



Indian Institute of Forest Management Bhopal

Proceedings of 'CSR India Conclave 2010'
Organized on October 23, 2010 at
Indian Institute of Forest Management Bhopal

CSR INDIA
Conclave 2010



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Acknowledgement

The entire CSR India Conclave 2010 team would like to express its gratitude to the Director IIFM Dr R.B Lal for his support and valuable inputs. His inspirational leadership has been an elemental ingredient in shaping up the conclave.

We would also like to express our sincere thanks to the SAAC Chairperson Capt. Anil Khare and the then acting SAAC Chairperson Dr. Amitabh Pandey for their constant support and guidance. They really have been the guiding light for us. Thanks to them for giving us the direction to organize the conclave.

We would also thank IIFM faculty members for standing by us.

The entire conclave team would like to express our heartily thanks to all our sponsors and partners for believing in us. We hope that we have been able to stand upto their expectations and the bond that has got created this year would get strengthened in the years to come. Our special thanks to associate organizer; Fair Trade Form.

Thanks also to all our speakers, panelists, guests and participating organizations for taking time out of their schedule to be a part of the conclave. Their support has played an instrumental role in concretizing the whole conclave.

We would also like to thank all the students from various management and technical institutes who came forward to be a part of the conclave. We believe that they must have gained out of this conclave.

In the end, thanks to all those people whose name we have missed, but have played an important role in organizing the conclave.

Thanks

Team CSR India Conclave 2010
Indian Institute of Forest Management
Bhopal

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility or CSR is an extension of an organization's efforts in fostering strong corporate governance and ensuring the sustainability of business. CSR has evolved into Socially Responsible Investing (SRI) describing an investment strategy based on triple bottom line (people, environment and economy). This has encouraged companies to come out with GRI based report.

With increasing role of CSR in socio-economic development and expectations from the corporate to meet the triple bottom line sustainability, Indian Institute of Forest Management (IIFM) Bhopal, organized national level conclave 'CSR India Conclave 2010' on 23rd October 2010 at IIFM campus. The 'CSR India Conclave 2010' aimed to bring the various stakeholders (policy makers, corporate houses, PSUs, NGOs and the academia) under one single roof. The objective was to align the business activities with CSR initiatives to create an equitable environment of partnership between the business and the society. The conclave got its success with participation from 180 organizations all across India including PSUs, Consultancies, MNCs, Government Departments, NGOs, research organizations and educational institutions. To name a few; NTPC, Shell Foundation, Western CoalFields Ltd, Essar, WWF, Ernst & Young, KPMG, ITC, Unity Infra, Mphasis (an HP Company), World Vision, RBS, GMR Foundation, Dr. Reddy's Foundation, Lupin Foundation, Monsanto India etc.

The conclave encouraged NGOs to come up with well drafted development proposals that were presented before the corporate heads for implementation. The conclave targeted at the bigger picture of discussing the multi-varied issues related to implementing, monitoring and evaluating the CSR strategies and also addressed the issues of rating, ranking (CSR credits) and labeling of CSR activities.

SESSIONS PLAN

The whole Conclave was held in three sessions as mentioned below:

Session I: Keynote Addresses

Four speakers from the list of speakers delivered keynote addresses, each for 20 minutes, on pre-defined topics. Each address was followed by a short question and answer session of five minutes.

Session II: Panel Discussion

There was a panel discussion on 'Building effective CSR partnerships and challenges in implementation, measuring and reporting of CSR' for one hour. The panel comprised five members from the list of speakers. The discussion was followed by a public discussion for 15 minutes.

Session III: *Samvad*

This session focused on discussion over the existing CSR policies and initiatives taken by corporate houses. The session aimed at bringing to the fore the challenges that come in implementation of CSR activities, involving stakeholders, indentifying beneficiaries, and monitoring, reporting and evaluating CSR initiatives.

Session IV: Social Innovations Idea Competition

This session witnessed participation from the leading B-Schools of India along with NGOs wherein they came up with a socially innovative idea addressing different dimensions of society and economy. The ideas were presented before the corporate and the NGOs so as to evolve them into socially viable and responsible projects.

CSR India Conclave 2010

Venue: Conference Hall, Indian Institute of Forest Management, Nehru Nagar, Bhopal

Saturday, 23rd October 2010

Program Schedule

9.00-09.40 Registration and morning coffee

Session I - 9.30 - 11.05 AM Inaugural Session

9.40-10.00 Lighting of the lamp & Guest-welcome
10.00-10.15 Dr. R. B. Lal, Director, IIFM, Welcome address
10.20-10.35 Address by 'Chief Guest'
10.40-10.50 Address by 'Guest of Honour'
10.50-11.10 Inaugural Keynote Address by Sh. Parul Soni, Executive Director-**Ernst & Young**
'Corporate Social Responsibility in India: Where we come from?'

Networking Coffee Break 11.15-11.30 AM

Session II 11.30 AM-01.55 PM

11.30-11.50 Keynote Address by Sh. Dinesh Agarwal, General Manager and Head-**NTPC Foundation**
'What is more challenging: Implementing CSR or the Partnership?'
11.55-12.15 Keynote Address by Anuradha Bhavnani, Head, **Shell Foundation**
'Sustainable Development and CSR - what makes it effective for Business!'

Samvad: Part I

12.20-12.30 Jyotsna Bhatnagar, Lead CSR, **Monsanto India Holdings Pvt Ltd**
12.35-12.45 Satyavrat Tyagi, General Manager, **Unity Infra Projects Limited**
12.50-01.55 Panel Discussion: *'Building Effective CSR Partnership and Challenges in Measuring, Reporting and Implementation of CSR'*
Panel Chair: Meenu Bhambhani, Global CSR Head, **Mphasis** (An HP Company)
Sudhir K Sinha, Country Head, CSR an R & R, **ArcelorMittal India**
Vijay Kranti, Secretary, **Essar Foundation**
Dola Mohapatra, National Director, **ChildFund India**

Networking Lunch 01.55-02.50 PM

Session III 02.50-04.05 PM

- 02.55-03.15 Keynote Address by Sh. D C Garg, Chairman cum Managing Director-**Western Coalfields Limited**
'Emerging Issues in CSR with respect to Indian Coal Sector'
- 03.20-03.40 Keynote Address by Sh. Ravi Singh, Secretary General and CEO-**WWF India**
'Beyond CSR- Corporate Initiatives Towards Sustainability'
- 03.45-04.00 Ms. Jabeen Jambughodawala, Social Entrepreneur on behalf of **Fair Trade Forum**

Networking Coffee and Group Photograph 04.05 0-04.20 PM

Session IV 04.20-06.20 PM

Samvad: Part II

- 04.25-05.15 Presentation by Corporate, NGOs and Academia on CSR activities, initiatives and innovations (10+2 Minutes for each presentation)
1. Sai Padma, President, **Global Aid**
 2. Biplav Chatterjee, Senior Consultant, **KPMG**
 3. Deepak Khare, Head Raw Material, **ITC PSPD**
 4. Smita Maniar, Sr. Research and Evaluation Coordinator, **Deepak Foundation**
- 05.20-06.20 **Shell Foundation Social Innovation Idea Competition Finale**
(Finalists: 1. MICA 2. KJ Somaiya 3. IITM+IITH 4.BIMTECH 5.IIFT)

06.25-06.55 PM Valedictory Ceremony

06.55 PM High Tea

Indian Institute of Forest Management

The Indian Institute of Forest Management, Bhopal is a premier institute under the aegis of the Ministry of Environment and Forests (MoEF), Government of India (GOI). It was established in 1982 by GOI after signing an agreement with the Indian Institute of Management, Ahmedabad. In 1988, it shifted to Bhopal, its current location, and began its flagship program “Post-Graduate Diploma in Forestry Management”.

The **Indian Institute of Forest Management** is a sectoral management institute, which constantly endeavors to evolve knowledge useful for the managers in the area of Forestry, Environment and Natural Resource Management and allied sectors. It disseminates knowledge in ways that promote its application by individuals and organizations. IIFM has been established with the following objectives:

- Provide training in management and related subjects for persons from the Indian Forest Service, Forest Departments, Forest Development Corporation and Forest related industries with a view to equip them to practice the art and profession of management of forestry development.
- Inculcate an appreciation in those selected for training that conservation is of overriding importance in the management of living natural resources and that the primary role of forests is the vital ecological and environmental purpose they serve.
- Select and prepare outstanding and talented young people for careers leading to management responsibility in forestry and the forest-related system.
- Meet the needs of Indian forestry and forest-related industry and commerce in respect of upto-date information on forestry management through research, consulting and publication.
- Assist, institute and carry out research in matters concerning the use of management and allied techniques and methods conducive to the development of forestry in the country.
- Institute awards, scholarships, fellowships, prizes and medals in accordance with the rules and bye-laws.
- Create patronship, affiliations & other classes of professional or honorary membership or office, as the society may consider necessary.

LIST OF SPEAKERS

Dinesh Agrawal, General Manager (CSR) and Head of Corporate Social Responsibility, NTPC:

Dinesh Agrawal is General Manager (CSR) and Head of Corporate Social Responsibility (CSR) group since 2004 at NTPC in New Delhi, India. He is responsible for planning and implementation of CSR programs for NTPC stations across India with annual budget of Rs. 170 million. He formulated the Corporate Social Responsibility - Community Development (CSR - CD) policy of NTPC (July 2004) and set-up NTPC Foundation, an independent Trust. He coordinates "Global Compact", an initiative of UN and "Social Code" of India-Partnership-Forum, an initiative of Confederation of Indian Industry (CII) & UNDP.

Under his leadership, NTPC was bestowed the prestigious ICC-UNEP Award for Sustainable Development Partnerships in 2002, Platts Businessweek Award for best Community Development Program of the year 2002 & 2005 at USA, TERI's CSR Award in 2002, Mother Teresa Corporate Citizenship Award 2007, and Golden Peacock global CSR award at Portugal.

Meenu Bhambhani, Global CSR Head, Mphasis (An HP Company):

Her specific responsibilities, apart from leading the Corporate Social Responsibility programme at Mphasis, include leading and sustaining the company's diversity initiatives, with specific focus on disability. In just one year, she managed to increase the number of disabled employees from 40 to 327.

In the last two and half years that she has been with Mphasis, she has been working on recruitment and retention of diverse workforce. Her efforts have led to Mphasis winning the 10th NCPEDP-Shell Helen Keller Awards in 2008. The company also received the National Award for the Empowerment of Persons with Disabilities presented by the Vice President of India the same year. In her personal capacity, Meenu has been recognised by the CEO of Mphasis for 'Outstanding Contribution to Corporate Social Responsibility 2008' and also 'Mphasis Ambassador of the Year Award in 2009'.

Ravi Singh, Secretary-General and CEO, WWF India:

Prior to this appointment, Mr. Singh was the General Manager and Head, Multi National Corporates, Deutsche Bank, Mumbai. He started his career as a Lecturer of History in Bhagat Singh College, Delhi University after his Masters in History from St. Stephen's College in 1975. Mr. Singh has over thirty years of working experience and domain knowledge of the banking sector and organisational behaviour. Beside his professional achievements in the corporate

sector, Mr. Singh has had an abiding interest in the conservation of nature and working for India. He has been involved in conservation related issues since 1976 and has been a member of several conservation organizations, which included WWF and the BNHS. As the head of WWF-India, the country's largest conservation organization, Mr. Singh participates in national forums including those covering biodiversity and aspects of reducing human footprint.

Parul Soni Executive Director & Practice Head, Ernst & Young:

Parul Soni heads the Development Advisory Services within the Risk Advisory function. Parul has over 14 years of experience in working with development institutions, international NGOs, grant making agencies and multi-national corporations. As a thought leader and member of various committees in premier business associations such as the Associated Chambers of Commerce and Industry of India (ASSOCHAM) and National committee on Education for Confederation of Indian Industry (CII) Led large multi-disciplinary teams and provided strategic and conceptual leadership to I-NGOs and companies in India, Europe and UK on development interventions and Corporate Social Responsibility (CSR). He has anchored and facilitated discussions on CSR in several national and international conferences and workshops. Few of his key clients include the Asian Development Bank, European Commission, The World Bank and the United Nations.

Anuradha Bahavnani, Head, Shell Foundation:

Ms Bhavnani has worked with leading Global Multinationals across more than 12 countries with assignments in marketing, brand and product development. She is a post graduate in Business Administration.

Currently she is a Regional Director at the Shell Foundation. She has helped here since 2005. The Shell Foundations Breathing Space program supports the issue on Indoor Air pollution very actively and has been working to create market based solutions. Anuradha's focus has been to build and nurture innovative entrepreneurial partnerships as her role at Shell Foundation she has build enterprise -based solutions to poverty related issues. She has also been an advisor to the Rockefeller Foundation on their Asian Climate Change and resilience Program Network. She is currently also the Chairperson on the Board of CottonConnect South Asia.

D C Garg, Chairman cum MD, Western Coalfields Limited:

D C Garg is well known for administrative acumen and astute leadership in mining industry in India, holds the post of Chairman cum Managing Director of **Western Coalfields Limited** since 1st May 2007. As Chairman cum Managing Director of Western Coalfields Limited and also a Government Director in the board of **Singareni Collieries Company Limited**, and permanent invitee at **Coal India Limited** Board Garg, holds impact on the nationalized coal sector in India.

As member of Executive Board at **Standing Conference of Public Enterprises (SCOPE)**, Sri Garg adds value to the movement for rejuvenation and transformation of formidable Public Enterprises fueling the growth of Indian Economy.

Sudhir K Sinha, Country Head-CSSR and R & R, ArcelorMittal India:

A CSR campaigner by profession, Sudhir is working as Country Head - CSR and R&R of an MNC in India. He has over 25 years of wide and varied experience of working with corporates and NGOs in CSR. As Group Vice President- Corporate Social Responsibility at Reliance- Anil Dhirubhai Ambani Group, he architected the company's CSR at the strategic level which is under implementation.

He is a Lead Fellow (Lead International); is actively engaged in promoting environmental governance and Corporate Responsibility through a global network of development leaders and social activists. He is voluntarily associated with several social organizations and institutions and is aggressively engaged in fighting against poverty, hunger, disease and illiteracy. Pushing multi stakeholders' model of Corporate Responsibility and Millennium Development Goals in India are his two personal agendas.

VIJAY KRANTI, Secretary, Essar Foundation:

Vijay is a CSR professional. He has a four-decade long social exposure as a CSR professional, corporate communicator, journalist, writer, media teacher, photographer and traveler. Currently he heads CSR operations of Essar Group as Secretary, Essar Foundation.

In the field of corporate communications Vijay specializes in subjects like evolving CSR Strategies aimed at specific socio-economic groups and case specific developmental issues; engagement with a wide range of stakeholders; rapport development with NGOs, public opinion leaders and media professionals and; case building for specific interest groups. As a prolific writer and film maker he specializes in image building through audio-visual presentations.

Dola Mohapatra, National Director, ChildFund India:

Dola Mohapatra is currently the National Director of ChildFund India, which is part of ChildFund International, a US-based International child focused organization working in 31 countries for the overall development and well-being of children in deprived, excluded and vulnerable communities around the world. Mr Mohapatra has spent over twenty years of his life working in the voluntary/development sector. Mr Mohapatra joined ChildFund in 1992 and since then, has worked in various capacities at all levels of the organization. In 2003, he took over as the National Director of ChildFund India, a position he held for nearly 4 years, following which he moved to Bangkok as the Regional Director for ChildFund Asia Region, overseeing the operations of ChildFund in Thailand, Indonesia, India, Sri Lanka, Philippines and Timor Leste. He took over as National Director of ChildFund India once again in 2009 and provides strategic leadership to the country programs and operations.





SESSION 1

Corporate Social Responsibility or CSR is an extension of an organization's efforts in fostering strong corporate governance and ensuring the sustainability of business. CSR has evolved into Socially Responsible Investing (SRI) describing an investment strategy which combines the intentions to maximize both the financial return and socio-environmental good.

CSR is not just a buzzword today; it is a pragmatic approach of investing for a cause of the commons.

The '**CSR India Conclave 2010**' aimed to bring the various stakeholders (policy makers, corporate houses, PSUs, NGOs and the academia) under one single roof. The objective was to align the business activities with CSR policies to create an equitable environment of partnership between the business and the society. The conclave aimed at bringing the different facets of CSR to light through panel discussions, wherein the present trends and issues will be rolled out and discussed.

CSR India Conclave 2010 witnessed the confluence of ideas from the three pillars of society – Corporate, NGOs and the Academia. The event saw a massive participation of 30 corporate houses, 123 NGOs and 35 Academic professionals. The theme of the event was ‘Building effective CSR partnerships’. The event was inaugurated by Mr. D.C Garg, CMD Western Coal Fields, Mr. Ravi Singh, CEO WWF, Mr Parul Soni, Executive Director Ernst and Young and Dr R.B.Lal Director IIFM.

The Chief Guest of the event was Mr. D C Garg. He is well known for his administrative acumen and astute leadership in mining industry in India, and holds the post of Chairman cum Managing Director of **Western Coalfields Limited**.

Mr. D.C Garg in his inaugural address, stressed upon the importance of coal sector in the economy of India and how the sector touches upon the lives of many. He stated that the Western Coal Fields had been pioneers in adopting a participatory approach in bringing the community into dialogue while shaping the company’s policy on Rehabilitation & Resettlement. This has brought a shift in company’s policy and a mindset change in communities about company’s image. The actions taken by the company has changed its image from ‘giver’ to ‘care taker’. The CSR activities that WCL has taken over the years includes – imparting training to the community, organising health camps, awareness camps, mobile healthcare and plantation activities in the mining affected areas.

The next keynote speech was given by Mr Parul Soni, Executive Director Ernst and Young. He highlighted the role of the internal and external drivers that lead to shaping of a company’s CSR policy. He stressed that a company exists for people and a frameshift in HR policy to involve the staff in designing and executing policies. He focussed on the economic, social and governance factors that lead to mapping of CSR policy and emphasized on integrating CSR policy with the business strategy and using it as a tool for brand loyalty and increasing market value.

He also talked about the global perspective of CSR and how CSR policies are paving way to developing strategies to Sustainable Development and a right based approach towards involving companies at large to achieve MDGs. CSR has shifted from a ‘charity based approach’ to a ‘responsibility based approach’. Adding to this he presented the picture of CSR modelling in India elaborating on indicators and parameters that shape CSR policies in Indian companies. He thus ordered the justification to CSR in India as – Risk mitigation, means of operation, reputation and moral obligation.

He focussed on market forces that eventually help a company in designing its CSR policy. This leads to development of strategy focussing more on exploration of opportunities and increasing market capital and hedging risks. CSR, he stressed, thus helps in reputation management, risk

aversion, brand capitalisation, improved relationship with stakeholders and knowledge enhancement.

Businesses have evolved over the years to involve the various dimensions of the society. The market dynamics have changed over the years and it's the involvement of the customer and the inclusion of the customer that is being talked about. Marketing has centred itself more towards perception of the company towards the company. In such a scenario, the social image of the company has become significant.

Thus, corporate social responsibility gains more importance in building brand loyalty.

Corporate Social Responsibility (CSR) has acquired new dimensions in the recent years. Today, companies are proactively taking up this good hearted investment and giving a social value to all their business endeavours.

Essentially, CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: people, planet, profit.

SESSION 2a

This conclave is not for hard talks but aims at providing a road ahead for synergizing the business capital with the social capital. The conclave focused on bridging gaps between the two ends- business and society- by facilitating communication between NGOs and the corporate CSR heads.

Though corporate have a strong will to dedicate their resources for a social cause, they find it difficult to reach the right people considering the demography and diverse social problems of the country.

To throw some light on CSR implementation and partnerships –Mr Dinesh Agrawal, General Manager and head NTPC foundation focused his keynote address on this very issue of facilitation of communication between the stakeholders.



When it comes to social responsibility NTPC believes in “direct responsibility” that is engaging employees directly in social initiatives. The presentation covered different issues related to partnership between NGOs and Corporate. One of the main issues was that the NGO and Corporate not being on the same platform, deters successful partnership. Another was considering the image of both NGOs and Corporate before deciding on a partnership. Strengths of both NGOs and Corporate were put forward. He highlighted on the critical issue of credibility of such a partnership, NGOs should be the watchdogs of corporate strategies and developing that respect and trust required to frame an effective partnership. The whole partnership model needs to be diagnosed on the variables of reach and reliability.

It had become evident by Mr Dinesh Agrawal’s address that CSR implies serious business where organisations have to be seen as partners in their communities and not just as profit centres, promoting the interest of their shareholders but as businesses having obligation towards various stakeholders. The focal point here is in determining who the stakeholders are and what their roles are:-

‘Business is the force of change’ he said. And any good change is seen as a tool for sustainable development.

To talk more about the deep nexus between the CSR and sustainable development and its relevance for business in today’s concept, the session witnessed a CSR stalwart Miss. Anuradha Bhavnani, Head Shell foundation expressing her views on the topic.

She introduced a key term “Corporate Social Opportunity - CSO” in her address. Shell Foundation’s Anuradha Bhavani believes in sustainable development within the organization. Shell Foundation is an independent charity which catalyses sustainable and scalable enterprise based solutions. Five core programmes running under Shell Foundation are Trading Up, Exacerbate, Embark, Aspire and Breathing Space. Focus in Shell Foundation is given at selecting strategic partners and developing market-based solutions. Basing her presentation on these core issues, she stressed on a paradigm shift from a traditional CSR to enterprise based CSR providing platform for changes and innovations. She presented CSR as a market focussed approach which not only focuses at the triple bottom line – society, economics and environment but also adopts a flexible approach to leverage business thinking and shaping marketing strategy. She talked about strategic partnerships and adopting measures to involve all the stakeholders in paying a road to business sustainability and creation of a socially equitable society.

SESSION 2b

The conclave targets at the bigger picture of discussing the multi-varied issues related to implementing, monitoring and evaluating the performance of CSR policies of any company in India. The session 'Samwad' focused on discussion over the existing CSR policies and initiatives taken by corporate houses. The session aimed at initiating a discussion over the understanding of the challenges that come in implementation of CSR activities, involvement of stakeholders, identification of beneficiaries, and monitoring, reporting and evaluating CSR initiatives.

The next presentation as a part of 'Samvaad' was given by Mrs. Jyotsana Bhatnagar, Monsanto Fund. She opened her presentation by bringing to the fore the plight of the farmers as she said 'While we wait for our lunch outside, there are those producers who still starve to get their two pieces of meal a day'.

Monsanto has partnership with Indian farmers for past 60 years. Dekalb corn has transformed tribal belts of Gujarat & Rajasthan. Presentation also included the cotton success story under which the cotton production increased from 17mn bales to 31mn bales. About 5mn cotton farmers are reaping the benefits out of this success story. Monsanto Fund provides market linkages to the farmers as well as enables them to use new improved technology. The story of Monsanto influencing the lives of farmers continues with the approach of sustainable agriculture being brought forth by the training programs Monsanto provides to the farmers.

The whole framework of CSR policy in Monsanto, she stated focuses on producing more, conserving more and improving farmer's life. The objective of such initiatives is, to change lives through addressing food security, improved nutrition and better farming. She threw light on the steps taken by the company to involve the primary stakeholder, the farmers in drafting such policies and achieving sustainable growth.

Next to this, in 'Samvaad' was a presentation from UNITY Intra project highlighting the CSR based activities taken up by UNITY. UNITY Intra project runs a UNITY CSR Centre launched three months back is working on various projects - Project Utkarsh, Project Dnyandeep, Project Suvridha, Project Sanjivani and Project Suyash.

Project Utkarsh focuses on imparting Computer Education Free of Cost at MCGM run schools. So far nearly 1000 students have got benefitted out of the project. Similarly project Dhyandeep focuses on Establishing and maintaining libraries at MCGM run schools. Similarly project Suvridha focuses on providing services to senior citizens and project Sanjivini focuses on Health care.

The next presentation in the session was given by Mr. Deepak Khare, head raw materials ITC paper and pulps. He provided a general account of the CSR initiatives taken by the company. ITC has been WATER

POSITIVE- 8th years in a row, CARBON POSITIVE- 5th year in a row and was able to achieve 100 % recycling of wastes last year. He stressed upon the values of ITC which incorporates environmental and social performance. ITC has initiated a mission 'Sunehra Kal' which is basically targeted at achieving millennium development goals. He gave an insight about the ITC's vision in launch of programs like the E-choupal, water out of waste, CDM initiatives, being carbon positive and social forestry and CSR initiatives aimed at education, greening wastelands, women entrepreneurs and horticulture.

The next presentation was by Shri Sai Padma Murthy, from School of Employ'Ability. Her presentation was based on her work with the disabled. She stated that there is just one thing that makes a man abled and that is – a person's attitude. Her school provides trainings designed to suit the employer needs and addresses the skill gap from the grass roots. She stressed that the corporate world is becoming a truly equal opportunity employer and corporate houses are instrumental in bringing the diverse work force; which in turn roots out the mental disability in the affected people. She laid stress upon the idea of enhancing the E-bility in Ability.

SESSION 3

CSR has a significant role to play in controlling the perils of uncontrolled development, satisfying the needs of the present generation and at the same time ensuring that the resources of future generations is not jeopardized. Although, the 'beyond charity and legal obligations' agenda of sustainability may be challenging it is meaningful to integrate social, environmental and ethical concerns into business processes.

Our next session highlighted the issues of developing partnerships and facing challenges in measuring, reporting and monitoring of CSR.

The Session was a PANEL DISCUSSION on "Building Effective CSR Partnerships and challenges in measuring, reporting and implementing CSR chaired by Ms. Meenu Bhambhani, Global CSR Head, Mphasis (An HP Company). Panel members were Mr. Sudhir K Sinha, Country Head CSR R&R, Arcelor Mittal, Mr. Vijay Kranti, Secretary ESSAR Foundation and Mr. Dola Mohapatra, National Director, Child Fund India.

Mr. Sudhir K Sinha Country Head CSR R&R, Arcelor Mittal introduced CSR as not just charity and philanthropy and merely following the laws, rules and regulations but much more than that. It is behaviour of business over and above compliance with laws. Mr. Sudhir believes in mitigating company's impact on society through Corporate Social Responsibility. He traced back the history of Corporate Social Responsibility. He emphasized that in 1970s the world witnessed three major events that shaped up the need of a global CSR policy. The events were Attempt by the UN center on TNCs (UNCTC) to develop an international code of conduct for TNCs, Nestle's boycott and the development of the WHO's International Code on the Marketing of Breast-milk substitute, and activities of the anti-apartheid movement targeting TNCs with operations in or business relations with South Africa. He stressed on the drivers of CSR in a company and elaborated on the role CSR can play in building up brand image and in reputation management. He stressed the need of imbibing the core principles of CSR in the mission and vision statement of a company. He said –'CSR is the Business response to sustainable development'. CSR is not a social mask; he said but has to be incorporated in the DNA of an organization.

Mr. Vijay Kranti, Secretary ESSAR Foundation questioned why CSR should be made mandatory at all and questioned the role of government as well. He focused his address on developing standards to measure the impact of CSR initiatives taken by a firm. He focused on the fundamentals of reporting of CSR initiatives and highlighted the nitty-gritty of monitoring plan of any CSR policy. He, in his address, highlighted the drivers of CSR for a company and with examples brought forth the various models developed for CSR policy. He brought forth

experiences from his career in Journalism, and questioned the role of Government and put forward the 'well made CSR curry' as he called it, made by the integration of business drivers and political equations. He made a reference to the Bain and Co study report and cited that the wealthiest have the lowest level of giving at 1.6 % of household income. While the 'high class', which is ranked one level below the 'upper class' on the income and education scale, donates 2.1% to charity, the middle class gives 1.9% of household income to philanthropy. Taking this debate forward, he emphasized on involvement of a common man in drafting a policy on CSR. He stressed on the role a common citizen can play in CSR and termed it as 'Individual Social Responsibility' (ISR).

As an act of gratitude to the IIFM, Mr. Vijay Kranti presented a copy of his book on Gautam Buddha to the IIFM library.

Mr. Dola Mohapatra, National Director, Child Fund India carried the discussion forward and expressed his displeasure over the designing and drafting of CSR policies by firms in India. He stressed on the lack of planning and stakeholder involvement while developing a road map to go ahead with the policies and initiatives. He stressed on the importance of identification of beneficiaries and the affected people while developing a model for CSR. He said that CSR needs to have a structured and modeled approach rather than being an act of expediency. He carried forward the issue highlighted by Mr. Vijay Kranti and directed the discussion towards consumer's understanding and involvement with the product or service, a necessary step; as he said, to design the CSR policy. He said –'Involvement in the product or service we buy or use, is just like joining the dots to get a clear picture of how the product or service is affecting us'. He expressed that the objective of growth needs to move beyond numbers and has to encompass the common mass.

The panel discussion was chaired by Ms. Meenu Bhambhani, Global CSR Head, Mphasis (An HP Company) who in her preliminary address, made the audience aware of the reporting, monitoring and evaluating standards accepted in India and how these are implemented in Mphasis.

After the PANEL DISCUSSION was a presentation by Mr. Ravi Singh's Secretary General and CEO of WWF India. WWF is known worldwide as a largest global conservation organization and has a presence in over 40 countries with projects in over 100 countries. Few of the WWF's social initiatives include reducing carbon footprint, protecting the biodiversity in the country and the most popular WWF-AIRCEL Save Tiger Project. WWF plays an elemental role in research in areas like **Reducing Humanity's Ecological Footprint and Addressing the Climate Challenge and Conserving Biodiversity and Maintaining Ecosystem Functions.**

He threw light on different drivers of sustainable business and stated that CSR has evolved **from solely 'profit motive' to 'long term value'**. He stressed that CSR has evolved as a core business strategy and enables innovation in products and processes.

He provided a four step process of implementing sustainability in business – Direct footprint reduction which involves developing environmental policy, this is followed by rationalizing supply chain to reduce impact. This leads to development of a product portfolio which targets innovation in designing new products and services. The last step involves reporting and certification on Environmental, Social and Governmental (ESG) factors.

After this brief introduction about sustainable business, Ravi Singh introduced the audience to the steps taken by WWF in promoting sustainable business. He talked about the Carbon Disclosure Project. Carbon Disclosure Project (CDP) serves as a Secretariat to the world's largest carbon institutional investor collaboration on business implications of climate change. CDP is the largest registry of corporate GHG emissions and in 2009, 44 Indian companies responded to the information request.

He also stressed upon footprint mapping of actions taken by the companies and life cycle assessment of products to determine their impact on the environment.

Next was Mrs. Jabeen Jambughodawala Joint Secretary, representing Fair Trade Forum. Fair Trade is an alternative approach to conventional trade based on partnership between producers and consumers. Fair Trade Forum India currently has 72 partners in India. Fair Trade Forum focuses on Self-Employment.

Fair Trade Forum - India (FTF-I) is the national network for Fair Trade in India. Through 75 member partners, FTF-I is reaching out to more than 100000 grassroots level producers including artisans & farmers in India. FTF-I as the Indian national network, is working in close coordination with WFTO (World Fair Trade Organization). FTF-I is also working as the country office is WFTO-Asia.

She highlighted the approach adopted by FTF-I in providing the local artisans with livelihood opportunities and stressed on a reliable tie-up between the corporate and the NGO to diagnose the fundamental problem of failure of CSR initiatives.

SESSION 4

The next session was 'Shell Social Innovation Idea Competition'. The conclave invited innovative ideas from leading management and engineering institutions of India. The competition saw a huge response from the institutions and a total of 73 entries were received for the first round. Out of these, 20 entries were selected by the judges for the second round and ultimately, 5 teams got the opportunity to compete on the final day.

The ideas were screened on the parameters of their innovation, stakeholder involvement, their social and environmental impact, their feasibility in application and how replicable they are.

The five teams which got selected for the final round were:-

- 1) Sustainable Agriculture and Livelihood by Nikhil Batra and Akash Mittal from Birla Institute of Management Technology
- 2) Treating Arsenic poisoning in populations by Sankalp Chabbra, Utkarsh Pandey and Ravikash Singh from Indian Institute of Foreign Trade, Kolkata
- 3) Agri shares by KJ Venky and team from IIT Madras and IIIT Hyderabad
- 4) Team MobiCold Chain Solutions by Asheeta Kapadia, Hardik Shah and Binoy Parekh from K.J. Somaiya Institute of Management Studies and Research.
- 5) Solar Vaccine Refrigerators by Gaurav Nigam, Gyan Ranjan and Dhreeteeman Das from MICA.

The prize money of 15,000 and 10,000 to the first and the second winner was awarded to the teams from K.J.Somaiya Institute of Management Studies and Research and MICA respectively.

The prizes were awarded by the honourable judges of the event, Ms Anuradha Bhavnani, Global head Shell Foundation, Mr. Deepak Khare, head Raw Materials, ITC pspd and Nandita Mishra, Senior Manager, Smile foundation.

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TEAM CSR INDIA CONCLAVE 2010

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