

PROGRESS REPORT OF CII'S INITIATIVES ON AFFIRMATIVE ACTION (as on 30th September 2012)

Affirmative Action (AA) in India is a voluntary commitment by Indian industry to help the Government and civil society in the National Endeavour to ensure equal opportunity to members of the Scheduled Castes and Scheduled Tribes communities.

CII has formulated a **Voluntary Code of Conduct** on Affirmative Action with 790 members as signatories. Four focus areas have been identified for concrete steps – Education, Employability Entrepreneurship and Employment.

CII has been actively working on the Affirmative Action agenda. As a commitment to the agenda, Mr Muthuraman, during his tenure as President CII 2011-12 himself chaired the Affirmative Action Council to ensure focus and strengthen members' action on AA. Mr Muthuraman continues to Chair the National AA Committee this year supported by Co-Chairman Mr Farhad Forbes.

Mr Harpal Singh, Chairman Emeritus, Fortis Healthcare is the **CII's Ombudsman** on Affirmative Action.

The AA **delivery framework** in CII is through the National Committee, the Regional Task Force, State & Zonal Panels on AA enabling initiatives at the grass root level.

Education – Scholarships

CII members have extended scholarships to students from the SC/ST community. Since 2007 more than 27900 scholarships have been given to Scheduled Castes & Scheduled Tribes students. Of this 200 scholars from the community are being supported for higher education through FAEA. 'Project Vidya'- covers 20 single teacher schools in 20 tribal hamlets in Andhra Pradesh. This provides access to education to about 500-600 tribal children.

Employability - Skill Development Training

A number of Skill Development Training initiatives for SC/ST beneficiaries have been undertaken by CII members. Since 2007 more than 1,02,000 beneficiaries from SC/ST community have been given training.

CII members have adopted more than 390 ITIs under the ITI Up-gradation programme which impact students from the SC/ST community.

A number of initiatives have been taken through CII Skills Hubs at Chhindwara (MP); Bhiwadi (Rajasthan) & Balasore (Odisha) as well as through the 11 CII-PanIIT Skill Gurukuls which are located at the district level with majority in ST areas.

Employment

On employment we have started tracking of the new employees only since 2011. The figures given are indicative. At CII, we are working with members to sensitize them on the need for such manpower mix tracking. Since 2011 incremental 28,000 new jobs have been given to persons from the SC/ST community.

A **Manpower Mix Survey** was conducted in 2010 amongst CII members. The Manpower Mix Survey conducted by CII amongst its members in the regions show:

- Northern Region – estimated 4.4 lakh people are employed by CII members out of which 22% are SC/ST
- Western Region- estimated 23 lakh people are employed by CII members out of which 16 % are SC/ST
- Eastern Region – estimated 1.6 lakh people are employed by CII members out of which 24% are SC/ST
- Southern Region - Estimated 5.8 lakh people are employed by CII members in the Southern states of which 16.2% are SC/ST

Entrepreneurship & Supplier Diversity

CII is working closely with **Dalit Indian Chamber of Commerce & Industry (DICC)** to develop entrepreneurs from SC/ST community and link such entrepreneurs to CII members for supply.

- CII has listed the details of DICC members on the Affirmative Action website to enable linkages with CII members
- Vendor development workshops / Buyer-Seller meets are being conducted to link entrepreneurs from DICC with CII members for supply. Till date such meets have been conducted at Pune, Mumbai, Nagpur, Bangalore, Hyderabad & Chandigarh.

CII is **partnering National Schedule Caste Finance Development Corporation & Future Group** to develop 50 SC entrepreneurs in retail sector as a pilot. The states being covered are Delhi, Karnataka, Haryana, Gujarat & West Bengal

Working with Tamil Nadu Govt to create new entrepreneurs from SC/ST community by training, motivating, facilitating and mentoring them for two years till they become sustainable in their business through CII-BYST unique business model.

Other AA initiatives

- CII have been interacting with stakeholders and regularly reporting back to the Government.
- CII has launched an **Affirmative Action website** on 5th July 2011 (www.ciiaffirmativeaction.in) –The website will enable information to be disseminated; provide a platform for stakeholders to interact and guide member companies.
- A **magazine “Endeavour”** is being published by each of the four CII Regions. The Endeavour publishes success stories of CII members and help companies to understand how to establish Affirmative Action in their companies if they have not done so far.
- **Webinars** are organized to provide the platform to member companies to discuss the effective ways to implement Affirmative Action. The aim of such webinar sessions is to sensitise and debate on the opportunities for industry on implementation of Affirmative Action.
- Interventions in the **adopted districts of Nawanshahr (Punjab) and Cooch Behar (West Bengal)**

District Development Plan & Employability Potential Assessment Report was conducted for Nawanshahr and Cooch Behar with the focus on identifying the areas of interventions in the districts.

Based on the studies, a multi disciplinary Skill Gurukul at Nawanshahr & Cooch Behar is being set up. CII members will be recruiting the trained candidates.

CII & Pan IIT Alumni, in joint collaboration, is setting up the Skill Training Centers on a residential Gurukul model in both districts.

- CII Telcon Skill Development Initiative in Kharagpur, West Bengal is covering beneficiaries from the community