



Self – Help Group & Self Employment Department
Government of West Bengal



Confederation of Indian Industry



CSR Meet 2009



The Emerging Business Model: Engaging Society, Enhancing Competitiveness
03 December 2009 – The Oberoi Grand, Kolkata

Programme

0930 hrs:	Registration	
1000 hrs:	Inaugural Session	
1000 – 1005 hrs	Opening Remark	Dr. Ashesh Ambasta, Chairman, SDCA Sub-Committee, CII ER & Vice President - Social Investments ITC Limited
1005 – 1015 hrs	Welcome Address	Mr. Sanjay Budhia, Chairman, National Committee on International Trade Past Chairman, CII ER & Managing Director Patton International Limited
1015 – 1030 hrs	Special Address	Mr. Alope Mookherjea Past Chairman, CII, ER & Chairman, Education & Skill Development Sub- Committee, CII, ER & Chairman, Flakt India Ltd.
1030 – 1045 hrs	Keynote Address	Dr. M. N. Roy, IAS, Principal Secretary Department of Panchayat & Rural Development Government of West Bengal
1045 – 1100 hrs	Inaugural Address by Chief Guest	Smt. Rekha Goswami, Hon'ble Minister-in-Charge, SHG & Self-Employment Department, Government of West Bengal
1100 – 1105 hrs	Release of CSR Database – Responsible Social Partnership: A CSR Initiative	
1105 – 1110 hrs	Vote of Thanks	Dr. Saugat Mukherjee Regional Director CII, Eastern Region
1115 hrs:	Tea and coffee	

1145 hrs: Rethinking Corporate Social Responsibility

Corporate Sustainability practices, as a concept, in practice and its place in businesses strategy is evolving rapidly. The journey has been a long one, from a focus on corporate philanthropy to CSR to the current preoccupation with Sustainability as a holistic response to several looming threats. Indian businesses have been at the forefront of this journey, creating several pioneering models on the road to sustainability. The session will throw light on practicing concepts of CSR with the help of live case studies.

1145 - 1155 hrs	Address by Session Chairman	Dr. G. D. Gautama, IAS Principal Secretary Power and Non-Conventional Energy Sources Government of West Bengal
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Presentations:

1155 – 1210 hrs	Mainstreaming Responsible Business and Competitiveness: Role of the Public Policy	Ms. Neha Kumar, Project Manager IICA-GTZ CSR Initiative
1210 – 1225 hrs	Rethinking CSR in Challenging Economies – the ITC Experience	Mr. Nazeeb Arif, Vice President & Head, Corporate Communications ITC Ltd.
1225 – 1240 hrs	Rethinking the Social Bottomline: The Tata Steel Approach	Mr. Satish Pillai, Chief Corporate Sustainability Services Tata Steel
1240 – 1250 hrs	Interaction	
1250 – 1300 hrs	Session Sumup	Dr. G. D. Gautama, IAS,

1300 hrs:	Lunch
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1400 hrs: Workplace Diversity and Inclusivity

A diverse and talented workforce is a key competitive advantage. The wide array of perspectives that results from a diversity and inclusion focus promotes innovation and business success. Within such a diverse company, people bring to the workplace contrasting opinions and worldviews. As these people interact, they develop new ideas, methods, and perspectives. There will be deliberations by the People with Disability (PWDs) on the issues related to the employment opportunities of PWDs, what are the tools available. There will also be presentations where corporates will share their practices on Affirmative Action.

1400 – 1405 hrs	Address by Session Chairman	Dr. Sudha Kaul, Director Indian Institute of Cerebral Palsy
1405 – 1425 hrs	Employment of Persons with Disabilities: Some Reflections on Legislation & Policies	Ms. Jeeja Ghosh, Disabled Rights Activist

1425 – 1440 hrs	Hiring People with Disability Makes Business Sense	Mohammed Asif Iqbal, Senior Consultant (Performance Improvement) PricewaterhouseCoopers Pvt. Ltd.
1440 – 1455 hrs	Diversity - Key Initiatives	Ms. Chitrlekha Datta, Executive Project Manager IBM
1455 – 1515 hrs	Affirmative Action in Telcon	Dr. Indu Singh, Senior general Manager (HR & IR) Telcon Construction Equipment Co Ltd. & Mr. R. E. Rao, General Manager Telcon Construction Equipment Co Ltd.

1515 – 1530 hrs Interaction

1530 – 1535 hrs Session Sumup **Dr. Sudha Kaul,**

1535 hrs:	Tea & Coffee
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1555 hrs: **Stakeholders Engagement**

CSR pyramid has three levels - strong Performance, Trust, and Leadership. Excellent corporate citizenship and stakeholder engagement requires achievements in all these three levels. PERFORMANCE is fundamental - but not enough to protect a company from stakeholder outrage. TRUSTED companies who earn stakeholder support are less likely to be attacked. LEADERSHIP companies working with stakeholders to dramatically advance a societal goal, building brand equity for companies AND stakeholders. LEADERSHIP initiatives engage your company with a strategic set of stakeholders to drive solutions that none could achieve on their own. This session will share case studies which will establish this fact.

1555 – 1600 hrs Address by Session
Moderator **Dr. Ashesh Ambasta,**
Senior Advisor, Social Development, ITC
Limited

1600 – 1620 hrs Engaging Stakeholder **Ms. Prerana Langa,**
Vice President- Strategy & Communications
ICICI Foundation for Inclusive Growth
&
Mr. Soumitra Ghosh,
President
CSO Partners

1620 – 1640 hrs **Mr. M. V. Subramaniam,**
Executive Trustee & CEO
Axis Bank Foundation
&
Harmony – Partnership with **Ms. Veena Lakhmalani,**
Deputy Director (Urban Services)
CINI-Asha

1640 – 1700 hrs Interaction

1700 - 1710 hrs

Session Sumup

Dr. Ashesh Ambasta

1710 hrs

Programme Concludes