



Confederation of Indian Industry

— In partnership with —
NFCG National Foundation for
Corporate Governance

National CSR Summit ***“Partnering the National Agenda”***

29 April 2015, Vigyan Bhawan, Maulana Azad Road, New Delhi

Background Note

A. Background

This is a defining moment for Indian Industry and for industry’s role as an important stakeholder in promoting equitable development in India. Whether in the form of the CSR Clause in the Companies Act passed last year or the call made by the Government to the industry to partner the national development programmes, in the recent times, it is becoming imperative that the industry partners the government efforts for speedy and effective action.

The journey of CSR has been a long one, from a focus on corporate philanthropy to CSR to becoming an integral part of corporate management to finally having gained a significant place in the Companies Act 2013 by way of a CSR Clause and CSR Rules. The Section 135 of the Act provides an opportunity to the companies to mobilize resources and participate in and contribute to social development goals and nation building.

The Hon’ble Prime Minister also in his Independence Day speech, had articulated some of the key areas of development which he felt was critical to the progress of the Nation. Some of the areas that needed immediate attention were sanitation, safety and security of women, ensuring protection and survival of the girl child, connecting the poorest citizens of the country with the facility of bank accounts, skilling the youth, digital connectivity in remote villages and many more.

The Government has been introducing Programmes, Plans and Schemes to address these issues where in the Industry are also being encouraged to participate in such programmes. Some of these include the Swachh Bharat Mission, Beti Bachao Beti Padhao, Namami Gange and many more.

Realizing the immense scope for the industry to participate in the national plans, it is the right time for companies to evolve robust CSR policies and effective CSR implementation strategies to maximize opportunities not only for compliance but also to enhance stakeholder relationships, establish sustainable relationships with communities and contribute towards nation building.

The Confederation of Indian Industry has always been cognizant of the role the industry can play and towards this CII has extended its agenda beyond business and has been closely working in the

social development sector for the last two decades. As part of furthering its social development agenda, CII organizes the National CSR Summit which is an annual CII flagship event to create a strong, sustainable CSR movement that seeks to address the crucial issues to generate ideas on matters relating to CSR.

The 2015 edition of the Summit is being scheduled on 29 April 2015 at New Delhi in partnership with the National Foundation for Corporate Governance.

The Summit will focus attention on the key national priorities and programmes that the Government has articulated and how India Inc can partner through their CSR interventions. In addition, as we complete one year of the CSR Mandate, this will be the right time to take stock and calibrate the CSR efforts to make it more effective and impactful.

B. Summit Scope & Objectives

The objectives of the Summit will be as follows:

- Create a knowledge platform at a national level by bringing together key policy makers, corporate representatives, civil society, academic and development agencies and media to disseminate and discuss the opportunities, issues and challenges given the advent of social programmes and the CSR mandate in the Companies Act 2013.
- Sharing good practices around CSR policy development and stakeholder engagement and showcasing innovative CSR practices with significant contributions to development along with adding value to the company.
- Bringing out a shared vision of national development priorities and the role of industry there in to make India a strong nation.

C. Session Themes

- a) **The Boardroom Conversation** - This session will present the views from the Board on how CSR is being perceived in today's changing times; the implications and impact of the new CSR rules topped by the call from Government to partner the social development programmes to address specific issues; managing stakeholder expectations including the Government; the opportunities they foresee and their concerns.
- b) **National Schemes: The new paradigm for partnerships** - The Government has launched a bouquet of Programmes, Plans and Schemes to address development issues. Some of these include the Swachh Bharat Mission, Beti Bachao Beti Padhao, Namami Gange and many more. The Government has also expressed a keen interest in engaging and forging partnerships with India Inc in this journey. The Session will

delve on how these partnerships are taking shape. What were the challenges and what are the gaps where industry can plug in. Other than financial support, how the industry can add value to such programmes.

- c) **Leveraging CSR: Looking beyond the Mandate** - The session will focus on the motivation and unintended positive implications of undertaking CSR, beyond compliance. This session will discuss how CSR is not just about complying to the laws of the land or doing social good but is significant in bringing in indirect benefits including building social capital and a step towards achieving long-term sustainability. The session will present some of the innovative models, practices and experiences of companies of how CSR can be further leveraged.

D. Audience

The national conference will provide a platform for interaction amongst:

- Top level functionaries from relevant ministries
- Senior representatives of Private and Public Sector organizations.
- Corporate Foundation representatives
- Development organizations with Indian presence (National / International)
- Think Tanks
- NGO / Voluntary organization representatives
- Representatives from academic and research institutions involved in social and environmental studies
