



AFCSR

ASSOCHAM Foundation for
Corporate Social Responsibility

From
Intent
to
Impact

**Strengthening India's
CSR Landscape**



Reaching the Last Mile

About Us

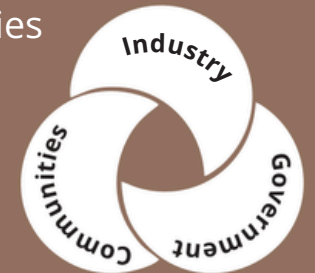
ASSOCHAM Foundation for CSR (AFCSR) is the social development arm of The Associated Chambers of Commerce and Industry of India (ASSOCHAM), the apex chamber and the most respected industry bodies. AFCSR was established as a Trust in the year 2013 to identify social, developmental, and environmental issues that need immediate attention, measurable results, and sustainable solutions.

For over a decade, AFCSR has been actively addressing development needs and challenges by identifying critical issues and working to resolve them through targeted programs and initiatives



Our Vision

To catalyze sustainable transformation through collaboration among industry, government, and communities



Our Mission

To drive inclusive and sustainable development by promoting responsible business practices and partnerships that deliver lasting social, economic, and environmental impact.



Thematic Pillars

AFCSR's work is anchored across five core thematic pillars aligned with national priorities.

Education

Improving access to quality education and experiential learning, with a strong focus on life-skills, hygiene awareness, road safety, and climate education for children and adolescents.

Skilling & Livelihoods

Enhancing employability, entrepreneurship, and livelihood opportunities for youth through structured training, mentoring, and industry linkages.

Healthcare, Nutrition, Hygiene & Sanitation

Promoting preventive healthcare, early screening, hygiene practices, and nutrition awareness through community health camps, school-based interventions, and policy dialogue.

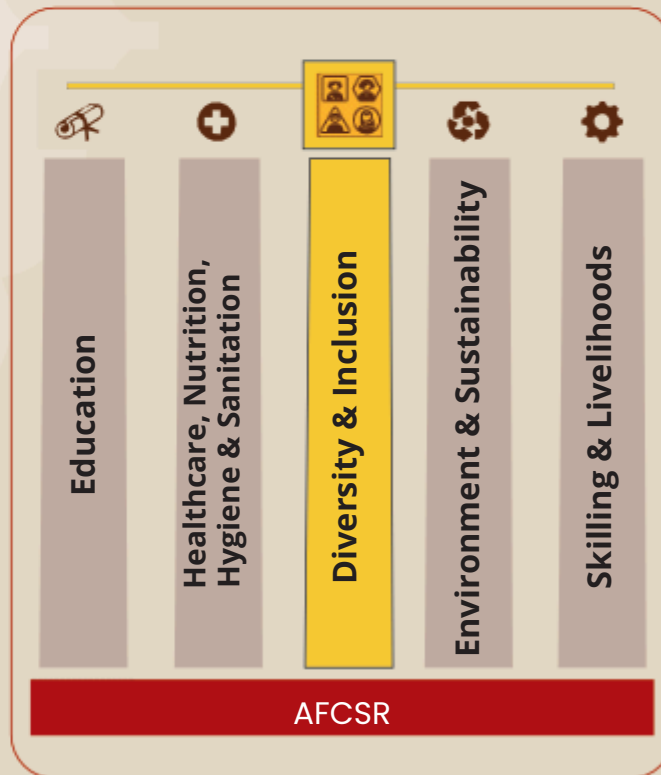
Environment & Sustainability

Driving climate action and environmental stewardship

through renewable energy adoption, afforestation, pollution awareness, and community-based sustainability initiatives.

Diversity & Inclusion (Cross-sectoral)

Fostering inclusive and equitable ecosystems that advance gender equity, empower women, and enhance the participation and inclusion of persons with disabilities (PwDs).



Programs & Initiatives

Diversity and Inclusion Excellence Awards

Commenced in 2019, Recognising and celebrating organizations that demonstrate exemplary commitment towards diversity, equity, and inclusion across workplaces and value chains.

Menstrual Hygiene Management (MHM)

Awareness and sensitisation programmes on menstrual health, hygiene, and dignity—especially among adolescent girls and women across socio-economic settings.

Conference on Empowering Persons with Disabilities through Accessible & Assistive Technology

Commenced in 2015, Initiatives focused on accessibility, assistive devices, inclusive policies, and sensitisation of communities and workplaces.

Road Safety Conference

Large-scale awareness campaigns and school-based workshops promoting safe road behaviour and responsible mobility.

Women Empowerment

Programs aimed at strengthening women's agency, health awareness, leadership, and participation in economic and social life.



Our Approach to Social Impact



- 1. Needs Assessment & Ground Reality Check:** Identify issues via research, community consultations, and data-driven diagnostics.
- 2. Multi-Stakeholder Collaboration:** Engage corporates, government bodies, NGOs/communities to combine resources and reach.
- 3. Programme Design & Implementation:** Tailored interventions in health, education, environment, inclusion based on local context.
- 4. Monitoring & Impact Measurement:** Keeping track of output (e.g. number of beneficiaries, trees planted, facilities upgraded), outcomes (health improvements, awareness rise, behaviour change), and long-term sustainability.
- 5. Policy Advocacy & Knowledge Sharing:** Using insights from grassroots to inform policy, and sharing best practices across stakeholders.

This approach ensures that CSR is not just philanthropic, but transformative and sustainable.

Geographic Reach

AFCSR programs span across **PAN-India** with special focus on the following states: *Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal, Jammu & Kashmir, Mizoram, and Nagaland.*



On the Ground: Real Impact



Impact Showcase

Education

4.5 lakh + students reached

2,100 + teachers trained

550 + schools partnered

COVID-19 Response

INR 2,400 crore

mobilised infunds and resources through ASSOCHAM's member network

Skilling & Livelihoods

7,750+

students from **22 States & UT** received entrepreneurial skills through a structured hybrid learning program and certified on successful completion of the program

Healthcare

450+ health camps organised

5 lakh+ lives impacted

55,000+ students benefited through health workshops

150+ medical experts engaged in policy advocacy

28,000+ students sensitised across **43 Delhi schools** on **Global Handwashing Day**

Environment & Sustainability

10 solar panels installed at government health facilities (Delhi-NCR)

35,000+ indigenous saplings planted

50+ students engaged in pollution and climate awareness workshops

15,000+ villages impacted

Sustainability & SDG Alignment

AFCSR initiatives are aligned with relevant UN Sustainable Development Goals (SDGs), including health, education, gender equality, clean energy, decent work, reduced inequalities, and climate action. The programmes are designed to drive sustainable impact through community ownership, long-term viability, and measurable outcomes.



Testimonies

The synergy and professionalism demonstrated by ASSOCHAM Foundation for Corporate Social Responsibility (AFCSR) throughout the program's implementation reflects a deep commitment to students' welfare and community advancement. We commend AFCSR for their continued support and extend my appreciation for steadfast dedication to this transformative initiative. Best wishes for future endeavors & initiatives.

Kritika Chowdhary,
Director (Education),
New Delhi Municipal Council

At Reckitt, we are very privileged to have a partner like ASSOCHAM Foundation for CSR, which has given us an opportunity to reach millions of community members. We promise to bridge the urban-rural divide, the Bharat-India divide by doing some great work together.

Ravi Bhatnagar,
Director External Affairs & Partnerships,
South Asia, Reckitt,
Former Co-Chair, ASSOCHAM CSR Council

Partnerships & Collaborations

AFCSR works closely with leading corporates, public institutions, NGOs, and industry leaders to co-create and scale impact. Past and ongoing partners include organisations from diverse sectors such as manufacturing, energy, automotive, healthcare, services, and technology.

Through these collaborations, AFCSR is able to:

- Mobilise financial and technical resources
- Leverage corporate expertise and outreach
- Implement programmes at scale
- Demonstrate effective public-private-community partnership models

OUR PARTNERS

Why Partner with AFCSR?

- **Credibility & Legacy:** As the CSR arm of India's premier industry chamber (ASSOCHAM, established in 1920), AFCSR brings institutional trust, governmental linkages, and deep industry connections.
- **Proven Impact:** Demonstrated reach across health, education, environment, and inclusion — measurable impact in terms of people reached, infrastructure built, awareness generated.
- **Cross-Sector Collaboration:** Opportunity for corporates from varied sectors (automotive, energy, manufacturing, services and more) to engage meaningfully with social initiatives.
- **Scalability & Sustainability:** Through structured campaigns, repeatable models, community engagement, and ongoing monitoring, AFCSR ensures that interventions are not one-off but have sustainable outcomes.
- **Flexibility & Thematic Breadth:** From public health to road safety, from education to environmental action, AFCSR offers multiple thematic entry points aligned with corporate CSR goals.
- **Compliance & Governance Framework:** Full alignment with Companies Act, 2013 – Schedule VII, Transparent governance and reporting mechanisms, Regular monitoring, evaluation, and impact assessment and Strong ethical standards and accountability structures.

Highlights of Partnering with AFCSR



Future Roadmap

- Expansion into new geographies and underserved communities
- Integration of digital tools and technology-led solutions
- Deeper engagement in ESG-linked and high-impact thematic areas
- New partnership models with corporates and institutions



**Engage.
Collaborate.
Impact**

AFCSR invites corporates, institutions, and stakeholders to collaborate in creating scalable and sustainable social impacts.

- CSR funding and co-creation of projects
- Employee volunteering and knowledge partnerships
- Pilot programmes and innovation-led initiatives
- Policy dialogue and thought leadership



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