) and the other, Grama shakthi peoples movement coordinated by the Presidential Secretariat of Sri Lanka. The BGV programme was launched as a result of Sri Lanka's commitment to the Paris climate change agreement under Sri Lanka NEXT initiative. In terms of EVD and BGV there are hardly any differences in terms of goals and development objectives, however the pilot EVD implementation and evidences gives EVD the edge to advocate on viable and practical solutions and approaches. With this foundation, IDEA has managed to build credibility to collaborate successfully with the BGV programme coordinated by MMDE. In this regard, IDEA is being actively involved in the BGV guidelines development process with EVD based recommendations and constructive inputs in improving guidelines prior to operationalizing the BGV programme island-wide. Several Expert consultation workshops have been conducted by MMDE with the consultation of IDEA experts and other relevant experts. IDEA too has co-organized a national expert consultation together with MMDE to improve BGV guidelines in consultation with relevant experts. This EVD and BGV collaboration is expected to be continued beyond the EVD project to help in upscaling the intervention.

EVD projects involvement in the Gramashakthi People movement (GPM) came in the form of training a selected set of development officials (who are assigned for Gramashakthi in the Matale district) in Village development Planning- ToT workshop in collaboration with Matale District secretariat. Trainees from this workshop have developed VDPs for their respective villages and submitted the plans to the district planning division which is to be highlighted as an outcome. Gramashakthi programme emphasizes on poverty eradication and livelihood development and falls in line with the EVD approach. The next progressive step would be the integration of EVD solutions in VDPs in terms of livelihood development and other priority sectors. IDEA's prospects in joining the Gramashakthi resource pool are quite positive which could effectively enable the efforts of mainstreaming EVD through the Gramashakthi channel while building capacity of relevant officials.



Above: ToT Workshop on Village Development Planning conducted for Development officials of Gramashakti People's Movement

Below: Expert consultation meeting for developing Guidelines for 10000 Bluegreen Village programme



Contributed by Mahmodul Hasan, Grameen Shakti.



## Training workshop on Eco Village Development

Grameer Shakti organised a 2 day long Training Workshop on Eco-Village Development at Paramount Complex, Singair Sub-district, Manikganj District from 10-11 August, 2018. Eleven Participants attended the Training Workshop who were mainly the local NGOs Officers. Two women staff from SolShare limited (Recipient of Momentum for Change climate change award 2016) also participated in the first day of the event which was inaugurated by .Mst. Mahfuza Khatun, Assistant Education officer of Singair Sub-district. On the second day a couple of presentations on the concept of climate change, development Eco-Village(EVD) as well as the implementation of EVD solution in the real field were given. Three Grameen Shakti Staff Mr.Mohammad Mahmodul Hasan, Manager, Mr. Abdul Arif, Manager, Mr.Md. Arafath Mostafa, Deputy Manager and Mr.Md.Harun-or-Rashid, Senior Sub-Assistant Engineer conducted the training program. During the workshop, the participants were divided into 2 groups and was given a typical village scenario. The participants sketched and developed their own village model and presented at the end of the session. They were also asked to write-down most three important factors for Eco-Village Development . The participant visited Ashulia Village for observe the biogas plant, bamboo-made slurry pit and home garden; Sudhkhira Village to see the solar water pump as well as solar houses; Khowamuri Village to visit the Solar Street Light, Heat Retained Cooker and solar home systems. The 2 day long training program ended by giving away certificates to all the participants.



## Participation in National Environment Fair 2018

As part of the EVD activities regarding the National Events, Grameen Shakti has participated in a 7 day long National Environment Fair, 2018, from 18 July ?24 July, 2018 which was inaugurated by Honorable Prime-minister of Bangladesh Sheikh Hasina at National Trade Fair Ground, Dhaka. Around 55 national organizations participated in the event. Grameen Shakti has showcased the model "Eco-Village" and appliances of renewable energy technologies in the stall. Several Government Officials, NGO Staff, researchers and general people have visited the stall and got information regarding Eco-Village Development.

The theme of Grameen Shakti's stall was, "Eco-village Development with focusing renewable energies".

Contributed by Shovana Maharjan, CRT Nepal.



### Orientation Program on EVD, Climate Change, and Environment to the Agent of Change

With the realization that the local government and other active members of the communities who can be considered as “Agent of Change”, needs to be sensitized about climate change and environmental issues, and familiarize them about the problems and solutions they can implement at the local level, CRT/N organized, **“Orientation Program on EVD, Climate Change, and Environment to the Agent of Change”** from 21-26 May, 2018, at the Six wards of Bethanchok Rural Municipality in collaboration with them.

While ward no. 3 also organized similar program to orient different group of people, EVD team was invited as resource person.

The program was organized in the presence of ward Chairman and other elected bodies from each ward. With this orientation and awareness program, there is better understanding amongst the participants about the concept of EVD, climate change and its impact on livelihood, and suitable mitigation or adaptation practices.

Objectives of the program were,

- To sensitize and orient the community members specially representatives from local government and active members about the Eco-Village Development Concept and its components.
- To provide Orientation to the participants regarding climate change science, climate mitigation/adaptation and through them to the community members.
- To identify potential EVD solutions that can be included in the coming fiscal planning document of rural municipality .

Altogether 272 people were oriented about EVD, environment, and climate change issues. About 40% of the participants were female.



## Transfer of Technology

Two Staffs of INSEDA were invited by ACREST to provide training on all the six green technologies under the EVD program of INSEDA. A 45-day training took place in the village of Bangang, Cameroon, where one of each technologies, viz, biogas plant, Heera (hybrid improved cookstove, solar dryer, Poly Green House, Rain water harvesting tank and compost basket ) were built, some were slightly redesigned to suit the local needs.

The technologies built in village Bangang has proved to be very useful for the locals and there are number of demands to built such technologies from the nearby villages.



## Training of Trainers

**Uttarakhand:** On 3rd and 4th July, INSEDA organised the first training on training of trainers under the EVD SA project, in Ranichauri, Uttarakhand. Seventeen participants, out of which, thirteen were women, were trained during the 2-day training. On the first day, Mr. Raymond Myles, Chief Executive of INSEDA, and Mr. Jaswant Singh, Master Trainer, trained the participants on the different aspects of technologies under EVD. The second day started with social Mapping exercise by Ms. Zareen Myles, Director-Programs and organic farming practices by Mr. Vijay Jardhari, founder of Beej Bachao Andolan.

**Rajasthan:** On 1st and 2nd October 2018, Mr. Jaswant Singh and Mr. Mukesh Bahuguna, Sr. Volunteer from INSEDA, provided a 2-day training on training of trainers in Alwar District of Rajasthan, facilitated by INSEDA's local partner organisation SOHARD. Ten masons, four women and two functionaries from SOHARD, were given practical training on building the technologies under the EVD program of INSEDA.



## Updates: INFORSE South Asia

## *Opinion piece*

### Nepal: INFORSE Meeting

Shovana Maharjan, CRTN



The INFORSE Nepal Consultative Meeting was organized at CRT/N office, on 1st June, 2018, with the objective to revive the network and collectively strengthen it by creating a "knowledge platform" and facilitate in the development and transfer of technologies appropriate to rural and village development. Stakeholders from Non- Governmental Organizations (NGO) and few international service organizations participated in the program.

Participants from each organization agreed that,

- Membership should be finalized and then member profile should be developed.
- Relevant news, best practices, articles or any publication should be shared among each other by creating a knowledge hub.
- Meeting should be held every four months.
- Members can share fund raising opportunities with each other.

### India: INFORSE Meeting

Limasangla, INSEDA



INSEDA's local partner organisation SOHARD in Rajasthan, organised an introductory meeting on INFORSE South Asia on 14th September 2018, with local NGOs. Stakeholders from 30 NGOs participated in the meeting. Mr. Raymond Myles, Regional Coordinator of INFORSE South Asia spoke about the Network. Guidelines and work plan were shared with the participants.

Local solutions on renewable energy and sustainable agriculture diversify livelihood, generate employment and build capacity of rural communities. The Eco Village Development meeting (EVD) in Kandy, Sri Lanka was an opportunity to witness the multiple benefits obtained from deployment of local solutions. All the partners of EVD project traveled to the hinterland of Kandy to obtain first hand experience on the Local solutions such as improved cook stoves, kitchen gardens, bee keeping and mushroom cultivation being used by households. The team visited the sites and conversed with the end users about their experiences.

As per the end users, domestic as well as small industrial application of cook stoves have reduced indoor air pollution and quantity of fuel wood use. The profitability of small industries such as snack and sweet manufacturing units have improved because of tapering input cost in terms of fuel. Though marginal, these solutions have contributed in reducing green house gas emissions. Speaking of replication, industrial application of local solutions could provide a niche area for local solutions including EVD solutions. The bottom up approach of community mobilisation, understanding priorities through PRA exercises, involvement of local institutions as well as local government was key to get community on board. Targeted capacity building activities for intended beneficiaries was a catalyst that aided in adoption of local solutions. Besides integrating local solutions into Village Development Plans through multi level advocacy at district, province as well as at national level helped the cause. Linking government schemes and programmes such as Gramashakthi and Blue Green Village to EVD solutions created opportunities for government aided community led process for replication.

Going forward, continuous engagement with government at all levels, catering to the needs of small and medium enterprises and liaising with financial institutions will be key to replicate local solutions.

Santosh Patnaik, CANSA

# INFORSE South Asia

Contributed by Gunnar Boye Olesen



## Guidelines

During the INFORSE South Asia coordinators meeting in Kandy, Sri Lanka on August 28, 2018, guidelines for the network was developed. The full guideline, an 8-page document, have been sent to all INFORSE South Asia members. It was then approved by the INFORSE member organisations during the month of September.

The guidelines specify that in each country, the national coordinator will be elected by the INFORSE member organisations for a period of three years and the national coordinators in turn will elect the regional coordinator, also for three years.

The national coordinators oversee national network activities in cooperation with members, while the regional coordinator oversees South Asian activities as well as of contacts to INFORSE in the other regions of the world.

One of the new rule is that the new members should apply for membership to the national coordinators.

On an interim basis, the national and regional coordinators are:

- Regional coordinator and national coordinator for India: INSEDA
- National coordinator for Bangladesh: Grameen Shakti
- National coordinator for Nepal: Centre for Rural Technology (CRT) Nepal
- National coordinator for Sri Lanka: IDEA

INFORSE South Asia is maintaining the INFORSE Charter as the basis for activities.

Membership Application Form and current list of members are online at [www.inforse.org/asia](http://www.inforse.org/asia)

## Five year Work Plan

The work program adopted by the INFORSE South Asia coordinators on 28th August, 2018 was circulated to the members in September which was approved by all. Some of the proposed activities are:

- Advocacy activities including national implementation of the sustainable development goals (SDGs) on gender, energy, climate, and partnership; work for below 1.5°C climate change scenarios and national low-emission development strategies; improvements and implementation of National Determined Contributions (NDCs) to the Paris Agreement on Climate; work for more funding for sustainable energy and local solutions, including funding from the Green Climate Fund
- Capacity building to make local actors better implement sustainable energy solutions, promote social enterprise development, expand Eco-Village Development, and update Distance Internet Education on Renewable Energy Technologies (DIERET)
- Transfer of technologies, including development of a technology catalogue for local sustainable energy solutions.
- Strengthening the INFORSE South Asia network with meetings, exchange of information among members, social media use, etc.

- Fundraising

The coordinators are now preparing funding proposals for realisation of the work programme.

Read about the developments at [www.inforse.org/asia](http://www.inforse.org/asia).



## Climate Talks Must Speed Up to Make Climate Agreement Work for Local Solutions

Contributed by Gunnar Boye Olesen, INFORSE

### INFORSE & EVD at UN Climate Negotiation

The spirit was good when the countries of the world discussed implementation of the Paris Agreement in the first two weeks of May this year at the UN Climate Conference in Bonn, Germany. Negotiations progressed on most issues, and at the Talanoa Dialogue almost all countries and many civil society organisations presented their ideas for increasing climate ambitions.

We got the opportunity to present the Eco-Village Development (EVD) practices as climate solutions. Dumindu Herath from IDEA, Sri Lanka spent a full day in the Talanoa Dialogue, presenting the EVD and participating in the dialogue. We also presented the EVD and our proposals for guidelines for national climate plans, NDCs\*. We did that during the negotiations, including at a Side-Event, May 1, that also featured comments from Mr. Md. Ziaul Haque, official negotiator and director in the Bangladesh Ministry of Environment & Forest. In his comments, Like us, Mr Haque supported the need for local climate solutions. The event was also a good opportunity to present our Policy Brief and launch the White Paper on EVD solutions as climate actions, showing the mitigation and adaptation effects of EVD solutions.

In addition to the side-event, we promoted EVD and other local solutions in meetings with negotiators and at an exhibition.

Both the Side Event and the Exhibition were made as cooperations among INFORSE South Asia and INFORSE East Africa organisations advocating for better NDCs for local climate solutions combined with poverty reductions. INFORSE South Asia members represented included INSEDA from India, CRT/N from Nepal, IDEA from Sri Lanka, and Grameen Shakti from Bangladesh.

See the EVD policy brief, White Paper, presentations from side-event and others at <http://www.inforse.org/sb48.php3>

### How far are the Climate Negotiations?

Towards the end of the two weeks of negotiations, the countries agreed a new and more operational document of guidelines for NDCs, but there still remains a long list of disagreements among the countries. Among the disagreements are:

- Several developing countries want to include plans for climate financing from developed to developing countries in the NDCs, a proposal, which is not accepted by the majority of developed countries.
- Some developing countries want to minimise the requirements for the information they provide in their NDCs. Other countries want to set standardized information requirements for all; but scaling the requirements according to the capacity of each country.

Because of the little progress achieved during the negotiations, the countries agreed to add an extra week of negotiations in the first week of September (in Bangkok, Thailand), to be able to finalise the NDC guidelines and the other rules needed to make the Paris Agreement operational. With these extra negotiations, there is a chance that the guidelines etc. can be finalised at COP24 in December 2018. This finalisation at COP24 is a target set with the Paris Agreement. To reach this target will be very helpful for the countries that want to improve their NDCs until 2020, following the Talanoa Dialogue for increased climate ambition.

### Will NDC Guidelines Support Local Solutions as EVD?

Regarding the support that the coming NDC guidelines might provide for EVD and other local climate and development solutions, the new negotiation document for the guidelines include that:

- Contribution to poverty eradication should be a feature of NDCs.
- Civil society should be consulted in the development of the NDCs.

Unfortunately, it is not certain that this will remain in the final NDC guidelines as not all countries agree. Further, a special concern for inclusion of local climate solutions is missing. Therefore, it is important that we continue to work for inclusion of poverty reduction, civil society involvement, and local climate actions in the NDC guidelines. We must convince our countries to include all of this in the guidelines, while the countries must also speed up the negotiations in order to meet the deadline of COP24.

## Excerpts from the Talanoa Dialogue



### *Talanoa Dialogue Question No. 2: Where do we want to go?*

Story brought from villages in South Asia (Sri Lanka, Nepal, Bangladesh, and India):

When it comes to South Asia, poverty remains as one of the major challenges.

And climate change is like rubbing salt in the wound, making it even harder for communities to live.

Most of the poor and vulnerable communities in South Asia still live in villages.

**TALANOA DIALOGUE –  
MAY 6, 2018, UN Campus, Bonn, Germany**

**Presented by Mr. Dumindu Herath**



International Network for Sustainable Energy

*International Network for Sustainable Energy (INFORSE)*

**Our vision is** to develop **prosperous, climate resilient, low-emission villages with no poverty** by adopting what we call the **Eco-Village Development (EVD) concept**.

*Similar to Talanoa, Eco-Village Development is also a **participatory and inclusive process**.*

It has a, **bottom-up, integrated, low-carbon** development approach, which **empowers communities** including **women** to engage actively in the development and decision-making processes. In this process people are introduced to solutions which are **simple, affordable and appropriate**.

**We've seen with our own eyes**, how local **solutions such as improved cookstoves, biogas, local solar and hydropower, organic farming and rainwater harvesting** have strengthened livelihoods, giving these communities some **hope and belief**.

**We have seen**, how improved cookstoves, has **reduced firewood use, air pollution and drudgery of women** in rural villages.

**We've also seen**, how solar systems have **replaced dirty fossil fuels** such as kerosene and diesel in villages, ensuring **energy security**.

**Our work in Sri Lanka, India, Bangladesh and Nepal shows** that there is a **big potential** for these **local climate solutions to be scaled-up**.

**Just Imagine**, the **millions of rural lives we can improve** and change **while mitigating** emissions at the same time. It is a **win-win** situation.

**So, We urge** that the Paris Agreement Work Programme *ensures that **local climate solutions are recognized** in NDC guidelines, in transparency framework, and in the global stocktake*, - enabling efficient support through climate financing and technology mechanisms.

**We encourage all parties and other actors to join** in promoting local, village-based climate solutions.

**In COP24, we expect** countries to **step up and make genuine and pure commitments** to enhance their current NDCs by 2020."

INFORSE submitted also input in the Talanoa Dialogue Platform, where-do-we-want-to-go?

<https://unfccc.int/inputs-to-the-talanoa-dialogue-where-do-we-want-to-go#eq-3>

<https://cop23.unfccc.int/documents/65248> -See more at: [www.inforse.org](http://www.inforse.org)

## FUNDING OF DEVELOPMENT PROJECTS THROUGH CSR in INDIA

The Concept of CRS (Corporate Social Responsibility) funding is not new in the developed and industrialised countries, but in India it is of recent origin. Under CSR the Companies must spend certain percentage of their profits for funding of development projects in India. In 2012 the government of India decided that companies making average annual profit of more than INR 50,00,00,000=00 (Indian Rupees 500 Million) must earmark 2% of their profit every year for funding of development projects under the Corporate Social Responsibility (CSR).

In the initial years, most companies were interested in only providing funding to their own development projects using the CSR funds. However, a few years back things started to change gradually, and CSR consultants/companies started contacting CSR donor companies and NGOs to act as intermediate agencies to bring both the groups together and provide professional services in assisting in the preparation of appropriate proposals, funding, utilisation and monitoring of CSR funds. This led to planning and development of good developed projects which would provide credibility to both groups (viz., the CSR donor companies and the development NGOs). At present, there are four areas where the Indian companies can provide funds for development projects of NGOs in India, these are- (a) environment, (b) education, (c) livelihood and (d) women's empowerment.

A case study of INSEDA (Integrated Sustainable Energy and Ecological Development Association), New Delhi, India, of submission of development projects through the external CSR consultants for mobilizing financial support, and the process involved in funding, is briefly described in the subsequent paragraphs.

INSEDA, a national NGO, registered under the Indian Societies' Registration Act; as well as registered under the FCRA Act of the Ministry of Home Affairs (MoHAs), to receive foreign donation, had been exploring the possibilities of getting financial support of its

development projects since 2012. At the same time several external CSR consultants/agencies also started contacting INSEDA on their own to assist us in getting funds from CSR donors. Our interaction and dialogue for the first 4 years with some of the CSR consultants and sending them the required information only showed promise of coming back to us but nothing concrete came out of these interactions.

However, two years back we were approached by a middle level financial and intermediate CSR consulting organisation, which led to positive dialogue. This CSR consultant had gone through INSEDA website and were impressed by the various development work undertaken by us before contacting us for partnership. It (CSR consultant/agency) had been involved in doing feasibility studies, helping the companies looking for good organisations doing or interested in doing specific development projects. As a precautionary measure, the Secretary General-cum-Chief Executive INSEDA, along with some of the senior staff had couple of meetings with this CSR consultants/agencies in their office to know more about them and meet their staff operating at different level and different departments, to understand their strength and credibility. This consultant convinced us that they had been involved for about 7 years in promoting CSR projects, by liking companies with credible, experienced and committed Indian NGOs. They also briefed us about the various CSR projects with which they had been associated and had successfully got

them funding as well as providing monitoring and back-up support to both, the CSR donors and the CSR recipient NGOs for effectively realising the aims, objects and goals of the such development projects.

This CSR consultant/agency mentioned that its consultancy charges were 10% of the total cost of each project of NGOs. On enquiring the reasons for this by INSEDA from the very senior staff of CSR consultants/agencies (who participated in the bi-lateral meeting with us) clarified that this amount was for providing us (INSEDA) complete services, namely, (a) assisting and finalizing the development proposal as per the requirement of the CSR donors, (b) identifying and marketing the project to the appropriate donors, (c) presenting the proposal in details to the CSR team of the donors, (d) answering their queries, (f) meeting the representatives of donors at different levels, (g) periodically keep-on updating INSEDA about the progress in sanctioning of process, (h) maintaining a dedicated website for our projects and updating it, which we could access using the special password given to us by the CSR consultant: and also (i) provide guidance in implementation and monitoring of the project when funded and during implementation. For this purpose, a proper agreement will be signed between INSEDA and the Consultant before the release of the first instalment of funds (consultancy charges) by the NGO. As per agreement this CSR consultant/agency would initially require an amount of 4% of the possible total cost of the proposed project as advance from the client NGO, and the balance

# CSR

## Corporate Social Responsibility

was sanctioned. The total amount of 10% service (consultancy) charges given/to be given to them (the CSR consultant) will be added to our project cost to be paid by the donor, which was in addition to the overhead and administration cost for INSEDA built in to the project after it is approved. The CSR Consultant/Agency mentioned that this consultancy cost will go towards (a) providing all the assistance to INSEDA in developing appropriate projects; (b) identify a few CSR donors from their own data base of the CSR donors as well as new CSR donors; (c) short list the most appropriate donors on behalf of its clients (in this case INSEDA); (d) do follow-up with the donors; and (e) keep INSEDA updated on monthly basis about the status of the funding of the projects. The representative of the CSR consultant further clarified that If, for some reasons, the project was not funded by any CSR donors or dropped at any stage due any reasons, then the entire 4%, given as advance by us will be refunded to INSEDA by them. Moreover, the balance of 6% was to be given to the CSR consultant, only after the project was approved and the first instalment was released by the CSR donor. All these things will be mentioned in the agreement to be signed between INSEDA and the CSR consultant/company. We considered this as a much better proposition because we didn't have to hire additional specialised staff on INSEDA's regular strength to write several project proposals and submit to appropriate donors and wait till it was sanctioned; and for any reason not sanctioned, then start working from scratch on new project proposals; for new donors, and so on and so forth, wasting our quality time and limited resources.

Based on the above understanding a proper agreement was prepared by the CSR consultant and after going through it carefully was signed jointly by them and INSEDA.

Thus, INSEDA developed a total of 6 projects- out of these 2 projects are entirely on Eco Village Development

(EVD) in two different districts (Tehri Garhwal and Pauri Garhwal districts) of Uttarakhand state of India, included kitchen garden and Hybrid Improved Cook Stoves (HICS), capacity building, covering approximately 250 households. The other 2 projects are related to income generating activities, again in the district (Tehri Garhwal and Pauri Garhwal districts) of Uttarakhand state of India; and the balance of 2 projects are based in Delhi, the first for the empowerment of women through livelihood in the slums of Delhi; and the second on the recycling of organic waste from wholesale fruits and vegetable markets in Delhi NCR through composting. The projects normally last for two years, and the total budget of 6 projects of INSEDA is INR 6,50,00,000 INR (INR 65 million).

After the projects were developed and finalised jointly by INSEDA and the CSR Consultant. its marketing team discussed each project with 2-3 potential CSR donors from its database and other donors. Based on the interest of CSR donor, the specialist team of consultant made the presentations of INSEDA projects to the interested companies. Following the presentations and interest of the company, the consultant shortlisted 1 (or maybe 2) interested and most appropriate CSR donor(s) for each project. After that, the potential donors started sending questionnaires about the organisation through the consultant, which INSEDA needed to clarify. After acceptance of our clarifications, the dialogue started between the donor and the CSR consultant (on behalf of us) including back and forth negotiations till the project is approved by the CSR donors.

The process at the CSR consultant company is divided broadly into 5 stages. a) Contacting the NGOs based on their database and information collected from the website if they fulfil the requirement to be funded under the CSR project; b) Assist the NGOs in the development of appropriate project; c) Contacting the CSR donor companies from its database, to present the project

as per their guidelines; d) finalize the project proposal for each CSR donor company; e) Customer relations department of the Consultant company follows-up with the NGOs (who are its clients) and provide regular client support. Once the project is sanctioned by the CSR donor company(ies) then the CSR consultant act as the middle man (intermediate agency) to finalise the agreement and get it signed by the company and the client NGO.

A positive aspect of the middle agent (intermediate consultant agency) is that INSEDA doesn't have to be in contact directly with the donors and need to answer all their questions directly. The intermediate agency is involved, who prepare power point presentation to the CSR team of the donor and make and fills out (based on discussions with the client NGO) the needed format, which make lesser work for INSEDA. The Client NGO (in this case INSEDA) only must provide inputs and make sure that the project can be implemented as per the plan.

While the process has been long (it could take from a minimum of 1 year to a maximum of 2 years). The current status of INSEDA's project are that, even though none of them have been finalized, but all 6 projects are in the pipeline, out of these 3 are in advance stages of processing and clearing by CSR donors, and

the CSR consultant is very confident that we will get them, as none of the donors have dropped out during over this one year of dialogue, interaction, presentation of our proposals, clarifications and have been gradually moving upward at the various stages of the process of funding, even though it has been slower than expected by INSEDA. The last update received from the middle agent (CSR consultant) during September 2018 was that the donors will approve the 2-3 projects and earmark funds for CSR projects before the end of this calendar year.

**Contributed by Mr. Raymond Myles,  
Secretary General cum Chief Executive,  
INSEDA**

## Case study: CSR Activity in Silarpur, Rajasthan

SOHARD, a grassroots NGO has been operating in most of the villages in Neemrana Panchayat of Alwar district of Rajasthan state for about 30 years. SOHARD has been associated with INSEDA in the promotion of household biogas plant and other renewable energy program for about two decades now. For about one year it has also been associated as partner in the (Eco Village Development-South Asian-Phase-II (EVD-SA-II) program, which is awareness-cum-advocacy activity in 30 of the selected village panchayats so that they could include some of the components of EVD in their future villages development plans (VDPs). The Silarpur village in Neemrana Panchayat in Alwar district is one of the villages where SOHARD has been involved in the capacity building of panchayat as well as assisting them in the preparation of VDP.

The Silarpur village has also been adopted by the company, Hero Motocorp based in Neemrana, Rajasthan to undertake development works as part of its Corporate Social Responsibility (CSR). For some years now, the company has done development work in the government schools and other public places of Silarpur village. Apart from providing furniture, colouring, repairing, writing slogans on the walls of the schools, making kitchen and other apparatuses available for mid-day meals, modern separate toilets were made for boys and girls students.

According to the villagers, because the Silarpur village is situated at the bottom of the hills, it is unsafe at night as they encounter many poisonous reptiles like snake, scorpion on the roads. Cases of domestic animal thieves were also very common as the area is totally dark. As a

result of this, families have to suffer economic loss. Meanwhile, based on the awareness created by SOHARD about renewable energy, the villagers felt that solar street lights could be one of the solutions to their problems. Therefore, on the suggestions of SOHARD the villagers approached the "Hero Motocorp" to install solar street lights, who readily agreed to installed 85 street lights in two villages, out of which 40 in Silarpur and 45 street lights were put up in the streets of Naghori, a nearby village.

**Maintainance:** Maintenance of Solar street lights are looked after by the representatives of Hero Motocorp. At the same time, local people are being trained, so that after the expiry of guarantee period, Silarpur Village panchayat will take the responsibility of maintenance.

**Quality of light:** The Light switches on automatically after dark and vice versa. In case of darkness due to cloudy weather, it automatically switches on. It remains switched on for the whole night. It also becomes bright automatically when an object goes near it and dims as it moves away.

**Benefit of Street light:** According to the villagers, especially women, wherever there is light, they go there without hesitation. Stealing of domestic animals of farmers have stopped and insect and reptiles' bites has also stopped.

The story is submitted on the current CSR initiative of Hero Motocorp in their village by Mr. Niranjana Sharma, Founder of SOHARD.



## Nepal's income generating tree

The massive earthquake in 2015 did huge damage to the entire village of Bethanchok Rural Municipality, Ward No. 4 Chahal Sikriyang Kavre. During that hard time, youths from the village started going abroad for opportunities to earn. His younger daughter was also among them. Since his son was studying in Kathmandu, the couple was left alone in the village. In the absence of working men, he was compelled to seek new ideas, although he had been seeking alternatives to traditional agriculture all along. At the same time, "Eco Village Development (EVD) Program" started in the village by Centre for Rural Technology, Nepal (CRT/N). He was delighted to find the solution when he participated in the capacity building trainings focusing on modern agriculture technologies, high value trees plantation, renewable energy promotion and waste management. Having learnt about high value tree plantation before, he purchased the Buddhachitta mala seedlings and started plantation soon after receiving the training.

The plants generally taking three-four years to flourish, started bearing grains just after two years thanks to the care and labour of Lok Bahadur. Out of 10 seedlings purchased at NPR 400 per seedling, 4 started bearing grains since last year and 4 started from this year. The harvest from last year has earned him NPR 300,000 (3 Lakhs) approximately. Besides that, he has produced 20 seedlings on his own and planted which are expected to start bearing from the next year.

What is Buddhachitta Mala?

Buddhachitta is a holy tree which can be grown in natural garden in tropical regions. The tree starts bearing grains after three years of plantation. Buddhachitta are organic holy beads used to make prayer beads, meditation beads and Buddhist prayer beads.



108 ripe seeds (grains) of similar size is used to make prayer beads or Japa mala used as customary tool for counting the number of times a mantra (Buddha quotes) is recited whilst meditating and remembering the Life of Buddha.

Lok Bahadur says that the value of the grain is determined by the size of the beads. Smaller beads are very expensive. According to him, one of the most popular size (7 mm) prayer beads costs more than NPR 200,000 (two lakhs) while bigger beads of sizes larger than 12 mm costs only NPR 400 to 500.

During the conversation, LokBahadur also mentioned notable experiences, by selling about 5 kg of bead grains, he managed to make than NPR 300,000 (three lakhs). This year, he has targeted to earn more. However, the market rate may be affected by the production quality. With the income every year from his small investment, he is confident of becoming rich with Buddhachitta farm. This alternative to traditional farming have earned him comparable amount to the abroad earning.

Improvement in Living Standard of LokBahadur with Growing Income

LokBahadur knows not just to earn big only but also to utilize it. He was living in a temporary shelter due to the damage caused by the earthquake to his old house.



He recently started building a new house with grant support from government, an amount of NPR 300,000 (3 lakhs) in an estimated cost of NPR 1,300,000 (13 lakhs).

Installation of Solar Power System In his Shelter

Due to problem in distribution line from national grid, he had installed solar power system in his shelter few years ago by taking loans. Now with his income, he is able to pay back the loan as well as manage money for required maintenance. Due to regular maintenance, the system is functioning properly and saving money on electricity bills as well.



The story is submitted by Shovana Maharjan, CRTN

## Contact us

The Eco-Village Development (EVD) Project's and Partners' websites:

<http://www.ecovillagedevelopment.net> and  
<http://www.inforse.org/asia/EVD.htm>

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Association - INSEDA, India: [www.insesta.org](http://www.insesta.org)

Integrated Development Association - IDEA, Sri Lanka:  
<http://www.ideasrilanka.org>

Grameen Shakti, Bangladesh: <http://www.gshakti.org>

Center for Rural Technology - CRT/N, Nepal: <http://www.crtnepal.org>

Climate Action Network South Asia - CANSA:  
<http://www.cansouthasia.net>

INFORSE South Asia: <http://www.inforse.org/asia/>

DIB, Project coordinator, Denmark:  
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