

GRAAM's CSR EXPERIENCE



Developing CSR Policy & Strategy

- CSR (Community Development) Strategy Document for Toyota Kirloskar Motors Ltd.
- Developing CSR Policy, Strategy & Plan for Jockey (Page Industries Ltd)
- Strategic CSR Implementation plan for ABB India & Asian Paints Ltd

CSR Needs and Social Impact Assessment

- Community Needs Assessment for ABB India, Aditya Birla's Madhura Fashion Ltd & Stelis Biopharma
- Midterm Impact Assessment, Evaluation & Monitoring Framework of Titan's CSR Projects
- Impact Evaluation of large-scale Govt schemes/ program in health, education, livelihood, governance & other areas across the country

CSR Project Planning & Implementation support

- Sugamya Shiksha, a Comprehensive School Development Program impacting 10k+ children
- Social Business Initiative Plan & Model (We Mill) for Wuerth Elektronik India Pvt Ltd
- Samvarthana, a Social & Behavioral Communication Model for nutrition & neonatal care with UNICEF



GRAAM's rural women entrepreneurship project, "We Mill," won the Tally MSME Honours 2023 for its role in empowering first-generation women entrepreneurs in Mysuru. Supported by Wurth Elektronik, the initiative focuses on sustainable livelihoods through Ragi-based product development

Recognising businesses that have contributed towards a better purpose for global wellbeing

Clients & Partners

We constantly strive to establish a higher benchmark. Our rigorous approach and the results have always won appreciation from our clients & partners.

CORPORATE PARTNERS



GOVERNMENT DEPARTMENTS - INSTITUTIONS



Academic/Research Institutions



NGOS & Civil Society Movement



GRASSROOTS RESEARCH AND ADVOCACY MOVEMENT (GRAAM)

Bengaluru | Mysuru | New Delhi

+91-8971735306 | 080-26655055

partnership@graam.org.in | www.graam.org.in



GRAAM

Grassroots Research And Advocacy Movement

YOUR TRUSTED PARTNER FOR
CSR & SUSTAINABILITY

- ✓ MONITORING & IMPACT ASSESSMENT
- ✓ IMPLEMENTATION SUPPORT
- ✓ COMMUNITY NEEDS ASSESSMENT
- ✓ STRATEGIC CSR PLANNING
- ✓ CSR CAPACITY BUILDING AND EMPLOYEE VOLUNTEERING



EMPOWERING COMMUNITIES



SUSTAINED DEVELOPMENT



INCLUSIVE GROWTH

EMANELLED AND REGONISED BY



About GRAAM

Grassroots Research and Advocacy Movement(GRAAM) is a development research and public policy engagement initiative (think-and-act tank) in India. GRAAM's extensive expertise spans over development research, program evaluation, community engagement, policy engagement, impact consultation and academic engagements. GRAAM works in collaboration with all the four key stakeholders of development i.e. Government, Citizenry, Civil Society Organizations and Corporate. Complementing strengths of each sector is essential to achieve the development goals. For CSR initiatives, GRAAM offers a unique value proposition by aligning corporate efforts with community-driven development, ensuring that investments lead to lasting and transformative impact.

Four pillars of development



We firmly believe in collaborating with key stakeholders—including communities, government agencies, NGOs/CSOs, and the private sector, in the process of development to achieve the United Nations Sustainable Development Goals (SDGs).



GRAAM'S APPROACH TO CSR



GRAAM CSR offerings

GRAAM is your trusted partner in implementing and measuring impactful CSR initiatives. With certified social impact assessors, we specialize in evaluating large-scale social projects and fostering community-driven development. By aligning our expertise with your corporate vision, we ensure effective collaboration with governments and civil society.

- Developing CSR Policy & Strategy**
Connecting Macro level developmental goals with Micro-Level field realities
- CSR Project Planning & Implementation support**
Evolved from a strong experience of implementing projects at the grassroots
- CSR Needs and Social Impact Assessment**
Strong research experience & expertise with time tested methods & tools
- CSR Capacity building and Employee volunteering**
Equipped with qualified academicians & practitioners having field Insights

WHY GRAAM?

- 1** Dedicated Community Consultation Team, Research Team, Project Management & Strategic Consulting Team
- 2** Macro-level development & policy expertise, along with micro-level grassroots experience
- 3** Strong network of Grassroots NGOs across the country
- 4** Collaboration with International and National organizations
- 5** A multi-disciplinary pool of expert empaneled consultants
- 6** Guided and Lead by an expert Board