

**CORPORATE SOCIAL RESPONSIBILITY**  
**Two Day Management Development Programme**  
**Indian Institute of Foreign Trade**  
**New Delhi 110016**  
**22<sup>nd</sup> & 23<sup>rd</sup> April, 2008**

**Report**

The program started at 9:15 am as Dr. R.M Joshi, Chairperson, MDP at IIFT introduced the distinguished speakers seated on the dais and welcomed them whole heartedly. Dr. Joshi informed the audience that this program on CSR is one of its kind happening at IIFT and also gave an insight on the various full time and part time activities of the institute which catered to the corporate, diplomats and government bodies. He also highlighted the research capabilities of IIFT. He also gave a brief idea as to why CSR is paramount for the long term sustainability of a business.

Mr. K.T Chacko, the director of IIFT, took over from Dr. Joshi and welcomed the gathering once again. He said that everyone present were the right kind of people for the course and wondered whether they would be “preaching to the converted”. He also said that it was a landmark day for the institute. He also commended Ms. Amita Joseph for her fine efforts. He felt that unlike immediate pre independence days when businesses were partners in nation building, it was no longer so. In the last 60 odd years, the corporate had moved away from this thinking. However, he felt that in a poor country like India, Corporates should behave responsibly, not wasting resources. The two day course according to him was an important milestone in their (IIFT’s) journey. He also suggested that he looked forward to the attendees to become the ambassadors of the program.

Mr. Simon J Scarff, thanked Anita to have the vision and her team to convert it into a reality. CSR he said is now being taken very seriously and maybe IIFT could take it up as a regular course. He then gave a brief on BCF, its genesis; its role in helping the corporates to select and monitor the NGO’s to channelize their resources into. His modesty was noteworthy. He suggested that CSR was an extremely gratifying affair.

Mr. Mark Runacres, Director, Mind tree and BCF Board and Fellow TERI, who has also been the Dy. High Commissioner in the British High Commission, besides holding a lot of other portfolios in companies such as G4S, shared his view that CSR was a vast issue and it had to be seen what it meant in a country such as India. He also felt that since it needed an institutional focus, there could be an institution solely focused on CSR. He also felt the need for change and therefore change makers. He shared Gandhiji’s dictum that the difference between what we do and what we are capable of doing would solve most of the world’s problems. Alongside, he discussed how the thinking process grew on CSR the world over starting with the Rio Earth Summit which ushered in a new era. Finally, he noted that as in other fields, India should be a world leader in CSR practices and then reiterated that the world needed India to innovate, and that the difference in what India did and what is capable of doing will make a lot of difference to the world.

This was followed by the Vote of thanks rendered by Dr. R.M. Joshi. Soon everyone was ushered towards the main gate for a group photograph and tea.

The main section of the program commenced soon after this. Ms. Amita Joseph from BCF gave a background and the need for the program and how there was need to scale up CSR programs (especially based on the Indian context) since they noticed that none of the reputed institutions had a structured program on CSR. She

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felt India being different we need to come up with our own solutions to our problems which was widely accepted by the attendees. Also, she said that 9% GDP growth could not be sustained along with farmer suicides.

This was followed by participant introduction. There was an interesting mix of participants representing the corporate- both HR and CSR divisions, NGO, consultants , PSU's, Occupational therapist, Planning Commission, INGO's and NPO's such as PIC making a link between NGO's and corporates.

Mr. Mathew Cherian took over for CSR definitions, stating that the most important word in the phrase was R for RESPONSIBILITY, and that each one of us should internalize what Swami Vivekananda used to say, "I am responsible for the whole world", even before bringing in our company. He then shared the spiritual, economic and the social definitions of CSR and Sustainability. CSR, he then said, needed to be looked at from 6 frame of reference with the frames being Employees, Government, Communities, Customer, Earth and Suppliers and the Supply chain.

Dr Pushpa Sunder from the Indian Centre for Philanthropy, shared the history of philanthropy in India, and conveyed that according to one of her studies, CSR for India was not a western concept rather India had a long tradition of business and corporate interface. The study of history, she felt would help us not to reinvent the wheel, and to realize that CSR or CR did not occur in vacuum but had to be an integral part of a country's social, cultural and economic structure. She then concluded by saying that the current scenario in India characterized CSR is still looked at mostly philanthropically, wherein the responsibility part takes a back seat compared to the philanthropy part.

Corporate case studies comprised of the Tata Chemicals, Satyam Computers and Binani Zinc. Ms. Alka Talwar from Tata Chemicals shared about the overarching CSR practices across their group and then about Tata Chemicals' Corporate Sustainability Protocol and The Tata Index for Sustainable Human Development. Mr. Vinod Iyenger from Satyam, one of the largest IT companies in the country gave an insight into their CSR work which is being done under Satyam Foundation and Byyraju Foundation, run by family women. The work done was equally supplemented by the innovativeness in the programs which helped them to put to use their expertise in creating state-of-the-art systems for education, health and emergency services to people especially those living in remote areas.

Binani Zinc brought forth the importance of yet another area - occupational therapy for a corporate citing that world over 600 people go to work everyday never to return as they get killed at work. He shared that only 10% workers had any access to occupational therapy. He then presented the takeaways for their company in the process of providing occupational therapy to their workers- how the company was able to not only make a positive difference in their workers lives, building a positive and healthy environment at work but also in building a clean image and trust in the local community in which it operated. Binani Zinc incidentally is the first manufacturing company to have been certified under 4 international accreditations and that too in 24 months- ISO 14001, SA 8000, OHSAS-180001, Quality Management System 180-9000!

Mr. Dadoo from the Ministry for Environment, forest and wildlife, started off by trying to link CSR to Climate Change and put forward a few proposals for the corporate to take up on paper recycling, water harvesting, solar plants among others. He then shared why cities, with their ever increasing population needed to reduce CO2 levels to positively impact climate change.

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Ms. Monali Zeya Hazra, from CSE gave an overview of the mining sector in India, which is growing at a very fast pace however with no development benefit to the areas where the mining takes place. Therefore, the ironical situation of maximum aircrafts owned by mine owners in the areas however literacy level is less than 50%. Mining had to be done but with careful thinking on where and how as also in an environmentally and socially acceptable manner.

Mr. Viraf Mehta from PIC, deliberated on integrating Human Rights into business strategy. He went on to discuss about standards prescribed world over namely Universal Declaration of HR, UN Global Compact, OECD Guidelines on Multinational enterprises, ILO Tripartite Declaration of principles concerning Multinational enterprises, and how businesses could bring them into effect in their policies and actions. He strongly felt that present thinking scenario would increasingly build pressure on companies to start acting on the global principles or face the consequences.

Kavita Prakash Mani from Sustainability, UK discussed about the relatively new concept of Sustainability Reporting which was being taken up by corporates the world over, including a few from India namely Tatas, Dr. Reddy's, ITC, Jubilant Organosys and others. Devised 21 yrs ago by John Elkington, the model prescribes and demonstrates the how, why and whom to report for the corporates. She concluded the presentation with an exercise to set the thinking process started amongst the participants which served exactly the same purpose.

Day 2 started with Mr. Miloon Kothari, The UN Special Rapporteur on adequate housing, sharing issues on resettlement guidelines. The UN Resettlement guidelines, he shared, were a result of the several similar complaints which came from world over. Sharing a startling finding that more number of people were being displaced because of development activities than any other cause. The reason is that development initiatives have contravened international and Indian standards. E.g evictions happen suddenly, without any prior information, there is no participation of the people being displaced in the decision making process and there are no human rights safeguards as well.

Finally he stated that there could not be a blanket ban on evictions but it had to happen in exceptional circumstances and in a humane manner. Ms Anita J added to the discussion a case in the point by sharing an example from AP of an eviction in the desired and humane manner in which she herself was involved.

Dr. Reddy's – Sustainability and Dr. Reddy's Foundation- Mr. Raju and Ms. Meenu introduced their organization and shared about how they developed their sustainability reporting in their company. Mr. Raju also talked about how the process is not an easy one, and that key drivers for them were their company's core purpose and values, their growing global presence and the fact that they are a NYSE regd company.

Ms. Meenu shed light about the inception and present projects of the Dr. Reddy's Foundation, which started with just a bridge school and later a vocational training centre, which now has already trained 140,000 people in various skills of whom 83% have been placed. They now also have programs running in Vietnam, Indonesia and Malaysia!

Global Compact- Dr Uddesh Kohli discussed the need, initiation of a thinking process and formation of Global Compact, the purpose of which was to "give a human face to companies". He went on to discuss the ten principles on the core issues of labor, Human rights, Environment and Anti-corruption and why companies should join in.

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Mr. Anup Srivastava, from Indo-British Garments Pvt. Ltd., shared his experiences of implementing SA-8000 in his company, the difficulties and the positives that it brought in for the company including the learnings. He discussed about the need for SA-8000 and its objectives including improving the working conditions and to ensure ethical business; besides which was the increasing pressure put up by informed consumers and enforcement of different codes of conduct by different buyers.

Dr. K. Vijayalakshmi, from Development Alternatives, discussed the concept of GRI or Global Reporting initiative which came up to have a standard reporting mechanism on economic, social and environmental impacts of businesses, as against the increasing number of reports and formats, and the resulting information and data overload. She then gave an overview of the uses, principles, and beneficiaries to the report, and finally gave information about GRI-G3 or the third generation guidelines.

Magarpatta Township Construction Co. Ltd. - Satish Magar shared with participants the wonderful concept of inclusive growth from Landpooling where 120 farmer families pooled in their 400 acre land to become shareholders in a township which would have all facilities available at walking distance. A dream turned into reality, it is complete with systems in place for water harvesting, solar power and successful conversion of farmers into entrepreneurs....and has a gross worth of Rs. 300 crore!

Mr. Arjun Uppal, of DCM Shriram Consolidated shared about the Hariyali experience- of agronomists handholding farmers in the field enabling transfer of information and technology. The need for the project was felt because a few reasons namely sluggish farming output on one hand and huge demand in food grains on the other; as also India's minimal contribution to the agri-produce market globally, which meant there was a lot of scope for growth. And this he categorically stated was not a Corporate Responsibility project, but one which had business implications for the company.

The M&M CSR initiatives came next with the dual purpose of employee involvement in social activities and working for the girl child and livelihood training for youth on the other. A novel concept of ESOPS has been evolved as result .....ESOPS meaning Employee Social Options....wherein employees are invited to lend their time for activities focusing on education, health and environment. Not to forget that the company gives 1 percent PAT for CSR and ESOPS....PAT meaning Profit after tax!

Mr. Lalit from the Planning Commission shared about the formation of a steering committee on voluntary sector for the eleventh plan, which is based on the government bodies' need for partnering with NGO's and business for sustainable development.

Kanoria Chemicals represented by Mr.Asit Roy described how his company defined RESPONSIBILITY and then traced the genesis of CSR in the company through the field experiences. He then shared about the various programs that the company has under CSR and the importance of the same to them.

Mr. Satish from Toxics Link gave an insight into the management or 'mismanagement' of hazardous waste in the country and the implications. He also talked about the Basel Convention which India signed and the Basel Ban which India did not.

Dr. Shriram Khanna gave a rather thought provoking presentation on the ISO-26000, a norm which when in effect would be applicable to all- corporates, NGO's, consumers, Government, labour and others. The norm would attempt to build a global consensus on 'social responsibility'.

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Mr Sachin Verma from Accessibility brought another cross cutting issue in for discussions- accessible environment for people with disabilities. Leading the participants from myth breaking to facts and figures, he finally shared how it was important for employers, businesses, the government and the community to catch up on it or risk losing out on a potential pool of people. Also he discussed about how employment for people with disabilities would rather be looked at as an Human Resource issue instead of CSR.

Mr Mathew Cherian then summed up the discussions with a reflective summary of what all the speakers shared. Here he also shared about the PACS programe.

Then the chief Guest Mr. S K Roongta, Chairman SAIL spoke highlighting the paradoxes and ironies of the Indian Market which has 25% of the worlds richest and poorest of the people. It also has the world's best doctors and schools but we still have the largest untreated and uneducated population. He emphasized that CSR initiatives should be undertaken with a heart and not so much with mind or in other words focusing on ROI (Return on Investment)

The programme concluded with feedback from the participants and certificate distribution by Mr Chacko.

*By Ms Nitasha Kachru & Mr Jithin C Nedumala*

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