

Overview of FICCI CSR Summit & Awards

The FICCI CSR Summit and Awards–2015, were held on 24th November and provided organizations a platform to discuss how national development agenda can be aligned to their CSR activities. Several Corporates were felicitated for meeting their CSR targets over the last year.

FICCI Corporate Social Responsibility Award is India's first CSR award and was instituted in 1999. The aim of the award is to identify and recognise the efforts of companies in integrating and internalising CSR into their core business operations. The award acknowledges efforts of the companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy.



Over the years, a number of companies including HPCL, ITC Limited, Mahindra & Mahindra, Cairn India, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement, etc. have

been recognised for their exemplary work in the

area of CSR. Over the years, the award has been given by many stalwarts, namely, Late (Dr) A P J Abdul Kalam, P Chidambaram, Yashwant Sinha, Anand Sharma and Sachin Pilot.

Last year, the event was inaugurated by Mr. Thaawar Chand Gehlot, Minister for Social Justice & Empowerment, who was presented the auspicious Tree Certificate by Dr. A. Didar Singh, Secretary General, FICCI. This was followed by an address by the Ambassador of the Republic of Korea, Mr. Cho Hyun.

With regard to India's large investment potential under various Central government initiatives like Make in India, Digital India, Smart Cities and the Clean India campaigns, Mr Hyun said, "The Indian elephant is about to take off, and it will soon fly". The Ambassador further said, "India has a promising potential for the 'take off' and a 'solid runway' created by its business friendly environment , government driven reforms and people's support which make it conducive for foreign investments".

Ms. Rajashree Birla, Chairperson, FICCI CSR and Community Development, mentioned that the current theme for the event, '**Leveraging CSR: Achieving National Development Agenda**' was an apt theme for discussion and action.

She was optimistic that the Indian CSR practices had the potential to soon get mainstreamed



in the global space. She added, *"We must find it within ourselves to look beyond ourselves to develop the right thought level values in our actors for development, one of which is India Inc".*

The inaugural session was followed by the felicitation ceremony along with acknowledgement of partners, finalists and winners. The CSR hub website was also launched by the Minister. The CSR Hub is an online portal offering an array of services to Corporates and CSOs alike to design and execute socially relevant and sustainable initiatives. The Hub offers sustainable solutions to Corporates looking to implement their CSR programmes, through multiple avenues of association and partnerships, on existing projects and co-creation of opportunities to choose from. The Hub offers a credible network of facilitators, knowledge partners and implementation systems to ensure that contextualized replicable initiatives leave a sustainable and measurable impact. The standard operating processes developed in-house by FICCI SEDF strengthens the systemic approach to address the sustainability of the solution delivered. The online interactive portal will be launched with a database of projects enlisted and various work opportunities for corporates to consider for any assistance related to CSR execution and its management.

The inaugural session ended with remarks by Padma Shree Vikramjit Singh Sahney, Co-Chairperson, FICCI CSR and Community Development Committee. He observed, "Democracy and Development can flourish, only if the citizens know about their responsibilities." He added, "We have inherited this universe from our ancestors, and it is our moral duty to give it to the next generation, in a much better form."

FICCI also released a Knowledge Paper on 'Corporate Social Responsibility and Sanitation: Case Studies from India Inc.', co-authored by **IPE Global Limited**, the **knowledge partner** for the event. The paper is a compilation of case studies on sanitation initiatives undertaken by various Corporates as a part of their Corporate Social Responsibility programme in line with the 'Swachh Bharat Abhiyan' to make India open defecation free. The paper showcases the good work being done by several organisations. It also inspires others to emulate the good work to make total sanitation a reality.

Mr. Thaawar Chand Gehlot, Minister for Social Justice and Empowerment, felicitated the winners and addressed the gathering with humble words of encouragement. The Minister elucidated that one who is born has the right to live with equal access to resources and development. He highlighted various government initiatives in the social development space, focusing especially on the differently abled persons, for example,



providing them mechanical wheelchairs, and visual aids to the visually impaired, so as to bring them in the mainstream society.

The Minister also congratulated the winners of the FICCI CSR Awards across various categories, as well as the FICCI Chairperson, Ms. Rajashree Birla and the FICCI President, Dr. Jyotsna Suri for leading impactful initiatives in the past decade.

SESSION I: INTERNATIONAL EXPERIENCE - REPUBLIC OF KOREA

The session focused on the experiences, challenges and learning of Korean Companies, present in India, in addressing India's National Development Agenda.

Moderator: Dr Vineeta Datta Roy, BIMTECH
Speakers:

- B. C. Datta, AVP - Corporate Affairs, Hyundai Motors
- Md. Saquib, Process Engineer, and Kunal Kapoor, Sr. Engineer- Piping Department, Samsung Heavy Industries, India
- Pankaj Kumar, Deputy G.M & Head of Labour Relations, LG India
- Dr. Sandip Kumar Mishra, Assistant Professor of Korean Studies, Delhi University



The CSR reporting should be aimed towards value creation and not merely as a measure to brand.

– Dr.VineetaDatta Roy, Associate Professor and lead Corporate Social Responsibility, BIMTECH



The Hyundai Motor Group under the slogan 'Moving the World Together', shows its commitment to exercising CSR principles and applies the specialized knowledge of the automobile group under a development-oriented and sustainable movement.

- B. C. Datta, AVP - Corporate Affairs, Hyundai Motors

Hyundai Motor India Corporate Social Responsibility

Mr. B. C. Datta, AVP - Corporate Affairs, Hyundai Motors, presented the CSR strategy and activities of the company. Hyundai CSR initiatives and key takeaways from the presentation are detailed below:

Hyundai Motor India Foundation (HMIF)

was formed in the year 2006 with the purpose of 'giving back' to the society and to initiate CSR activities in the areas of health care, education, vocational training, environment, road safety, art, science, technology, etc. HMIF gets direct funding from HMIL's earnings. Hyundai Motors India Limited contributes Rs.100 for every car sold in the Indian market to enable HMIF to carry out its social activities.

Happy Move: As part of its CSR programme, HMIF organised the 'Happy Move Global Youth Volunteers Camp' in which students from India and Korea worked together for the common cause of community development.

Hyundai Traffic Squad: HMIF sponsors scholarship for students from economically weaker sections who volunteer for traffic management. Under this scheme selected students, after proper training by the local traffic police, work as traffic marshals at busy

intersections along with the traffic police to control and manage traffic. These students are paid a stipend for their efforts. This scheme is successfully running in Delhi, Chennai and Kolkata.

Educational and Vocational Training Programme

at HMIL, under the aegis of HMIF, is committed to improving the condition of local schools around Sriperumbudur and many other cities. Under this scheme, chairs, tables, and computers etc., are donated to schools at regular intervals for creating a better environment for students. Till date, over 20,000 school students have benefited from this programme. HMIF has also adopted ITIs in Assam and Ulundurpet, and equipped them with the required infrastructure. Under this scheme, employment opportunities are also provided to students who graduate from these ITIs.

Medical Camps for neighbourhoods:

Besides organising free medical camps, HMIF has entered into an agreement with Sri Ramachandra Medical University for operating a Mobile Health Clinic in villages between Poonamalee and Kanchipuram in Tamil Nadu. This Clinic is manned by a Medical Officer, a pharmacist, a nurse, and an attendant, and maintains a regular supply of medicines. The

medical van has a satellite link which enables it to be in direct touch with the hospital to get assistance and advice even in the remotest of villages.

Hyundai Driving School: As a part of skills development, HMIF gives driving training to unemployed youth in Kanchipuram and Thiruvallur districts. Three batches (100 each) were trained during 2009. It is an on-going programme which was extended to Chennai in 2013.

HMIF also works for community welfare. Some of the initiatives and their associated benefits are mentioned below:

- **Construction of Toilets:** Constructed 657 toilets across 6 villages benefitting over 3285 families
- **Waste Management:** Donated 4 tractors for waste management in 8 villages
- **Global Youth Volunteers:** More than 3000 Korean volunteers worked in 64 villages and benefitted 1.5 lakh rural population
- **Tree Plantation:** 300,000 trees planted across 650 acres, maintenance cost to be born for the next 10 years. 210 farmers benefitted
- **Environmental Awareness:** Conducted rallies and cleaning camps for lake restoration, road cleaning, and beach cleaning under the guidance of the NGO Chairperson, FICCI CSR and Community Development.
- **Children's Parks:** Renovated children's play areas in 8 villages
- **Women Empowerment:** Organised awareness camps and advised on a variety of skills for self-employment
- **Congenital Heart Disease Campaign:** A life saving intervention, has so far saved lives of 35 children
- **Blood Donation Camps:** Regular blood donation camps are held inside the HMI campus; so far over 4050 units collected
- **Mobile Clinics:** Benefitted 90,000 people in 48 villages
- **Bench and Desk Donation:** 33,500 sets to 197 government schools, benefitted 105,000 students
- **Drinking Water to Government Schools:** To over 25 government schools in Kanchipuram district, and RO water to 7 government schools
- **Hygiene in Government Schools:** Incinerator to 70 government schools which reduced girl absenteeism; sanitation facilities to 7 government schools; renovation of 52 schools through Happy Move, and 18 schools with tile flooring
- **Tuition Centres:** 30 Centres for providing education support to village children; benefitted 1900 Children
- **Nursing Training:** 310 girls from far away villages selected, given nursing training, and employed
- **Donation of Used Cars:** 206 cars donated to educational institutions for educational purpose
- **Support to Technical Education:** Renovated government ITI-Ulundurpet, Work in progress at ITI Ranipet; new hostel constructed at Ulundurpet ITI; donated tool kits, sports items; signed MOU with 21 ITIs.

Samsung Heavy Industries India CSR

Md. Saquib, Process Engineer and Kunal Kapoor, Sr. Engineer- Piping Department, Samsung Heavy Industries (SHI), India, elucidated the CSR activities of their organization. Following are the highlights of the presentation:

Project I: SHI-India founded the Dream School with the help of an NGO called "Navkiran" in 2013.



Aim: To provide vocational training for Sewing and Beauty Parlour to underprivileged women, and basic education to underprivileged kids.

Approach

- SHI-India developed a Dream School with the help of "Navkiran", and employed professional teachers to impart training to women. The school has been provided with all the required facilities and equipment.
- Dream School has also employed professional teachers to provide basic education to kids to enable them to join mainstream schools.

Project II: SHI-India started Dream Class with the help from Government Girls & Boys Senior Secondary School, New Kondli, Delhi, in 2013

Aim: To provide innovative, effective, easily understandable and smart teaching to

Government School students by enhancing their basic knowledge and developing their personalities.

Approach

- Smart Class teaching methods are based on presentation, videos and animations adopted for teaching purposes.
- SHI-India employees conduct classes as Tutors, thrice in a week, for English, Maths and Science alternatively, based on syllabi provided by DoE, Delhi.
- Dream Class also conducts examinations based on the syllabus covered, and awards annual scholarships to Top 3 students.

Project III: SHI-India started Computer Class at Government Girls Senior Secondary School, New Kondli, Delhi, in 2014.

Aim: To provide easily understandable computer knowledge to Government School students

Approach

- Computer Lab with 30 computers was setup at the School.
- A teacher with appropriate knowledge of the subject was hired.
- It was a challenging task as students didn't have even the slightest knowledge about computers, so the syllabus was formed after thorough consultation with private schools, teachers and professionals.
- Course structure & time table were designed to accommodate all students of the School (approx. 1100 students).

Samsung Global CSR Festival 2015

Samsung Global CSR Festival is a month long activity when all Samsung Group companies

across the world take part in CSR activities. SHI - India carried various activities at Dream School as part of this festival. It included: Infrastructure Development of the School, Hygiene Awareness Campaign, Health Check-up Camp, Blood Donation Camp, Women Empowerment Awareness Campaign, Government Schemes Awareness Campaign and Diwali Celebration.



SHI-India believes in spreading happiness among weaker sections of the society and bringing prosperity for the society.

SHI-India's future plans: Dream Class for more students, infrastructure development, awareness campaigns for road safety, health, women empowerment, and cleaning activities.

LG's Corporate Social Responsibility

In his presentation, Pankaj Kumar, Deputy G.M & Head of Labour Relations, LG India, highlighted the following CSR activities of his organization-

Since 1997, LG has been running a dispensary in greater Noida, with a dedicated doctor, ambulance & medical equipment. The dispensary gives medicines on a complementary basis. In addition, LG runs a mobile dispensary which visits, every week, 5 adopted villages near the LG factory and gives medicines for free. LG is running a similar dispensary with similar facilities in Pune, since 2006. This dispensary,

located near LG's factory, covers 3 villages and organises medical camps, polio eradication camps, and eye check-up camps for cataract operations.

LG also provides support to schools in villages near its factory, for example, St Andrews Korean School, school for special Children etc. for helping economically challenged students. LG India has provided hostel and school facilities, education infrastructure, and sports equipment to these schools.

LG India has also provided infrastructure support to villages for construction of bus stands, Panchayat Ghar, renovation of healthcare centres, road repair and construction of playgrounds. LG provides Fire Evacuation Service to help villages and industries near its factory. LG also engages its employees in blood donation camps, and for providing destitute children at schools with LG products and toys, in addition to participating in TEACH programs in partnership with Rotary India Literacy.

The organization has a mission to build libraries in rural areas for the poor and needy. Further it provides woollen clothes in night shelters, and carries out Safety Workshops for NGO children. First aid facility is also provided for leprosy patients.

LG is the world's first company to receive Certified Emission Reduction (CER) credits in appliance industry, from the Clean Development



Mechanism (CDM) devised by the United Nations Framework Convention on Climate Change (UNFCCC).

Established at the Kyoto Protocol, CDM awards CER credits to emission reduction projects in developing countries. Each credit is equivalent to one tonne of CO₂. This mechanism helps the country and the private sector to meet their Kyoto Protocol targets while contributing to the sustainable development of the country through environment-friendly investments.

International Experience: Presentations on the New Village Movement (Saemaul Movement) in the Republic of Korea, and on best practices applicable in India.

Department of Korean Studies, Delhi University

Dr.Sandip Kumar Mishra, Assistant Professor of Korean Studies, Delhi University, explained the concept of the New Village Movement (Saemaul Movement) and how India could learn from the programme. Details of the movement and discussion during the presentation are given below:

The New Village Movement was started around the 1960s when Korea began its planned economic growth with emphasis on light and

Korea's New Village Movement experience shows that, although the State may initiate a programme, more importantly it is the community participation, which includes private sector which makes it successful.

– Dr.Sandip Kumar Mishra, Assistant Professor of Korean Studies, Delhi University

labour intensive industries. Around the 1970s, industrialization and urban growth were seen as important, so the next phase focused on heavy, chemical, automobile, ship-building and steel industries. Since it did not reach out to the rural areas, the need for the new Village Movement (NVM) arose.



The movement was initiated by the South Korean President, Park Chung-Hee, on April 22, 1970, after his visit to the flood-hit areas of his country. During the visit, he realized the power of community.

- In the first year, 335 sacks of cement were distributed to all 33,267 villages
- Next year, 16,600 outstanding villages were provided with 500 extra sacks of cement and one tonne of steel bars
- In 1973, villages were divided into three categories- Basic, Self-help and Self-reliant
- Gradual expansion of scope: Infrastructure, Income, Mindset
- In 1974, the programme was expanded to cities, factories, schools and beyond

First Stage

- Foundation building
- Focus on improving farmers' immediate living environments.
- Main activities included replacement of straw-thatched roofs of traditional houses

with concrete slates or steel tins, widening and strengthening of in-roads or in-alleys, improvement of fences of farms and houses, and building of foot-bridges.

- These projects did not immediately increase income, but they benefitted the villagers and required some sacrifice and cooperation from everyone.

Second Stage

- Villagers were encouraged to take up income-generating projects such as joint farming, common seedbeds, off-season vegetable cultivation, pig farming, pasturage, community forestation, building Saemaul factories and common marketing facilities.

Third Stage

- Spiritual enlightenment of rural people.
- Although, it was part of stage two also, but in this phase, it was systematically emphasized.
- It was aimed at inducing and internalizing the developmental will of the people based on innovative motivation.
- The programme purported to infuse the “we can do” spirit with three components: diligence, self-help, and cooperation.

Fourth Stage

- The role of the government was further curtailed, and the government-affiliated private administrative body, the National Council of SaemaulUndong took over.
- From then on, the activities of SaemaulUndong were transferred gradually from the direct control of governmental agencies to private organizations and people.

- The privatization of the SaemaulUndong, however, does not necessarily mean a complete separation from the government.

Characteristics of New Village Movement

- It was a mix of top-down and bottom-up approaches.
- It was a unique way of community development. The mottoes, slogans, and terminology used for the programme were based on the Korean way of thinking.
- It began as a poverty eradication programme and became a mechanism of broader nation-building.

Lessons from the New Village Movement

- Sense of sharing and togetherness
- Long-term profit, only through moving forward together
- Finance is important but more important is inspiring and training people to be self-reliant
- State may initiate several activities, but community participation, including the private sector is of paramount importance.

It is praiseworthy that the CSR practice focused on utilisation of CSR funds to uplift communities and achieved exemplary results. It is more about the mindset than about money in a formalistic approach. Korea's **New Village Movement** does provide some important lessons and guidance for the emerging Indian CSR.

SESSION II: HOW TO ACHIEVE NATIONAL DEVELOPMENT AGENDA THROUGH CSR

The Session on Leveraging CSR for Achieving National Development Agenda was moderated by Mr. T.K Arun, editor, Economic Times. The panel for the session included the following eminent personalities:

1. Dr. Rakesh Gupta, Additional Principal Secretary to Chief Minister of Haryana
2. Mr. Mukesh Jain, Joint Secretary, Department of Empowerment of Persons with Disabilities
3. Dr. Jamhoi H. Tonsing, Regional Director, The Union
4. Mr. Ashwajit Singh, Vice-Chairman & Managing Director, IPE Global Limited



The session opened with an address by from Mr. T.K Arun, highlighting his views on CSR. He spoke about the various definitions of corporate social responsibility and the different activities it entailed. He brought forward the idea that an organization is engaged in CSR by just being a profitable enterprise. As a profit making firm, an organization creates jobs, pays a large amount of taxes and conducts research and development exercises for the sector it operates in. All these activities contribute directly to the development of the nation and the communities an organization operates within. As human

beings everything that we use, is practically manufactured by some company or the other. He further elaborated that with the changing landscape the government wants companies to contribute significantly to essential activities for social development. A company that has a reputation of doing justice to all stakeholders will find its cost of capital lower than those companies which do not have such a reputation. Thus by implementing CSR, organizations gain goodwill, favourable reputation and lower cost of capital. In the end, Mr. Arun introduced each panellist and gave a brief description of the work undertaken by them.

This was followed by Mr. Rakesh Gupta sharing the vision of the Chief Minister of Haryana, Shri Manohar Lal Khattar, with regard to CSR in their state, with special focus on the "*Beti Bachao & Beti Padhao*" initiative. He started his speech by giving a brief description of the abysmal sex ratio and healthcare conditions existing in Haryana over the past several years. Fight for women empowerment and against the discrimination faced by girls and women, is going to be a long fierce battle that we all need to focus on. In response to the Prime Minister's call, Shri Manohar Lal has established the B3P (Beti Bachao & Beti Padhao) secretariat in his office to ensure regular monitoring and evaluation along with all district magistrates and deputy commissioners in the state. Officials of the CM Secretariat go to the districts to meet the district officers, while these meetings are chaired by the deputy commissioners. The Chief Minister reviews the pressing issues of each district with the deputy commissioners via video conferencing. Having recognised the necessity of incorporating corporates to achieve the objectives of B3P, a historic MoU was signed between the Government of Haryana and FICCI to channelize funds and resources from the corporates to help in

tackling the education, health & sanitation, and nutrition issues relating to women and girls. Mr. Gupta further mentioned the launch of the “Call to Action” for women development, in collaboration with several partners like USAID, UNICEF, NGOs and other organizations. He also highlighted the marked improvement in the sex ratio in the districts of Jhajjar (by 40-50 points), Rewari (by 80-100 points) and Bhiwani. As many as 105 police cases were lodged between July and October in 2015, reflecting growing awareness amongst the people of Haryana with the implementation of the B3P initiatives. Mr. Gupta also elaborated that the government was expecting even better results by January 2016, as pregnancy has a 9 - month gestation period, which may lead to an improvement in the sex ratio in the coming year.



Lastly, Mr. Rakesh Gupta highlighted the following reasons why organizations should engage in corporate social responsibility initiatives in Haryana:

1. Haryana is not in a state of denial and is completely aware about the ground reality and the issues with regard to women development.
2. Haryana engages in implementing data and evidence driven programmes to ensure that the target audience receives the desired benefits.
3. The existence of a strong management information system (MIS) in the healthcare

sector helps in making initiatives impactful and useful.

4. A CM Dashboard will be launched soon; it will display all data received from various districts of Haryana and also help people with data related queries.
5. Haryana government has formed strong partnerships with knowledge partners like WHO, PGI Chandigarh, USAID, Society of Applied Sciences, and several other organizations.
6. Haryana government, under the leadership of Shri Manohar Lal Khattar, has a zero tolerance policy for corruption.

Mr. Rakesh Gupta concluded by emphasising that contribution to CSR initiatives was necessary to have a “divine” society or a “Divya Samaj”.

Dr. Jamhoih Tonsing, Regional Director, was the third speaker in the session. She began by giving a brief introduction about the work undertaken by her organization. The International Union against TB & Lung Diseases has been operational for (approximately) 100 years in the areas of Tuberculosis, Tobacco Control and Capacity Building. She elaborated the need for corporates to invest in undertake projects linked to combating and eradicating TB. India contributes 23% to the global burden of TB; 2.2 million new TB cases were reported in 2014. Tuberculosis affects a large majority



of people in India, while they are in their productive age, leading to heavy economic and social costs such as loss of approximately 1.5 million productive working days. In addition, societal stigma, heavy spending on treatment and debts are burdens borne by families of the patients. Dr. Tonsing brought to fore that the Government of India has launched the Revised National TB Control Programme, with an effective treatment dissemination medium in the form of DOTS centres. These initiatives have helped the government in achieving the TB related Millennium Development Goals. She also spoke about the increase in the Multi-Drug Resistant TB in places like Mumbai, due to lack of awareness. Dr. Tonsing further spoke about low investments in the healthcare sector with regard to TB, for example, non-availability of an effective TB vaccine, low levels of research, and no new medicines in helping fight TB. The Government has recognized and acted on all the above mentioned challenges by launching the mission for a TB free India and focusing on the goal to reduce deaths due to TB by 90%, by 2030. For these goals to be met, it is imperative to have multi-stakeholder engagement, including contribution from the corporate sector in terms of both, funding and expertise. This vision has received an impetus through the launch of *"Call to Action for a TB Free India"*, in partnership with USAID.

Lastly, Dr. Jamhoih Tonsing emphasized the importance of creating awareness and creating visibility for TB related issues within the country. Through the 'Call to Action' initiative, several people including celebrities like Mr. Ratan Tata and Mr. Amitabh Bachchan have pledged their support to the cause of a TB free India. There are several areas that corporates can contribute to in fighting TB, for example, good workplace policies supporting TB patients, organising health check-ups and awareness camps, and

sharing resources with hospitals for a wider outreach.

The last speaker of the session was Mr. Ashwajit Singh, who elaborated upon the importance of partnerships for sustainability of CSR initiatives. He defined CSR with reference to the "Triple Bottom Line" approach, i.e. every organization should identify and demarcate three focus areas, namely; people, profit and planet. All activities should be undertaken in a socially, economically and environmentally responsible manner, to ensure a positive impact on the above mentioned three focus areas. By giving examples of organizations like TATA and Infosys, Mr. Singh reiterated the importance of value creation in an organization, through the Triple Bottom Line concept, which should drive the CSR activities of an organization rather than a government mandate.

Commenting upon the existing inequality within India, Mr. Singh observed that it was a paradox that a country that houses 70 billionaires of the world, is also home to half of the world's poor population. A way to reduce this inequity, was to encourage the "have's" for helping and uplifting the "have not's". He also mentioned that, within the development sector, CSR is a small component. The major contribution for all development activities is through domestic resource mobilization through the involvement of all levels of the government (national, state and local). International Development Assistance, in which developed countries have pledged 0.7% of their GDP to support

***Sau mein se assi jab denge
daan, tabhi banega mera
bharat mahaan***

– Mr. Ashwajit Singh (Vice-Chairman & Managing Director, IPE Global Limited)

the developing countries, will also be a major source of funding for development initiatives and will bring with it a structured approach for managing the quantum of funds.

Philanthropic organizations also contribute substantially to the development activities, for example, Warren Buffett has committed \$30.7 billion, and Bill & Melinda Gates Foundation has committed \$29 billion to the development sector. The private sector, through CSR initiatives, also contributes to the development agenda of the country, but it is the SME sector which will need to collaborate and channelize its resources to ensure that CSR leverages the country's development agenda. And the final sector that will contribute to resources and effectivity of development activities will be "user charges". It is, therefore, imperative for the communities also to be engaged in implementing any development initiative. It is not enough to build brick and mortar infrastructure, what is imperative is to focus on behaviour, cognitive and attitudinal change.



Mr. Ashwajit Singh also emphasized the importance of stakeholder ownership and alignment of their interests. If every stakeholder works in a disjointed manner, development goals will be difficult to achieve. Thus, it becomes pivotal for all stakeholders to align their interests and work with a joint focus. For example, if sanitation is a problem in a village, the first step to understand is the mindset

of the population and its demand. Based on that, the government should form a shared vision and engage its resources in the CSR activity. The funding for building of toilets and awareness and behaviour change programmes can come from both, the donor agencies as well as private organizations. The private sector can contribute by engaging industry experts in the implementation of CSR initiatives. Lastly, civil societies and NGOs can focus on creating awareness and encouraging toilet usage. He highlighted that this would be the most feasible way of ensuring the sustainability of a CSR activity.

Talking about the way forward in the field of CSR, he observed that organizations like FICCI and CII should take the lead in forming collaborative platforms for CSR activities. Best practice sharing is another way for shortening the learning curve and allowing companies to learn and evolve from each other's experiences. For facilitating collaboration, a menu of projects should be prepared, which should reflect what the government wants to implement, what the donor agencies and corporates want to support, and what the community desires. Further, strong and robust monitoring and evaluation mechanisms should be in place to detail all deliverables and milestones and ensure effective delivery of CSR projects.

Lastly, he summarized the concept of CSR through a quote by Sir Winston Churchill; "*We make a living by what we get, but we make a life by what we give*".

SESSION III: CONTEXTUALIZATION AND SUSTAINABILITY OF CSR MODELS

This session was moderated by Ms. Seema Chowdhry (Editor – Business of Life, CSR and Philanthropy, Mint). The speakers for this session were Mr. Rajiv Williams (Corporate Head – CSR, Jindal Stainless Limited), Mr. Kapil Kaul (CSR Advisor, JK Paper), Mr. Sunil K. Jain (ED, NTPC Foundation) and Mr. Pratyush Panda (CSR Head, ACC Limited).

The emcee introduced and welcomed the moderator and the panel, and went on to say that the essence of CSR was to work closely with its key stakeholders. The rapid economic, cultural and environmental changes taking place within India were creating new opportunities, risks and challenges. Therefore, there was a need for long term, inclusive and contextualized strategies.

In her opening remarks, Ms. Seema observed that after introducing and elaborating upon corporate CSR initiatives, the panellists would move on to a discussion on CSR and its sustainability within India.

The first speaker, Mr. Pratyush Panda, began with an introduction of ACC Cements as a pioneer in its field of operation, and as a close

knit “ACC Parivar” including all stakeholders and members, directly or indirectly. He spoke about the inherent nature of the firm being aligned to CSR ideals and that, despite the fact that projects that create shared value for beneficiaries as well as the firm, investing funds is not labelled as “CSR activities” and cannot officially be included in the mandated 2 per cent CSR spend. ACC Cement has, nonetheless, been engaging in these activities in various regions of the country. And although Creating Shared Value models of project implementation are globally considered as the best CSR initiatives, which if included in the CSR report prepared by ACC would account for more than 4.2 per cent, but due to the legal inability to consider them as CSR spend in India, they are only depicted as being 2.2 per cent.

He also informed the audience about his organisation’s CSR initiative called Green Building Centres (GBCs) which are meant to ensure that there is space available for rural sanitation activities and consequently zero usage of topsoil. For this purpose, ACC has provided good quality and low priced building material costing approximately Rs. one crore for building 14 such centres in India. There is a provision for building additional 15 centres every year.



Mr. Kapil Kaul, the second panellist, elaborated upon the CSR activities of JK Paper. He observed that the CSR motto “People, Planet, Profit” is the pivot for the contextualisation of CSR. He spoke of how JK Paper spends a lot more on CSR than what is mandated by the law. Speaking about the Rs. 1775 Cr. planned expansion of the company he said that using the most environment friendly technology in the world to manufacture paper wasn’t a market thrust requirement but a conscious decision to work in a more ‘green’ manner. He gave examples of how the company, despite negative returns initially, chose to invest in this technology where 43% less water was used. Overall the manufacturing process has now become 45% more ‘green’.

He said that sustainability is not a source or means to an end for CSR, but something that needs to be incorporated into all business processes. This, he mentioned, referred to the “Planet” aspect of JK Paper’s sustainability initiative. In terms of “People”, he spoke of how the firm believed in building socially and economically viable communities. The company’s CSR activities in terms of people have focused on improving the human development index (HDI) and creating livelihood for these communities through initiatives in health, education and livelihood support. He also elaborated upon JK Paper’s partnership with the government for education centres called “Gyan Vardhini” especially for ‘mentally challenged’ children. The entire JK Paper Group, a conglomerate of various companies, follows a philosophy of contributing positively to the communities and environments in which they function. Commenting upon the discrepancy between the ‘development’ aspect of the National Development Agenda and Corporate Social Responsibility, he emphasised that the focus of business, which was previously the

customer, has now shifted to the stakeholder who was often ignored. He said that the idea of CSR becoming mandatory was laudable.



Mr. Rajiv Williams began by highlighting that Jindal Stainless Steel primarily works in the fields of steel manufacturing and power. These areas are very different from the P’s of people and planet. But the firm acknowledges that without addressing the first P - people, it cannot operate since manufacturing units cannot have the license to operate as they are usually located in remote areas. Therefore, it becomes imperative to win the hearts and minds of people and at the same time, take care of the planet, because the firm is, at the end of the day, making profits from the people. So, the first P, that is taking care of people, is critical as has been realised by business houses all over India. Philanthropy has thus become outdated as it is no longer possible for an organisation ‘feel good’ by simply building a hospital or a school and consider that its responsibility to the community has been fulfilled. In today’s

Gone are the days of feeling good.. You can’t just feel good by making a hospital or by opening a school and say that we’ve done our social biz

– Mr. Rajiv Williams, Corporate Head – CSR, Jindal Stainless Limited

time, firms are being asked why they built that hospital without the availability of doctors or why they built that English medium school in a remote area in Orissa. It is necessary to be connected to the people for true sustainability. He said that CSR and sustainability could not be separated and that CSR was much like a tool for achieving sustainability.

He then spoke about a project launch on Women Empowerment that he has spoken about at the UN also recently, wherein women would undergo skill development in hard-core sectors like stainless steel in the plant itself. He observed that women generally had been a part of business and softer industries such as IT and hospitality, but a hard-core technical industry like theirs had been bereft of the presence of women, until now. Gender equity, as a core component of equal opportunity, has been an important mission of the firm which is India's only member of a global 32-country "Women's Empowerment Principal Leadership Group". This is good for business, community and sustainability.

He also elaborated on the firm's work in education where besides setting up schools, colleges and universities, his company had also set up education improvement centres in remote areas. In the field of health, the firm has hospitals, mobile clinics etc. The firm is also active in other areas such as business, human rights etc. He spoke of how corporates were generally reluctant to speak about human rights but they should create awareness around the topic, which consequently is good for business. He gave the example of a CEO forum on 'Business and Human Rights' that was launched by his company, and chaired by Narayana Murthy and convened by him. In this forum, John Ruggie's framework on business and human rights was discussed.

Mr. Sunil Jain, from NTPC, said that NTPC's engagement with the community was not something that was mandated by law but rather in a manner where the community was treated as a partner in the business from the day of the organisation's inception. Being a projects based organisation, NTPC believes that one can't have an island of prosperity in an ocean of poverty. The organization has an official, board approved, RnR (Resettlement and Rehabilitation) policy which encompasses the community development activities, and which was adopted in 1993. The organization has also an official CSR policy in place since 2004, and a CSR committee, consisting of an independent director and headed by the Chairman. This is how CSR has been ingrained into the DNA of NTPC. The organization has been working in areas such as health, education, drinking water, skill development, infrastructure and local community development. It is often believed that CSR needs to be what the top management of any firm decides, but this should not be the case. CSR should be a community engagement activity, since if there is no proper community connect, the community will not be able to appreciate the initiatives being implemented. CSR activities will be appreciated only if they have been instituted after an appropriate need analysis, and are demand driven.

We [NTPC] believe that you cannot have an island of prosperity in an ocean of poverty

– Mr. Sunil Jain, ED, NTPC Foundation

He elaborated upon how the organisations' CSR activities begin with discussions at the community level with the 'Village Development Advisory Committee' about what is required and what is the best way to go about it. VDAC then decides about CSR activities for the whole year. VDAC discussions are preceded by a need assessment survey which assists in establishing the human development index indicators for the area. The implementation of CSR activities is followed by a socio impact evaluation. There exists a process of internal audit of each and every activity that is done. Currently, his organization has around 21 stations covered under CSR, and about 20-25 activities are done every year at each of these operating stations and each activity undergoes an internal audit check to assess the goals and achievements of the programmes. He observed that the 2013 Act propelled many companies to rush and find out programmes to invest in, and on not finding appropriate programmes, they contributed to initiatives such as the Swachh Bharat Kosh and other forms of government funding to achieve the 2 per cent target. But, is that the real purpose of CSR; does this approach deliver results, he wondered while concluding his presentation.

MASTER CLASSES

Master-class I: Operationalization of CSR Projects

The Masterclass 1 was conducted by Mr. Kaushik, Senior Product Manager at NextGen. He started the class with a brief introduction about his organization by telling that his organization is among the largest CSR and sustainability management company. NextGen caters to more than 120 organizations to help them with their CSR projects. NextGen has also developed a mobile data platform known as the "people, planet and profit" (p3), which records data, monitors progress, evaluates performance, generates reports and enables organizations to make data driven decisions for their CSR projects.

He elaborated the findings about the CSR Trends studied in the FICCI-NextGen-Mint report. It was noted that Rs.1,729.2 crore were left unspent out of the prescribed Rs.6,635.96 crore. From the total of Rs.5203.65 crore spent, the top 10 spending companies spent Rs.2,651.99 crore. Energy, financial services and the IT sectors were among the top spenders on CSR activities. The states of Maharashtra, Karnataka, Tamil Nadu and Gujarat received the majority of CSR funds in 2014-2015.

He highlighted that 64% of the CSR spending was done for the eradication of hunger, poverty, healthcare and education. An overview of CSR spending brought to the fore that 53 organizations did not meet the 2% spending mandate of the Companies Act 2013. Reliance Foundation became the highest spender in the field of CSR by investing Rs.550 crore in the Sir H.N. Reliance Foundation Hospital & Research Centre. Details of CSR spending and statistics were also discussed in the class.

In addition, “CSR Project Selection, Filters & Parameters”, was also deliberated upon in the Masterclass 1. The need to align any CSR project to an organization’s mission statement was brought to the fore. For a CSR initiative to be successful, it was imperative that the initiative and its basic values were imbibed by the top management of the firm, before the employees were engaged in CSR. The basic strategy framework, to initiate any CSR activity included the following parameters:

1. Alignment with the company’s mission statement
2. Alignment with the social vision of the senior management of the company
3. Alignment with the focus areas as mentioned in the CSR Policy
4. Addressing social challenges in communities where the company operates
5. Protecting resources on which the company depends
6. Catering to marginalised stakeholders
7. Creating far-reaching impacts on the target communities
8. Ensuring long term gains to the company
9. Involving employees
10. PR/marketing for the company

Once the organization selects a CSR activity based on the strategic parameters, it is important for the company to link the activity to the National Development Agenda and support the Government and its allied departments in achieving the development goals of India. The strategic parameters also help an organization to assess the effectiveness of a CSR initiative by forecasting the tangible and intangible long term gains for the organization, its employees and the beneficiaries.

Further assessment of CSR activity should be based on the implementation parameters mentioned below:

1. Alignment with an organization’s core competencies, strengths & weaknesses
2. Long term self-sustainability of the project
3. Availability of resources, feasibility of the project and ease of implementation
4. Establishing an effective and robust impact measurement and monitoring and evaluation mechanism
5. Long term continuity of the project

For an effective and efficient delivery and implementation of a CSR project, it is pivotal for an organization to gauge its capacity and select credible partners to fulfil any other requirements. The selection of partners for a CSR activity should involve stringent evaluation based on the partner’s expertise, geographical reach, experience of similar projects and verification through references and other sources. It is only when all partners have an aligned vision for the project, can the CSR activity be implemented successfully. Lastly, to ensure that the project accomplishes its objective, it is essential to constitute a strict monitoring and evaluation framework that outlines the milestones and deliverables and highlights the qualitative and quantitative impact on the target community.



Further operational filters were also discussed. These filters are instrumental in tailoring CSR initiatives to the needs of the community and the organization and for the benefit of the marginalized societies. Operational filters also aid in CSR project design and in finalizing the geographic location, area of activity, mode of implementation and means of delivery. Mr. Kaushik, in his master-class, called upon all participants to introduce innovative ways for CSR activities. The need to shift focus from reactive CSR (done to safeguard a company's actions) to proactive CSR (motivated by perceived advantages of displaying the company as a front-runner) was also deliberated upon.

The session concluded by referring to case studies and examples highlighting various aspects regarding "Operationalisation of CSR Projects".

Master-class II: CSR Communication & Brand Enhancement

The session was conducted by Dr. Vineeta Datta Roy, Associate Professor and lead Corporate Social Responsibility, BIMTECH. She highlighted the existing and emerging strategies of CSR communication, and changing role of stakeholders towards inclusivity, though governments have always been assumed to play a dominant role in social development and environmental sustainability. However, with the changing roles of private sector, it is increasingly becoming privy to national programmes, as well as development and environmental protection with regard to the role of CSR. The strategy adopted for CSR communication and brand building generally trickles down from top level management since it assists the management in its interaction with the media, professional bodies and institutions, and the general public which have the potential to impact the

Group's image. The concept of value creation is imperative rather than taking it as the branding approach. The better a company does at keeping its ideals intact and building its value through CSR communication, the more effective it will be at maintaining competitive differential.

There is an array of apprehensions with regard to CSR communication and reporting. Generally as per the Indian culture and notions, it is assumed that good work done towards the society need not be publicized. The idea of 'sustainability reporting' is still in its infancy stage in India. Notwithstanding this mindset, the company should go all out to communicate its CSR activities so that others may learn from good practices, duplicity of programmes could be avoided, and the stakeholders made aware of the channelization of the company's resources. It needs to be ensured that a 'sustainable agenda' is at the core of the organization.

The key questions addressed during the master class were: Should the companies go all out to communicate their CSR activities? How transparent should the CSR reports be? Does the CSR report help stakeholders in decision making? Does the company have spokesperson/s to talk about the company's involvement in CSR and provide published reports to back the information provided? Are companies getting defensive with regard to reporting?

Stakeholders have now evolved, and behave differently while engaging with target corporations. They have agenda and demands before engaging in dialogue. And because they are often playing to a large public, their members and allies included, they will seek to secure victories and not concessions or compromises from their targets.

Corporate communication provides group companies and corporate functionaries with strategic advice and professional inputs in their communication processes. Alongside, its portfolio includes internal communications, corporate intranet, corporate branding, image measurement, publications, websites, creative arts, supporting investor relations and building up the company's archives.

A properly implemented CSR concept can bring along a variety of competitive advantages, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

Regarding the current scenario of CSR in India, there was discussion around the Swachh Bharat Abhiyan which entails involvement of multiple stakeholders including government officials, technology innovators, grassroots NGO leaders, civil society and various others working in field of construction of toilets, sanitation, water conservation, and solid waste management.

It needs to be ensured that CSR communications is based on authenticity. Due to easy access of information with regard to CSR activities of companies, there is scope for influence from stakeholders, and the power of steering CSR programmes no longer lies with the company alone.

The need for standardization of sustainability reporting is being realized and cues are being taken from internationally accepted formats which provide qualitative and quantitative details on categories of activities carried out.

One of the strategies highlighted in CSR communication is to include information about stakeholders, their response and their involvement. In such an approach, the beneficiary of the CSR initiative has considerable influence on the report which could be positive as well as negative. This needs to be taken into consideration in tandem with the programmes which run under CSR. For example, if a company's CSR encompasses constructing toilets for villagers, the CSR report must include feedback from villagers on how this has changed their lives. In such programmes, the managers should be involved in CSR communication and engagement at the grassroot level so that the outcome and feedback are effective.

To communicate CSR to various stakeholders, organizations use both the internal as well as external channels such as newsletters, social media marketing, blogs, annual reports, magazines and press releases, etc. The sustainability reports, unlike annual reports, websites and press releases, have a more structured format of reporting with guidelines, templates and ranking provided by several international agencies. There is a mixed pattern in the release of sustainability reports because certain organizations include the sustainability report as a section in their annual reports, while others release it as a separate report. In some organisations, CSR report, and global citizenship report are also attached to the sustainability report, instead of being issued separately. But, irrespective of the name under which these reports are released, these reports are a platform for the organisations to demonstrate their responsible corporate citizenship.

Master-class III: Social Audit, CSR disclosure and Reporting Systems

The master-class, conducted by Ms. Sharon Weir, founder of 4th Wheel, began with an overview of the connotations of development as being inclusive, sustainable and participatory and how the impact evaluation or reporting for development - related activities could be made more effective through evidence which would help in identifying what has actually been done, and in what manner. It is also important to note that when it comes to development, no one size fits all. It is important to align matrix and measures of social impact to specific values, requirements and financial conditions. This is a sort of social audit which aims to assess the impact of non-financial objectives through systematic and regular monitoring. Social auditing, in order to accurately monitor impact, must incorporate the following features:

- Multi perspective – It is almost impossible to gauge social impact through a single lens due to the complexity of the issues that this impact aims to address.
- Participatory – The process of social auditing must have buy - in from all stakeholders.
- Comprehensive – The audit should report on the activities, their rationale, execution and impact as comprehensively as is possible.
- Comparative – Difficult as it may seem, it is important to benchmark and measure comparatively in order to assess relative impact.
- Regular – In order to accurately measure impact, it is also necessary to conduct the audit regularly.
- Verified – This could include third party evaluation but it should be driven from within the organization.
- Disclosed – It is also important to draft and disseminate this audit report, once all significant questions of the audit – How/ What/When, have been answered.



This process of Social Auditing can only be conducted and be successful if the following essential aspects are taken into account:

- Commitment of the Top Management – This would involve exploring the question of how the top management needs to be convinced of the significance of social auditing. One way is to let them know that the evidence generated for these audits work as proof of success of the programmes implemented.
- Well represented Audit Committee, including representatives of all stakeholders.
- Defined Scope, outlining all elements that need to be measured in the audit.
- Review organizational mission, policies, goals and objectives to assess the alignment of the vision and mission of the organization, and if corporate goals are aligned to the goals for social impact.
- Social Priorities and their consequences on stakeholders.
- Measurement Tools such as Preferential Ranking etc., based upon the issues being addressed and the programmes being implemented.
- Collection of Relevant Data for answering basic questions.
- Third Party Verification by third parties such as investors, consumers etc.
- Reporting to the Audit Committee – The results of the audit should be disclosed and

reported to the Audit Committee so that an analysis of the gaps between the goals and achievements may be done. This would enable a strong sense of ownership to be fostered amongst the stakeholders. This analysis would help in identifying the kind of interventions that would be required in different areas. For example, one of the communities that the speaker had worked in, there were seven temples but no toilets. This means the community had ample resources, but lacked motivation, or even the need, for having toilets. It can, thus, be inferred that a behaviour change campaign is required to educate the community about the hazards of open defecation, and the need to construct toilets.

The gaps identified in the report can be classified under the following heads:

- Outcome Indicators: as a contrast to the outcome indicators before the analysis
- Quality Check Matrix
- Partnerships and Collaborations
- Implementation of Programmes
- Recommendations

The global significance of social accounting by international organizations and stakeholders was also discussed wherein case studies of organizations such as Global Reporting Initiative, OECD, SROI Network which function as accountants of social value for various firms, were highlighted.

Following this, the nine principles that constitute India's National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business were highlighted. The speaker also focused on the mandated Corporate Social Responsibility Report under Section 134 (3) (o) of the Companies Act, 2014 that every business must prepare regarding its CSR activities. According to her, the following were essential to be included in the report:

- CSR Policy

- CSR Committee
- Average Net Profit
- Prescribed CSR Expenditure
- Amount of CSR Expend
- Type of CSR Spend
- Reasons for Non Compliance (If applicable)
- Responsibility Statement (useful especially for the clarity of stakeholders)

The speaker further elaborated on tips that she thought would give the CSR report an additional edge:

- Demonstrate a connection between the business strategy and the Key Performance Indicators of the CSR activity. The company should attempt to do a project that is connected to its core competency, to be effective.
- Be consistent.
- Focus less on past successes and speak more about impact (This is where it was discussed that it was necessary for the firm to acknowledge its mistakes, recognize what and where the problems were, and try to provide solutions for the same. There should be a healthy balance between past successes, learnings, challenges and future plans).
- Discuss the elephant in the room.
- Avoid a PR nightmare.
- Share statistics and stories in a different manner and focus more on design to make the report more attractive.
- Make the social development space less brown, black and green!



14TH FICCI CSR AWARDS 2015

FICCI Corporate Social Responsibility Award, India's first CSR award, was instituted in 1999 by FICCI. The aim of the award is to identify and recognise the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. The award acknowledges efforts of the companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy. Over the years, a number of companies including HPCL, ITC Limited, Mahindra & Mahindra, Cairn India, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement, etc. have been recognised for their exemplary work in the area of CSR.

Over the years, the award has been given away by stalwarts including Late Dr. A. P. J Abdul, P. Chidambaram, Yashwant Sinha, Anand Sharma and Sachin Pilot.

The FICCI Corporate Social Responsibility Awards are classified in the following three categories:

Category I

- Public sector companies (PSUs)
- Private sector companies with a turnover between INR 201 crore and INR 3000 crore per annum
- Private sector companies with a turnover of INR 3001 crore per annum, or above.

Category II

Small and Medium Enterprises (SMEs) with turnover up to INR 200 crore per annum

Category III

Exemplary Innovation promoting CSR (irrespective of the company's turnover)

The 14th FICCI CSR Awards were presented by Shri Thaawar Chand Gehlot, Minister for Social Justice & Empowerment, Government of India. The Finalists were acknowledged by Padma Bhushan Mrs. Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee, and the Ambassador of the Republic of Korea, CHO Hyun. In the presence of Mr. Vikramjit Singh Sahney, Co-Chairperson, FICCI CSR & Community Development Committee, Dr. Mrs. Jyotsna Suri, President, FICCI and Ms. Jyoti Vij, Deputy Secretary General, FICCI.

Shortlisted Companies for Stage III			
S.No.	Category	Company	
1	Category - IA	Odisha Power Generation Corporation Ltd	Certificate of Recommendation
2	Category - IA	PNB	Finalist
3	Category - IB	Shree Cement Ltd	Awardee
4	Category - IB	UTC	Plaque
5	Category - IB	Adani	Plaque
6	Category - IC	Monnet	Awardee
7	Category - IC	Equitas Micro Finance PvtLtd	Finalist
8	Category - IC	Sundram Fastener Ltd	Finalist
9	Category - II	Ashiana	Awardee
10	Category - III	Ambuja	Finalist
11	Category - III	Royal Bank of Scotland	Finalist
12	Category - III	Essel Mining and Industries Limited	Awardee
13	Category - III	YUM	Finalist

Winners of the 14th FICCI CSR AWARDS:

- Special Jury Commendation Certificate for Large Enterprises – PSU Category –Odisha Power Generation Corporation Ltd
- Corporate Citizen for Exemplary Innovation promoting CSR -Category III – Essel Mining
- Corporate Citizen for Small and Medium Enterprises (SMEs) –Category II – Ashiana Housing Ltd.
- Corporate Citizen Large Enterprises- Category Ic –Monnet Ispat and Energy Limited
- Corporate Citizen Large Enterprises - Category Ib – Shree Cement Limited

Shaping CSR Ecosystem in India-Way Forward

ALIGNING CSR ACTIVITIES TO MEET SDG TARGETS

Corporate Responsibility as an ideological value is hard to find in the mainstream corporate paraphernalia, it being a part of cost at the end of the day. Smooth adaptation and compliance is thus difficult at ground level. As practice matures, policy too may get amended as per the need so as to have an equated balance between policy, practice, compliance and penalty.

Businesses work as per the laws governing our social, economic and environmental prosperity. New challenges define new laws. Businesses that adapt to new demands of time, stay in the reckoning for long. Today, poverty and climate change have globally brought sustainability and inclusive development under keen watch globally.

The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business, explaining Corporate Social Responsibility, as mandated under Section 135 of the Companies Act, 2013, recognised, for the first time, the influence of business

on social and environmental well-being. That is why, Companies Act, 2013, that mandates CSR, is a progressive piece of legislation, and it has already triggered some of India's top corporations to undertake a transformational journey.

At the go, compliance of this regulation may seem tough to some who not prepared for it, but it is set to usher a harmonious business-society-environment triad, provided we pay attention to the caveats on the way. Fundamentally, the rules emanate from a realisation that we have equitable rights and responsibility to our common resources, and since businesses are built and sustained by society, they must develop and nurture.

Businesses also realise that they cannot work bereft of the social, economic and environmental needs of the time and that they need to work in sync with the development agenda at all levels of governance. At the highest level, as global citizens, businesses have an important role in supporting the Sustainable Development Goals as set forth by the UN. It is encouraging to note that some of the top Indian corporates are paying full





