



INDIAN INSTITUTE OF TECHNOLOGY MADRAS  
Office of Alumni and Corporate Relations

# THE SOCIAL IMPACT CLUB

An IIT Madras Initiative

***Topic: Measuring CSR Impact -  
KPIs for Sustainability Initiatives***

**October 15th, 2024 | Bangalore Edition 1**

## THE SOCIAL IMPACT CLUB

The Social Impact Club is an IIT Madras initiative aimed at creating a forum for CSR professionals where key focus areas and challenges faced by the CSR community are discussed, shared and collaboratively addressed. This Club, a congregation of impact-driven CSR leaders, offers a unique opportunity to share insights, exchange ideas with industry experts, and contribute to shaping the future of CSR in our country.

The Social Impact Club also seeks to provide a platform for like-minded CSR leaders to connect, network, and build relationships that could lead to future collaborations and shared successes in the CSR domain.

## OBJECTIVES

During the First Bangalore Edition of The Social Impact Club, the CSR leaders joined hands to address these objectives:

- Dive into the topic ' Measuring CSR Impact: KPIs for Sustainability Initiatives'
- Participate in focused group discussions on how we envision KPIs that align with both CSR and ESG goals for long-term sustainable growth.
- Network with like-minded professionals over Evening High Tea.

## **MODERATOR**

### **Dr. Rajnish Kumar**

Dr. Rajnish Kumar is a distinguished faculty member at IIT, where he serves as the Head of the School of Sustainability. With a strong academic background and extensive research in sustainable development, he focuses on innovative solutions for addressing global environmental challenges. His work emphasizes a multidisciplinary approach, integrating technology, policy, and community engagement to foster sustainable practices. Under his leadership, the School of Sustainability has been recognized for advancing impactful research and training the next generation of sustainability leaders.

## **PARTICIPANTS**

1. Mr. Arvind Garimella, Global Strategy and Programs, Accenture
2. Ms. Keerthana Sheshadri, Corp Citizenship (CSR) Grants Strategy Specialist, Accenture
3. Mr. Pratap, American Express
4. Ms. Monica Datta, Lead Tech4PositiveFutures, Capgemini
5. Ms. Nabila Kidwai, Senior Manager, Cargill
6. Ms. Priya Manoj Jaswani, Senior Director Legal & Regulatory, CME Group
7. Mr. Prabhuram D, Executive Director, CME Group
8. Mr. Amit Sawarkar, CSR Manager, Collins Aerospace
9. Mr. Sathisha CH, Senior Scientist, GE Aerospace
10. Ms. Shweta Jha, CSR Head, Herbalife
11. Ms. Girija Mukund, Director - CSR & ESG, Kyndryl Solutions Pvt. Ltd.
12. Mr. Viswanaathan R, CSR Head, Landmark
13. Ms. Lavanya Pallapothu, CSR Manager, Schneider Electric
14. Mr. Mallikarjuna S V, Deputy CSR Manager, Titan
15. Mr. Prashant Kumar, CSR Manager, Titan
16. Ms. Sunita Venugopal, Sr. Director Corporate Affairs and CSR, WM Global Technology
17. Mr. Raj Ananth, VP - Process Automation, Fidelity Investments
18. Ms. Pushpanjali Saikia, Program Manager - Corporate Citizenship, Open Text

19. Mr. Prithviraj Fracklin AN, Head of CSR and Sustainability, Happiest Minds
20. Ms. Aneesha Avrachan, Community Outreach, Embassy Group
21. Ms. Navya Bali, Community Outreach, Embassy Group
22. Mr. C. Sunil Kumar, Manager – Programs, Cognizant Foundation

## **TEAM IIT MADRAS**

1. Dr. Rajnish Kumar, Professor and Head, School of Sustainability
2. Mr. Kaviraj Nair, CEO, Office of Institutional Advancement
3. Ms. Vasudha Narasimhan, Vice President, Corporate Relations
4. Mr. Ankur Nagaria, General Manager, Corporate Relations

## DISCUSSION SUMMARY

- **Sustainability Across the Value Chain**

A significant concern for CSR and ESG leaders was ensuring that sustainable practices are implemented across the entire value chain. Ms. Girija Mukund from Kyndryl Solutions posed questions about maintaining sustainable operations from procurement to product delivery. Dr. Rajnish Kumar outlined how technology, such as carbon footprint tracking and circular economy principles, could help corporates achieve sustainability goals. He also emphasized that carbon footprint tracking alone is not sufficient and other sustainability factors need to be considered.

- **The Role of Academia in CSR and ESG**

The importance of collaboration between academia and industry was a recurring theme throughout the event. Many attendees, including Ms. Lavanya Pallapothu from Schneider Electric, inquired about how IIT Madras could support their organizations' sustainability initiatives. Dr. Rajnish Kumar introduced the Sustainability Consortium, an interdisciplinary research ecosystem at IIT Madras designed to bring like-minded corporates together. The Consortium works on sustainable R&D projects and offers knowledge transfer to support corporate sustainability initiatives.

- **Measuring CSR Impact**

A central theme of the event was how organizations can effectively measure the impact of their CSR projects. Many participants, including Mr. Arvind Garimella from Accenture, expressed concerns regarding the lack of clear metrics to evaluate long-term social and environmental outcomes. Dr. Rajnish Kumar shared strategies for developing more robust impact measurement frameworks, suggesting that organizations collaborate with academic institutions to build data-driven models for CSR impact evaluation.

- **Finding the Right Partners**

Ms. Pushpanjali Saikia from Open Text and Sunita Venugopal from WM Global Technology discussed the challenge of finding suitable partners for CSR programs. They highlighted how misaligned expectations often hinder the effectiveness of CSR projects. Dr. Rajnish Kumar recommended a thorough vetting process for partner selection, suggesting that corporates tap into networks and databases maintained by research institutions like IIT Madras, which can provide pre-vetted partners aligned with corporate goals.

## SUGGESTIONS & RECOMMENDATIONS

- » Corporates must prioritize long-term impact measurement when planning CSR projects. Developing KPIs aligned with both immediate goals and broader sustainability objectives is crucial.
- » Partnering with academic institutions can help bridge the gap between corporate expectations and research timelines, enabling more effective CSR initiatives.
- » Industry and academia collaborations should focus on creating scalable solutions that address critical challenges such as waste management, carbon reduction, and renewable energy adoption.
- » More cross-sector partnerships are needed to enhance the implementation of sustainable practices across the value chain, particularly in sectors like manufacturing and energy.

## CONCLUSION

The Social Impact Club event in Bengaluru successfully facilitated discussions on CSR and sustainability, providing valuable insights on how to measure CSR impact, identify the right partners, and integrate sustainable practices across operations. IIT Madras will continue to engage with corporate partners through forums like the Social Impact Club, driving impactful research and collaboration. The **School of Sustainability** will play a central role in advancing sustainability initiatives, bridging the gap between industry needs and academic research.

The next edition of the Social Impact Club promises to explore these themes further, fostering deeper ties between academia and the corporate world to create a more sustainable future.