



Session	Promoting Social Inclusion in India and the Power of Employee Volunteering
Speakers	Nithya Lingam, Leandra Mendonsa, Satya Prakash Singh

Nithya Lingam	<p>Hello everyone, thank you for joining. My name is Nithya Lingam and I am a Programme Manager at Community Business and I will be moderating today's session: Promoting Social Inclusion in India and the Power of Employee Volunteering.</p> <p>As we kick-off this session, I would like to highlight that this session is live and is being recorded. It will be available for download for a period of 30 days to all that have registered.</p> <p>At Community Business, we believe that responsible businesses have a role in promoting social inclusion, by creating opportunities for disadvantaged or under-represented groups to participate more fully in society. In this session, we will discuss the merit of aligning a company's CSR efforts with their diversity and inclusion strategy – looking beyond the four walls of their organisation to remove barriers to inclusion for those disadvantaged on the basis of their identity. Also, as employee engagement is a key element of the CSR strategy of leading organisations, we will extend the conversation to look at the importance of employee engagement in such initiatives and in particular, the power of employee volunteering.</p> <p>We are excited to have with us today Leandra Mendonsa from BNY Mellon and Satya Prakash Singh from Intel.</p> <p>Leandra is the Regional Head for Diversity, Inclusion and Community Affairs at BNY Mellon India and also a member of the BNY Mellon India Executive Committee. Leandra is responsible for building the Diversity and Inclusion strategy and providing broad-based support and thought leadership to the D&I Council and Employee Resource Groups. As Head of the Community Affairs Programme, she is responsible for overseeing the company's philanthropic strategy and identifying several meaningful projects for the company to support. Under Leandra's leadership, the Community Partnership Programme (which is the employee volunteering programme) at BNY Mellon India has</p>
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	<p>grown by leaps and bounds and is one of the most vibrant programmes across the company.</p> <p>Satya leads the Corporate Communications and CSR functions for Intel India. He has over 20 years of media and corporate communications experience. During Satya’s over 10 years at Intel, he has built a strong communications team with expertise in internal communications, leadership engagements, social media, PR and CSR. Satya also leads the Intel Involved Programme, an initiative that supports employee volunteering initiatives across Intel India, and also oversees CSR programmes.</p> <p>Before we begin our conversation, I would like to encourage participants to use the live chat box to post any questions you might have throughout this session. We will address your questions during the last 15 minutes of the session allotted for Q&A. Leandra and Satya, thank you both for joining us today.</p> <p>I’d like to start by first clarifying what we mean when we talk about: ‘Promoting Social Inclusion’. What does it mean to your organisation and why do you think it is important for companies in India, particularly, to play a role in addressing this? Leandra, let’s start with you.</p>
Leandra	<p>Thank you and good morning everyone. I’m really excited to be a part of this virtual conference today. So, to answer your question, social inclusion is commonly understood as the process where efforts are made to enable individuals to achieve their full potential in life by providing equal opportunities regardless of backgrounders, gender, race, religion, etc. Given that BNY Mellon is an equal opportunity employer, we have always extended the same ethos to the wider community. Our vision is to improve lives through investing, and over the years we have supported many projects that have created a positive change in making our communities better places to live and work. As we all know, India has a significant rural as well as slum population, with the largest number of poor, illiterate, and unemployed people in the world. It is therefore important for companies to undertake initiatives for the benefit of the society at large, thus helping and bridging the divide between the haves and the have-nots.</p>
Nithya	<p>Thank you so much, Leandra. Satya, could you also please share Intel’s views on this topic as well?</p>



Satya	<p>Hi, good morning everyone. Happy to be part of this virtual conference and to be speaking and interacting with this very esteemed audience. For any responsible corporate, embedding social inclusion into its culture is really important and opportunities to make a difference in this space are plenty, and there are so many under-represented communities in the society today. They typically belong to, you know, economically and socially disadvantaged sections of society, people with disabilities, minority communities, and people in the strife prone areas which have not seen development much. So, for corporates, or any organisation for that matter, it's really critical to bring them to main fore and drive different interventions leading to societal transformation. On the other hand, there is a very interesting trend that is happening – the power of technology. Technology is breaking down barriers and bringing different people to the ambit of development. However, it's really important to galvanise and include different marginalised sections of society into technology creation as well as adoption. And, at Intel, we have a saying, "When our communities win, we win." Intel being a technology leader, we believe that innovation is fundamental to inclusion and we make attempts, we take different efforts to bring people from different backgrounds, perspectives, experiences, to be part of our Diversity and Inclusion journey, and that really enables organisations like Intel to really innovate, transform, and make the world a better place to live with a lot of diversity and inclusion. Our focus has been to really promote Diversity and Inclusion within the workplace and the communities around us by including everyone in the dialogue in different activities and programmes that we do.</p>
Nithya	<p>Excellent. Thank you both so much for those responses.</p> <p>I'd now like to ask about the strategic approach your organisations have taken to conceptualise and develop their strategy to Promoting Social Inclusion. Leandra, could you please share what the driving factors were for BNY Mellon in choosing its approach and focus area? Also, how is your programme linked to your company's Diversity & Inclusion agenda?</p>
Leandra	<p>Sure. So, our commitment to Diversity and Inclusion stems from a larger aspiration – to make a difference where it matters the most. BNY Mellon is a global company, and our people embody the diversity and potential of today's world. In a way, India helps</p>



	<p>add a dimension of diversity to our company and I'm proud to say that we're not defined by our differences. In fact, we are driven by them. They are the foundation of a dynamic workplace where each of us can speak up, make a unique contribution, and grow. Our varied backgrounds, perspectives, and experiences spark fresh thinking, helping us to blaze new paths to progress and to deliver profitable returns for our clients and our investors. Now we have several cross-company Employee Resource Groups at BNY Mellon that act as catalysts for change. For example, we support the advancement and empowering of women in the company. We also raise awareness around disabilities. A third employee resource group supports professional opportunities for our multicultural employees. Bridging the gap between the different generations that work at BNY Mellon is another employee resource group that we support. We also foster an open and supportive environment for the LGBT community. And finally, we have an employee resource group in place that supports the professional development and advancement of veterans and the broader military family who work at BNY Mellon or are actively transitioning from military life. Now all of these issues are not exclusive to BNY Mellon or to any workplace, but exist on a large scale in the wider community as well. And therefore, it is easy for us to align our Diversity and Inclusion and philanthropic strategies and link them at different levels. Economic empowerment and technology and digital capacity building form the over-arching agenda of our philanthropic strategy. Through economic empowerment, we promote long-term economic sustainability by investing in education that focuses on supporting the re-training and re-skilling of people, thereby developing the workforce of the future. Through technology and digital capacity building, we focus on building next generation business and technology skills to contribute to society in a digital world. A key element in our strategy is to promote pathways to technology careers. Over to you, Nithya.</p>
<p>Nithya</p>	<p>Thank you so much, Leandra. It's incredible to hear about the expansive amount of work being done at BNY Mellon. Satya, could you please also share Intel's views on the same?</p>
<p>Satya</p>	<p>Absolutely. Intel is very well committed to Diversity and Inclusion, and our initiatives are really helping to create a world where everyone can realise their fullest potential. And as far as social inclusion is concerned, it's very strongly tied to our overall</p>



	<p>Diversity and Inclusion strategy or the thought process. So basically, it's 3 pronged, the social inclusion strategy that we have within the organisation. First one is the deep commitment from the organisation where the tone at the top is really really important. What I mean by commitment from the organisation is that the organisation is really committed to drive a difference or make a difference in the communities around us and the society which is around us. And it starts from the top leadership and it percolates down to managers and employees. So, the entire organisation is rallying around that particular commitment to make a difference to the communities around us. Second piece is about making deeper impact. We have different programmes which are very well thought out by engaging stakeholders internally who are employees and also stakeholders externally, to ensure that those programmes are making deeper and longer lasting transformation in the society and communities at large. Third piece is collaboration, which is absolutely absolutely critical. Collaboration within the organisation by bringing together our employees who are our strong advocates, our managers, our leaders, bringing them in the thought process as we design our CSR and social inclusion strategy. And the second one is the ecosystem. We are very fortunate to work, operate in an ecosystem, which is absolutely vibrant, very committed to drive transformation in the society. We work with the government, NGOs, and like-minded corporates or entities. So together, we bring in all the talent, all the capabilities, all the interest and enthusiasm, and make a difference in the community. So, 3 things, first one is leadership, commitment from the organisation, second thing is deeper impact, third one is collaboration. I think these three really comprise our thought process and approach as far as social inclusion is concerned.</p>
<p>Nithya</p>	<p>Excellent. Thank you, Satya. It's interesting to note how both organisations have a clear tie to their D&I strategies while still assuming different focus areas and approaches. Wonderful to see that. I'd now like for both of you to help us understand a bit more about your programmes., I'd like to invite each of you to share details about your flagship programmes that Promote Social Inclusion in the wider community in India.</p>



	<p>Leandra, could you please begin by sharing details about the Women Empowerment Programme and how you have impacted the lives of these women and their families?</p>
<p>Leandra</p>	<p>Sure. So, I'd like to start by saying that while women's empowerment in the workplace is a growing area of strength for BNY Mellon, it remains an opportunity area across the wider community in India, and indeed across the world. And therefore, one of the main areas of focus for us has been to not only empower women and girls from the marginalised communities across India, enabling them to live secure and resilient lives with dignity, but also to help create a more gender sensitive environment through various awareness campaigns. Now one of our women empowerment programmes has been to upskill and empower the wives of policemen in Pune. It all began in 2014-15, when as part of our community partnership programme, we organised a huge traffic awareness campaign across the city of Pune. Our employees conducted several awareness drives in some of the slums that we support and the nearby colleges as well to inculcate good traffic discipline among the youth living in these areas. Similar sessions were also conducted for the drivers who ferry our employees to and from the office. We even conducted a peaceful walk through the city, encouraging commuters to wear seatbelts, helmets, and abide by the traffic rules. Now during these exercises, we were in constant contact with the local police, and through our conversations we came to know that no one, to our knowledge, was working with their wives or children. So, with the help of our NGO Partner Seva Sahayog, we did a needs assessment, after which we launched our digital literacy programme, where up upgraded the computer lab at the local police public school not only with hardware but also with new computer course to make the subject more interesting for the kids. As a next step, we had conversations with the wives of the local policemen to understand their needs and how we could help in upskilling them so that they could become independent and supplement their family's income. I must say that the journey was not an easy one as the women were very hesitant at the beginning. However, over time and with constant support from Seva Sahayog, the women started coming in large numbers to the local centre to learn how to make jute bags, terracotta jewellery, rachis, and paper quilling. We then installed special machines to support them with stitching and embroidery and</p>



	<p>invited professionals to conduct catering courses for them as well. Now in addition, we also offered them professional training in marketing, networking, etiquette, and presentation skills. Regular exposure visits within as well as outside Pune to manufacturing units were also organised to broaden their horizons and boost their self-esteem. As a result of the project, we helped bring this women into the mainstream through education and income generation. The programme, which started with only 100 women, continues to grow organically, and those women who have benefitted are now our advocates for the same, encouraging other women to join. Over 550 women have been trained so far and the number of direct beneficiaries is even greater as entire households have benefited from the added income. Many of the women have adopted the 'Train the Trainer' model and go out to other police communities to share their knowledge and skills. Encouraging the women to be self-sufficient has been an important aspect of our programme. And a good example that comes to mind is the NGO's annual 'Walk for Seva' event, which is organised to raise awareness about life in slums. At the end of this event, snacks are normally served to thousands of participants and the NGO felt that it was only appropriate to order these snacks from the women who had just been trained through their catering programme. So, these women divided themselves into groups and successfully managed to prepare the required snacks. Being able to cater to an event of this magnitude gave the women a huge confidence boost and they have now ventured into taking large orders for corporations as well. Last year alone, the women made over 10.5 lakh rupees in revenue by selling their various products. The NGO has also opened a store for the women to sell their goods and they've also set up stalls in various office campuses, especially during festivals, and it's wonderful to see the innovative products that the women supply. As a next step, we are offering these women advanced courses with a special focus on attention to detail, especially in the final finishing of their products. The exposure visits continue and these have helped in broadening their horizon and learning how to colour-coordinate their products to ensure maximum satisfaction to the consumers.</p>
Nithya	<p>Thank you so much, Leandra. It's absolutely fascinating to see the success you've had recently with this number of women and also the continued efforts that BNY Mellon is putting in to ensure</p>



	<p>even great success, so really fascinating and inspiring to see that.</p> <p>Satya, I understand that Intel’s work with persons with disabilities has seen quite a bit of success. Could you please also share details about your programme?</p>
<p>Satya</p>	<p>Yes, sure Nithya. Actually, at Intel we are very proud about the work that we’re doing in the communities across different areas, from education, healthcare, diversity, which includes helping people with disabilities, environment, and technology for good. You know, these programmes and initiatives are really making very encouraging impact on the ground. So as far as our initiatives for the people with disabilities are concerned, there is a very interesting project a bunch of our volunteers have done. I’ll talk about that. So, these volunteers are essentially engineers. They came together and as you know, maybe I’ll talk a little bit about the essence of our employee volunteering where it very uniquely and beautifully blends employee skills, interest, and obviously the organisation focus areas. So, these employees, these volunteers are engineers, so they brought in their skills and just looked-for avenues or platforms where that can be leveraged and utilised to drive a social impact. They work with an NGO called APD, Association for People with Disabilities, and they catered to a section of youth between the age group of 18 and 22 and tried to give them avenues that they can earn their livelihood. Essentially what they did, they actually trained, enabled and trained these youth on the mobile phones repair skills as well as IOT, Internet of Things skills, so that they can get employed at different mobile phone outlets as well as from the start-ups doing work in the IOT area. So, these volunteers, they work with the NGO, they work with the existing curriculum or the training module that they had and made some tweaks to bring in the technology nuances to the module. And as a result, these volunteers in partnership with the NGO and some help from the other agencies, were able to train about 50 youth with special abilities, and out of this 50 about 30 of them were employed at different outlets as well as some of the start-ups. So, it’s very very, you know, inspiring to see the impact that has been done by our employee volunteers. I’ll give another example, as we speak this comes to my mind. We do a context for employees to enhance their social leadership. A group of employees came up</p>



	<p>with an idea to develop an app. They call the app Magdarshi, which is for students who are visually challenged. You know, as we know, students who are visually challenged, they actually take help of guides to answer the questions. So basically, the coaches or the guides really help them to respond to the questions. So actually, these employees they actually developed an app which actually enables the student to really hear the questions and be able to respond with answers in the audio format. So that app is in development but we see the huge potential that it can drive for this section of the society. So, these are some of the examples of our efforts in helping people with disabilities and we are very very happy about that progress that we're making in this space.</p>
<p>Nithya</p>	<p>Thank you, Satya, for sharing. It's really heartening to see both organisations so committed to promoting the social inclusion of these targeted groups and impacting such positive change in the wider community. Really interesting and fascinating to see how far you've come and I'm sure our participants are inspired to take note of the same. You both touched on the fact that employees really played a key role in conceptualising and implementing these initiatives. I'd now like to move on to discuss employee volunteering.</p> <p>Leandra, could you begin by sharing BNY Mellon's approach to employee volunteering? How do you promote, encourage, track and measure your employee volunteering efforts?</p>
<p>Leandra</p>	<p>Sure, Nithya. So, our community partnership programme at BNY Mellon empowers employees to support the communities in which we live and work. From individual involvement to support for local charities, team experiences and meaningful partnerships, the programme encourages community engagement at all levels of the company. To encourage employee participation across the globe, our company offers incentives that include company matching donations, paid volunteer time, and employee recognition as well. Now at BNY Mellon India, we support over 15 NGO partners across Pune and Chennai. Each of them goes through a rigorous vetting process with our global vetting partners and only after this happens, we can begin our volunteering. At the beginning of every year, we sit with each NGO and chalk out a plan that not only supports their needs but also aligns to our strategy. We then have discussions with our internal stakeholders to share the strategy and also to</p>



understand their team's appetite to volunteer. While we have teams, who volunteer on a one-off basis, we also have several teams who have long-standing initiatives with the NGOs. For example, many of our teams support spoken English or math and science projects with school children and their volunteers go every week or every two weeks over the entire year to support these children. This requires a great deal of commitment and I'm really proud to see the dedication with which our employees, many of whom work at night, sacrifice their weekends to help make a difference in the lives of these children. Now even though our company offers each employee 3 days paid volunteer time, more than 80% of our employee volunteers either go before or after their shifts, or even on weekends, and this makes the programme so much more meaningful. Regular communications are sent out to the volunteers in appreciate for their efforts, ensuring that their respective managers and senior leaders are always in the loop. This kind of recognition always helps to boost the morale of the volunteers. Now to answer your question of tracking and measuring our volunteering efforts, we have a global platform on which every volunteering event has to be uploaded at least 2 weeks in advance of the event. And only once the approval has been received do we go ahead and implement the event. At the end of every event, the same has to be closed on the system by ensuring that only those who volunteered have their details uploaded. This helps in tracking not only how many employees volunteered per event, but also how much time was volunteered, and the latter goes into calculating the matching grant that the NGO receives at the end of every quarter, thus increasing the impact of our grants to the charities with additional support from employee teams. Now a good example of our volunteering programme and how our matching grant has been utilised is with one of our NGOs that we support called Akshar Bharati. Akshar Bharati specialises in setting up libraries for children between the age groups of 5 and 15 from under-privileged and remote areas by facilitating access to good, non-academic literature. Now we set up libraries for such children in their localities so that the books are made available when they need them the most. Every year, our employees help to cover books and catalogue them in a systematic manner for use in these libraries. And because of the nature of the activity, the book covering and barcoding can sometimes be done in our office



	<p>premises, which allows our employees who work in the night shift to also contribute their time and effort for a good cause. The matching grant generated from these activities has gone into purchasing 3 mobile vans that serve as mobile libraries across the city. Every year, approximately 60 new libraries are being set up and the mobile vans help in circulating the books across all of the localities. Really proud to say that from January to September this year, over 81,000 books have been covered, stamped, and barcoded. And I must mentioned that coincidentally, we have an event in our office today as well, and you're not going to believe this Nithya, but from the corner of my eye, I just peaked out of my window, and I can actually see one of our mobile vans parked outside our building. Great branding opportunity for us. Thank you.</p>
<p>Nithya</p>	<p>Leandra thank you so much for sharing those details with us. Firstly, I think it's fascinating how you're really engaging with your nightshift employees as well, because I think that's one of the challenges a lot of corporates face. It's really great to see how far you've come and how it's still ongoing as you said, even today, so that's really great.</p> <p>Satya, I understand that Intel's CSR programmes are in large part driven by the interest of its employees, as you mentioned. Could you please share how Intel engages and enables its employee volunteers</p>
<p>Satya</p>	<p>Yes, absolutely Nithya. So, employee volunteering is a key pillar of our CSR strategy. At Intel, we have 6 core values, and one of our core values really encourages employees to be an asset to the communities around us, so it's kind of the core of our DNA. And we definitely encourage our employees to contribute to the communities around us, towards the community development. So, employees get a platform and given opportunities to extend their skills, competency and interest to really drive sustainable and long-term impact to the communities around us. And we call our programme "Intel Involved Programme" and so it happens at 3 levels. First one is at the individual level. So, at the individuals, employees are encouraged to do their community activities. So as an individual, as an employee, I can pick an NGO or a school of my choice, and start volunteering. The second one that we do is through the business groups. These business groups organise quarterlies, events at a quarterly cadence, and they can pick any</p>



theme, it can be education, it can be healthcare, it can be livelihood, and they go and partner with an NGO and engage employees and drive that particular intervention. The third one that we do at an organisation level, at the organisation-wide scale, it could be lake rejuvenation drive, where do the plantation and our employees participate in large numbers, or it could be, you know, last week, last Friday actually we organised an event at our campus marking the International Day of the Girl, where we had about 80 girls students, along with their parents and teachers, coming to our campus, spending a day where our volunteers were engaged with them to tell them about the importance of education. They did it in a very interesting manner, engaging them and involving them through skits and other creative methods and it was quite a fulfilling experience for them as well as for us. So that happens at the site level. So, the three ones, so individually, group level, and at the organisation level, so three ways that the do our employee volunteering activities. Then we have another programme that we call “Intel Involved Volunteering Match Grant Programme” which essentially entails that as an individual, I not only contribute, for every hour that I contribute, Intel Foundation does a match grant by paying 5 dollars for each hour. Let’s imagine, if I am teaching math at a school, in a year I may be contributing about 100 hours, and that 100 hours of my contributions really go to the school, really helping out the student, really enhance the science and math skills. At the end of the day, the Intel Foundation will accumulate my hours and do that match grant, that money can be spent in terms of setting up a computer lab or setting up a library. So, it’s kind of really doubling down on the benefit to the school or the NGO if it is concerned. So, we are very very excited about contributing to these programmes and there is a very strong mechanism that we have in terms of measuring our contribution, the impact that we make. If I can talk about some data points, last year we contributed about 33,000 volunteering hours across different vectors – education, healthcare, livelihood, technology for good, environment, diversity. And every second employee actually contributed toward Intel Involved programmes, so 46% of our employees contributed to the programme. And lot of our new who joined our organisation in 2016, they were part of it, and it is very vital for us because when we go and speak to our employees, current employees as well as future employees, they



	<p>really appreciate Intel’s commitment to the social development a lot, and that becomes a key aspect of our value proposition as an employer.</p>
<p>Nithya</p>	<p>Thank you so much for that, Satya. It’s so interesting to hear about how you really engage with your employees and also utilise their skill sets and even invited students and their families to come to your office premises. Thank you also for sharing those statistics. I think that’s really aspirational for a lot of organisations, so really great to hear that you’ve had 46% of your employees participating and the innumerable number of hours, and of course money that that’s converted into in terms of grants for those NGOs, so great job.</p> <p>I’d also like to ask, why do you feel that engaging employee volunteers is so powerful? How do you feel it benefits not only the project as well as the employees but the organisation as well? Satya, let’s start with you.</p>
<p>Satya</p>	<p>Yeah, sure. I think it’s really vital to engage employees in the community development or the corporate social responsibility programmes. To me, there are 3 things that stand out. First one is that making deeper and sustainable impact. So, when we engage our employees, we are also at the same time leveraging the networks that they have built. The network that they come with, we leverage those networks as well. Actually, we give a chance to our employees to suggest NGOs. So basically, the NGOs that they work with are the NGOs of their choice. And through that, we are able to really to make a deeper impact as far as community development is concerned, so social impact is number one. Second one is creating a very vital and strong organisation. So, when your employees are engaged, when employees are energised, that makes an organisation really strong and makes it a very vital organisation. So, because of the Intel Involved Programme, we find very committed employees, a huge amount of stickiness to the organisation, they really believe in what Intel does in the space, so at the end of the day, our employee retention is pretty good and very committed. I am sure that must be translating to the employee happiness quotient, employee productivity quotient, and really builds a great organisation. So, first one is social impact, second one is energising employees around CSR programmes. The third one is our petition or our reputation in the ecosystem. We get inspired</p>



	<p>by great work done by other companies. At the same time, we share our learnings, our experiences, with others and the work that we have been doing in this space. So that really helps us to reinforce ourselves as a role model organisation that really cares for the communities, that really cares for the people at large. I think these are 3 things that really matter as far as our community development programmes are concerned.</p>
Nithya	<p>Thank you, Satya, and I'm so happy that you mentioned the point specifically about learning from other organisations and also sharing what you do, which is precisely why we're here today, and I'm so glad that we're giving others the opportunity to hear what you're doing and hopefully be inspired by that as well.</p> <p>Leandra, could you please share your thoughts on the same, in terms of how employee volunteering also not only just benefits the NGOs, their beneficiaries and employees, but also your larger organisation?</p>
Leandra	<p>Sure, Nithya. Thank you. So, over the past 9 years, since our community partnership programme has been in existence, our employee volunteering has grown in leaps and bounds. And if I look at this year's stats, in just the first 9 months, our employees have volunteered over 20,000 hours, impacting thousands of lives. Now one of the things we've encouraged over the years is for our employees to come together and volunteer as a team, and this has worked really well, moreover, contributing to teamwork, which is one of the values by which we live. We've also noticed that after these volunteering events, teams are bonding really well and this has positively impacted our business. Additionally, these volunteering opportunities provide our employees with leadership training and gives them an opportunity to use their skills from work to benefit the community. Last year we introduced a volunteering programme specially for new joiners, where every month we have an event specially conducted for them to enable them to experience the joy of living, the joy of giving, sorry, as early as possible in their careers with us. Last but not the least, I would like to mention that personally, I feel really blessed to be part of an organisation like BNY Mellon which has such a wonderful programme in place. And I think it's because of this programme that we as employees have been exposed to those who are less fortunate than ourselves, and this has truly helped shape us into better individuals who genuinely</p>



	<p>want to make a difference and help those in the wider community and improve the quality of life, especially of those who are disadvantaged. It finally comes down to commitment and passion and I think it is this passion that drives our employees to sacrifice their personal time to the cause, week on week, month on month.</p>
<p>Nithya</p>	<p>Thank you so much for that, Leandra. Again, so important of you to mention that it gives opportunities with, rather for, employees to engage with outside communities and get a better understanding of the wider communities that we're all living in and working in. So, thank you both again for sharing those details about your programmes and how they have impacted your organisations. It's really important to take note of that fact that while both of your approaches to employee volunteering differ, both of your organisations truly see the value in engaging and enabling volunteers to take action and follow their passion. Now that we've had an opportunity to learn about some the initiatives BNY Mellon and Intel have undertaken to promote social inclusion as well as how they engage and enable volunteers, I'd like to understand, what positive impact has your company seen, both in its approach to promoting social inclusion and employee volunteering.</p> <p>Leandra, could you elaborate on why these programmes and initiatives remain in the forefront for not only BNY Mellon's CSR agenda, but also its business agenda?</p>
<p>Leandra</p>	<p>Sure, Nithya. So, I'd like to start by saying that at BNY Mellon, CSR is not a philosophy, it is a company-wide strategy that brings together innovative ideas and impactful programmes to help solve some of the world's biggest problems and create positive and sustainable change. Our corporate social responsibility is crucial to how we fulfil our role as a major global financial institution. At BNY Mellon, we are invested in our markets, our people, and our world. Our clients trust us every day with their investments, and we depend on our talented and diverse workforce to meet client needs with the highest standards of excellence and integrity. And that is why it's important that we help build an inclusive and supportive environment, where our people are empowered to contribute and succeed. And in addition to our responsibility to act in our stakeholder's best interest, we also want to have a positive impact on people's lives, and therefore, we choose CSR priorities that integrate with our</p>



	<p>business strategies to create greater impact than they can generate on their own. This approach benefits our business and more importantly, brings tangible values to our shareholders, clients, communities, as well as employees. So, I'd like to end by saying that our CSR strategy and global company strategy align to improve lives through investing.</p>
Nithya	<p>Thank you so much for sharing that, Leandra. Satya, could you please also share how your programmes and initiatives have had a positive impact at Intel India as well? I know you mentioned, for example, the attrition levels. If you'd like to elaborate further, we'd love to hear more.</p>
Satya	<p>Yeah so, Intel has been present in India since 2000 and we have been very deeply engaged and invested in the country to accelerate innovation and engineering advancements here. At the same time, we also work with the communities around us to make a perceptible transformation, primarily in the development areas. So, Intel's vision, or Intel's goal, is to really deliver technologies and innovations that reach the lives of every person on earth. So, our CSR is very tightly linked to that particular goal, where here our employees are leveraging their skills, their talents, and galvanising everything together and driving deeper impact on the ground. And we are very satisfied, we are very encouraged, to see the progress that we have been making as an organisation and we look forward to working with the, you know, ecosystem around us, communities around us, to continue to make an impact.</p>
Nithya	<p>Thank you, Satya. So, in our audience today, we have members from various organisations and different business sectors as well.</p> <p>What advice do you both have for other companies as they seek to develop strategic and sustainable programmes in India? Satya, let's start with you.</p>
Satya	<p>Yeah, I would say, you know, learning has been a key aspect of our journey. It has been an absolutely enriching experience working with NGOs, government agencies, fellow travellers, or rather I would say co-travellers, along the journey. And as I reflect, there are 3 things that really stand out for me, maybe some of them I would have already spoken about. One is the social impact, right, the CSR programmes, so the design and implementing it in a way that is really making a social impact in the areas where we want to drive the transformation. That's</p>



	<p>important. The second one is transparency. It's absolutely critical. That's the hygiene factor. You know, being transparent to you internal stakeholders, your employees, you know, programme supporters, CSR Champions, D&I Champions, within the organisation, being transparent about your processes, that impact that you're making, the way you are running the programme is important. At the same time, being transparent to your external partners, whether its NGOs, the communities, and things like that. And I believe if we do these things right, that would help to earn acceptance and credibility which is really really important, very vital. Second thing I will talk about, I will really focus on, is the engagement piece of it. Engagement with ecosystem, with the players outside, who are your partners, your fellow travellers, fellow co-travellers, as well as, you know, internally, the employees who are our greatest assets as far as CSR intervention is concerned. So, I would say if we bring these 3 things together, it could be win-win for the corporates like Intel as well as communities where we have to really drive strong transformation.</p>
<p>Nithya</p>	<p>Thanks for that, Satya. Such an important note talking about transparency as well so thank you for mentioning that as well.</p> <p>Leandra, what would your advice be for other companies as they seek to develop sustainable programmes in India?</p>
<p>Leandra</p>	<p>So, I think the most important thing to be mindful of, you know, when creating a strategy in the beginning is to ensure that the strategy aligns with who you are as an organisation, your mission, your vision, and your brand identity. The next step would be to pick up a few core focus areas in which to make a significant impact. You know, and this advice I'm giving is based on how we have worked in the past, so it may be different from company to company, but it's always good to identify good reputed NGOs to work with who have proven expertise in the area that you want to support, you know. Work with these NGOs to do needs assessments of the communities to identify the projects you want to support. A very key thing that I want to mention here is about securing leadership buy-in. So, for a programme, a CSR programme, to be successful, support from senior leadership is very essential. If members of the C-Suite are active champions of your CSR initiatives and inspire action from top-down, social responsibility will eventually permeate all levels</p>



	<p>of a company. Engage your employees. Employee involvement is critical to the success of a CSR programme. Make sustainability and CSR personal by connecting with employees' personal values, passions, and interests. So, one thing that has worked really well for us was to identify groups or individuals within the company who are passionate about CSR and empower them to take ownership of volunteer events or employee fundraising campaigns. And as Satya rightly said, CSR events can also be a tool for employee retention and recruitment. Once you've identified your projects to support, please ensure that you have proper follow-up procedures baked in, especially with respect to budget allocation and spend. Another thing that has worked really well for us is regular site visits, we feel are very important, as well as interaction with the beneficiaries of your programme because that's when you actually understand, you know, what's happening on the ground and what's the feedback, you know, from the beneficiaries. And finally, request for impact reports on a regular basis because it's important for companies to validate their CSR programme through quantitative as well as qualitative data. Thank you.</p>
Nithya	<p>Thanks, Leandra. I'm so glad you brought up the idea of site visits as well, because I think it's so important for those to stay connected and close to the programme and its beneficiaries. So, great, thank you both so much for sharing the insights, and I think they're going to be really helpful for organisations and our participants who are looking for new and innovating ways to approach Promoting Social Inclusion as well as leverage the strength of their employees in volunteering efforts. It's also clear from your input how beneficial these programmes can be not only to the wider community but also to corporate organisations as well. I'd now like to address some of the questions we've received from our audience, so I'll just take some of these at random. So, the first one that has come up is, and it could be to either of you – How do you communicate the success of your programmes internally to a wider employee base. For example, do you use regular email updates? Do you use social media? How do you communicate the success back?</p>
Satya	<p>Hi Nithya. If I can take a shot at it. Yeah, I think communication is very very important, right, and there is an opportunity to engage volunteers in communication. So, what we do at Intel India, we have a, with the volunteers, we have a group, sub-group, that we</p>



	<p>have formed for communication, right? That particular group actually recommends and advises what kind of communication that we should do internally. So actually if there is an Intel event happening at the site, at our campus, actually we assign one of the volunteers to be the reporter for that event, so the reporting outcome could be a video, actually our volunteers are, our Intel volunteers have done maybe videos about different interventions that we have done, whether it is an event, or doing a plantation engagement outside, or going and helping the poorer communities, the BBMP workers in health awareness drive, people go and shoot those videos, edit it, and we publish through our internal channels. Actually, internally we do have very robust channels available. We are weekly newsletter through which we communicate to employees at large. It goes to every employee Tuesday every week. We do have an internal social media channel which we call Inside View, and within Inside View, we have a community called Intel India Involved employee community. So, on the community, on that social media property, there are conversations that take place, because you know, collaboration is a key aspect. You know, people seek out opinions, help, so we see good engagement happening on that space, right. So it's a combination of internal social media platform, the weekly newsletter that we do, and where we regularly give updates, not only updates about upcoming programmes, also talking about the transformation that we're driving, outcome from various programme that we have done over the years. So that's the way we kind of do the communication bit of it.</p>
Nithya	Thanks, Satya. Go ahead, Leandra.
Leandra	<p>Sure, Nithya. I'd just like to add maybe couple of things that probably we do in addition to some of the stuff that Satya has mentioned. So, at the end of every, you know, team volunteering event, we encourage our employees to do a little story which they then put up on our internal social media channel, which we call My So Social, with lots of pictures, and you know it's written from the heart, so it shares with the wider population exactly what the employees have, you know, supported and what was their experience. You know, we have our quarterly newsletters that go out. We also use our quarterly town halls, you know, as a good opportunity to showcase what has been done in the previous quarter and what's coming up in the next quarter. And another</p>



	<p>thing we have is on an annual basis, we have our annual CSR expo, where we invite our NGO partners to come and we set up stalls in our town hall area or our cafeterias for them to showcase some of their projects that we've been supporting, you know. So today we have spoken a lot about our employee volunteering projects, but you know, as I'm sure Intel has also been doing, we also have done a lot in terms of our CSR projects which are much wider in terms of whether its water conservation, sanitation, you know, digital literacy, so, you know, the NGOs prepare nice models and you know they've got lots of collateral to showcase exactly what has been achieved through the year. And it helps to engage the employees because it gives them that sense of pride with what the company is doing in the wider community. So, you know, communication is very very critical and crucial to, you know, the success of this programme.</p>
Nithya	Thank you both so much.
Satya	Thanks, Nithya. If I can add a small thing, not a small thing, but a very important thing, right? Recognition is another tool of communicating the impact and goodness of the programme and also at the same time, encouraging lot more people to be part of this momentum, right? So, we do, I'm sure many other companies also do, you know, recognising the volunteers more from the work and impact that they have driven through different initiatives.
Nithya	Thank you. Thank you both so much for that. I think, you know, so important to mention how this is communicated back to the employee-wide base so that they're inspired and encouraged to participate. And Satya, how you mentioned people being recognised and rewarded for their efforts as well, so that's really great. Thank you both for sharing that. On the topic of communication, funnily enough, there's another question that's come in about communication, but more about how you might encourage employees from various office locations across India to share information about their unique work or programmes? And it also says – How do you encourage cross-site collaboration? And that's open to either of you if you'd like to respond.
Leandra	Ok, I'll go first. So, we just have, you know, offices in two locations like I mentioned earlier, Pune and Chennai. And our Pune location was launched, you know, first, and Chennai came in much later. So, one of the things that we regularly, you know,



	<p>do is whenever we have some activity happening in Pune, which has been a really, you know, great success, we try and you know, share that with our folks in Chennai and try and replicate the programme there. So, for instance we had a huge campaign here where we were painting, you know, some of the classrooms in one of the schools that we support, and this was a school that supports children with, you know, mental disabilities. And it was wonderful because when the children were away on vacation, you know, our employees went in and painted their classrooms with, you know, great cartoon characters and it was amazing to see look on the kids' faces when they came back on Day 1 of the new academic year. So, we replicated the same in Chennai and again it was a huge huge hit. So that is something that we do in terms of replicating activities, but otherwise I think it's, in Pune we do a lot of tree plantation, in Chennai we try to do a lot of beach clean-up drives, you know, something which can engage, you know, maximum number of volunteers. But I think also our social media, you know, sort of help to share experiences, share initiatives which then are taken up by the different locations. So, all in all I think, you know, best practices internally as well as externally, you know some of the stuff that Intel is doing, always always helps because I think that the end of the day, you know, one is trying to really make the community a better place to live and work so, you know, sharing best practices always helps.</p>
Nithya	Thanks, Leandra. Satya, anything you'd like to add?
Satya	<p>No, I agree, I completely agree with Leandra. I think collaboration is a key aspect of really dismantling the location barriers, the business group barriers. Like very interestingly, at Intel India, 90%+ employees are based in Bangalore, within Bangalore we are spread across various locations, but very interesting once is that we have different business groups, right? But you know, CSR is one of the aspects where actually people come together and they drive the social change, right? I think they're doing it, and also at the same time, I'm sure it is kind of revitalising the organisation as a whole, as an entity, which is really really great and very progressive.</p>
Nithya	<p>Great, thank you both so much. Unfortunately, that's all the time that we have for today. However, as this session comes to a close, I would like to thank, on behalf of Community Business, our panellists, Leandra Mendonsa from BNY Mellon and Satya Prakash Singh from Intel, for joining us today to share their best</p>



practices, insights, and advice. I'd also like to thank all of our participants for their time. We hope you found the session interesting – and look forward to the opportunity to continue to support your companies as you think about the role you have to play in promoting social inclusion and engaging your employees. In fact, as we close this session I'd like to highlight that at Community Business we are in the process of compiling research on this very topic: Promoting Social Inclusion – The Role of Companies in India. This is due to be launched early next year. It will discuss some of the issues relating to social inclusion in India, showcase some corporate approaches and provide recommendations for companies. So please stay tuned for more information on this. But for now, thank you so much for attending. We encourage you to tune into some of the other sessions in our programmes today. Also, a reminder, this session has been recorded and will be available for a period of 30 days, so we encourage you to share with your colleagues. Thank you and goodbye!