

# Impact

2024

## Conversations on Public Good and Data Tech Convergence

### Speaker Profiles

#### Session 2

Beyond Compliance: Maximizing CSR Impact through  
Data Technology and Analytics to Achieve the  
Viksit Bharat Vision

28 November 2024, Thursday  
Jacaranda, India Habitat Centre  
12:00 pm - 1.30 pm

SAMBODHI

# Session 2

## Beyond Compliance: Maximizing CSR Impact through Data Technology and Analytics to Achieve the Viksit Bharat Vision



### Tulika Srivastava

#### Manager - CSR, Sambodhi

Tulika has five years of experience in CSR and ESG, working with IIFL Home Finance and Goodera on impactful initiatives and enhancing reporting frameworks. A postgraduate in Sustainable Development Practices from TERI School of Advanced Studies, she specializes in environmental sustainability, social governance, and ethical business practices, focusing on aligning CSR with business goals to create meaningful social impact.

### Sudha Jhijaria

#### Head - Billion Hearts Beating Foundation (PAN India) Apollo Hospitals Enterprises Limited

Sudha Jhijaria is the Head of CSR at Billion Hearts Beating Founding (PAN India), the CSR arm of Apollo Hospitals Enterprise Limited. With over 25 years of experience across management and CSR roles, she previously served as Program Director at Fortis CSR Foundation. Sudha has worked in various areas including Strategy, Projects, Nursing Training, Health Insurance, and Human Resources. She holds a degree in Sociology from Delhi University, an MBA in Hospital Administration, and is a certified NABH assessor.



### Prabhakant Jain

#### Lead - Group Level CSR Portfolio, DS Group

Prabhakant leads the CSR function at DS Group, a leading FMCG company in India. He specializes in strategic planning, policy formulation, program design, and partnership management, focusing on water and livelihoods across the country. His work has been recognized by the Ministry of Jal Shakti, FICCI, CII, and Aaj Tak. He is passionate about building partnerships and has contributed to projects such as Water Economic Zones for farmers, Creativity Adda for youth learning, and Project Saamyra to sensitize young boys.



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## Kiran Kaushal

### Head - Partnerships and Employee Engagement

Kiran Kaushal is a CSR leader with over 22 years of experience in stakeholder engagement, sustainability reporting, and community development. She has worked with INGOs like Smile Foundation, Plan International, PHFI, and ChildFund International. Currently, she leads CSR efforts at Bharti Airtel Foundation, driving sustainable development through innovative programs and partnerships.

## Biswaranjan Baraj

### Assistant Vice President - Research, Sambodhi

Biswaranjan Baraj has over two decades of experience in M&E, CSR, and development research, leading multiple projects in sectors like agriculture, climate change, and health. At Sambodhi, he leads Government Advisory and CSR teams, creating impactful evidence frameworks. Formerly, as Nielsen Cares Regional Leader, South Asia, he was recognized as a Global Responsibility and Sustainability Champion. He is committed to designing projects that align with community needs and global development priorities.

