

অসম চৰকাৰ



GOVERNMENT OF ASSAM

SUSTAINABLE DEVELOPMENT GOALS



SYNERGISING CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT GOALS

A GOVERNMENT OF ASSAM- UNDP- ONGC INITIATIVE

11th May 2017

Planning & Development Department
Government of Assam

Centre for Sustainable Development Goals
Assam Administrative Staff College





Assam's Endeavors in Achieving the SDGs

The Sustainable Development Goals (SDGs) were universally adopted in January 2016 as a call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. The 17 Goals which are to be achieved by 2030, were designed based on the learnings from Millennium Development Goals (MDGs), through a global consultative process, to include many more new areas of focus such as Climate Change, Sustainable Consumption, Peace and Justice, and Innovation, among many other key areas. The SDGs are based on the principle of forging partnerships and setting clear guidelines to achieve these targets as per the needs of each region.

The Hon'ble Prime Minister of India, Shri Narendra Modi, in his speech addressing the United Nations on 25th September 2015 at the UN Sustainable Development Summit stated, 'Today, much of India's development agenda is mirrored in the Sustainable Development Goals.'¹ Government of Assam, mirroring this commitment, under the leadership of Hon'ble Chief Minister Shri Sarbananda Sonowal strived to take forward the SDGs in Assam. Under the guidelines structured in the vision document titled, 'Assam 2030: Our Dream, Our Commitment', a strategy was created to start the process of inducting SDGs into the policy planning processes of the Government of Assam. It is one of the first states in India and globally to start bringing SDGs into the policy discourse of the state.

To take forward these goals in Assam the Centre for Sustainable Development Goals (CSDGs) was established in the Assam Administrative Staff College.

- The CSDGs was established as a think-tank to provide research and technical support to all departments in the Government of Assam, to take forward their SDG targets.
- The Planning & Development Department is the nodal department for coordinating all the activities within the departments for achieving the SDGs. An SDG Cell has also been established within the P&D Dept. to provide support to take forward SDG related activities. It reports directly to the Additional Chief Secretary, P&D Dept.
- SDGs Strategy Support Group (SSSG) is also being set-up to provide a platform for collective generation and incubation of new ideas and innovations, and as a knowledge exchange, functioning in a semi-formal manner. The Chief Secretary, Government of Assam is the Chairperson for this group.
- Partnership creation has played a central role in taking forward the SDG Agenda. International organisations such as UNDP, UNICEF, WHO and others are collaborating and providing support to the Government of Assam in designing their mission to take forward SDGs.
- The UNDP has given high priority to the 2030 Agenda and believes that government, philanthropic organisations, and businesses need to work together to achieve the SDGs. UNDP is providing support to governments to integrate the SDGs into both the development plans and policies of nations.² UNDP has allocated two State Technical Officers for assistance to the Government of Assam, for working specifically on the SDG Agenda of the state.

SDGs Planning in Action

The work towards strategizing for the SDGs started with the Government Order (GO) dated 28th December 2015 issued by Shri V. K. Pipersenia, Chief Secretary, Government of Assam. This was followed by an orientation conducted on 5th January 2016 and at the end of which 8 working groups were constituted to prepare the Strategy Paper and Action Plan (SPAPs) against the 17 SDGs. A second GO issued on 4th March 2017, by the Chief Secretary, Government of Assam, reinstated governments initiative and plans for taking forward the SDGs. In preparation for the finalisation of these SPAPs

¹Government of Assam (2016): Assam 2030, Our Dream, Our Commitment: Vision and Strategic Architecture Document, July 12th, 2016. Extract from message from the Chief Minister.

²UNDP (2016): <http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>. Accessed: 20.04.2017

8 conclaves (based on 8 groups) have been planned by the Centre for SDGs and Planning and Development Department for covering all the 17 goals.

Group A: Poverty, Hunger and Rural Development	Goal 1: Poverty eradication Goal 2: Zero Hunger
Group B: Health, Clean Water and Sanitation	Goal 3: Good Health and Well Being Goal 6: Clean water and sanitation
Group C: Education (Pre-primary, Primary, Secondary including vocational, and Higher Education)	Goal 4: Quality Education
Group D: Gender and inequality	Goal 5: Gender Equality Goal 10: Reduced Inequalities
Group E: Growth, Employment, Infrastructure and Industries	Goal 7: Affordable & Clean Energy Goal 8: Decent work and economic growth Goal 9: Industry innovation and Infrastructure
Group F: Sustainable Cities and Urban Communities	Goal 11: Sustainable Cities and Communities
Group G: Environment and Climate Change	Goal 12: Responsible Consumption and production Goal 13: Climate action Goal 14: Life Below Water Goal 15: Life on Land
Group H: Good Governance, Institutions and Strengthening Means of Implementation	Goal 16: Peace, Justice and Strong Institutions Goal 17: Means of Implementation

The process of finalisation of SPAPs has already begun with the first conclave held on 24th April 2017 on Health, Water and Sanitation by the Health and Family Welfare Department and Public Health Engineering Department.

Furthermore, the Government of Assam aims to create a strategic action platform to engage all stakeholders in achieving the SDGs in Assam. The first event aimed at achieving this is the Conclave on Sustainability and Sustainable Development Goals vis-a-vis Corporate Social Responsibility. This is a joint initiative between Planning & Development Dept., Government of Assam, in collaboration with Centre for SDGs, ONGC and UNDP on 11th May, 2017 at the Assam Administrative Staff College, Guwahati.

Synergising CSR and SDGs

Corporate Social Responsibility (CSR) integrates social and environmental concerns as a key component of a business. It encompasses corporate philanthropy, green businesses, ethical labour and environmental practices and volunteering among a vast range of activities. Additionally, businesses across the world are moving towards integrating sustainability within their business models. There is a movement towards building businesses based on the principles of sustainability at the core, thus resulting in long term benefits and profits. As awareness on global issues continue to grow, more businesses are taking on CSR as part of their activities. Being part of this movement also enables them to highlight their work and drive their businesses in a stronger direction with large social acceptability in a local, regional and national context.

The success of SDGs is dependent on not only focusing on the social indicators but economic development and environmental health as well. This can be done by harnessing partnerships with corporates, industry associations, academia, UN organisations, NGOs, and other stakeholders. Furthermore, economic development, environmental concerns, human rights and promoting sustainability among our own spaces must work together for these goals to be met. The Conclave has been designed to explore the possibilities for adopting the flagship Mega Mission of the Government of Assam, the Chief Minister's Samagra Gramya Unnayan Yojana (MMS-CMSGUY), a 100 percent SDG centric scheme for doubling the farm income of the farmers of Assam by 2021-22 within the corporate framework, in taking forward CSR projects and overall corporate engagement, planning, execution and creating partnerships and linkages by integrating SDGs into all projects planned under the CSR function. The corporate/funding agency will have freedom to adopt strategy for CSR activities with respect to their functional/operational area.

The aim of the Conclave will be to build partnerships with the corporates, government, Civil Society Organisations (CSOs) and international organisations to work together in taking forward the SDGs. The conclave will concentrate on:

- 🌀 Developing an understanding on SDGs, as related to sectors where CSR activities are concentrated
- 🌀 Developing Corporate understanding for achieving further engagement in sustainability and SDGs
- 🌀 Creating modalities for partnerships across all stakeholders
- 🌀 Developing partnerships and identifying roadmaps for integrating the sustainability, SDG and CSR agenda.
- 🌀 Exploring possibilities for partnership to engage UN System in CSR activities.
- 🌀 Understanding cross-linkages in promoting SDGs
- 🌀 Forming a steering committee to assist in promotion and engagement of CSR activities for achieving SDGs
- 🌀 Creating a platform for ideas and solution exchange for tackling issues around sustainability, CSR and SDGs related issues

INAUGURAL SESSION

This Session will lay the foundation ground for understanding the scope of partnership between stakeholders especially among government, corporates, businesses, CSO's and international organisations. It will bring insights into how the various stakeholders can work together to take forward the Sustainable Development Goals within the context of Assam.

TECHNICAL SESSION 1: MAPPING AND INTEGRATION OF CSR PROJECTS WITH SDGS

This session will try to map the current CSR activities and sustainability practices within the larger ambit of Sustainable Development Goals. The session will try to create a synergistic linkage for how integration of CSR activities and sustainability issues can happen within the SDG framework.

TECHNICAL SESSION 2: CREATING INSTITUTIONAL PLATFORMS FOR INTEGRATING SDGS AND CSR

This session will pave out a strategy for creating an enabling institutional platform which will facilitate implementation of CSR projects, create a knowledge exchange platform and promote ideas of sustainability within individual practices. This platform will serve as a think tank for Corporate, industry associations, academia, UN organisations, NGOs, and other stakeholders to develop, partner and implement SDG centric CSR projects.

TECHNICAL SESSION 3: SYNERGISING CSR WITH SDGS IN CONTEXT TO MMS-CMSGUY

This Session has been designed to explore the partnerships and possibilities for adopting the Chief Minister's Samagra Gramya Unnayan Yojana (MMS-CMSGUY), a SDG centric scheme for doubling the farm income of the farmers of Assam by 2021-22 within the corporate framework through CSR projects.

VALEDICTORY SESSION: DECISIONS FOR WAY FORWARD

The session will aim to devise a road map and a clear strategy for future action. This session will assist in identifying SDG strategies and goals, coupled with human and economic resources for further strengthening projects and programmes related to SDGs.

