

# 2 Days Training on Strategizing and Reporting CSR

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Corporate Social Responsibility (CSR) is fast becoming a prerequisite for all organizations large or small. This has been possible due to the initiatives undertaken by the government, financial institutions, civil society and other stakeholders and also the realization amongst the industry that business cannot thrive in a failed society. Hence, companies are re-strategizing their CSR initiatives by aligning it with the economic, environment and social aspects.

In order to contribute towards a more enabling environment for CSR in India, FICCI Aditya Birla CSR Centre for Excellence has been organising various training programmes for Indian companies, CSR and sustainability professionals. Through these programmes for Indian companies and professionals have been capacitated with sector specific sustainability codes, guidelines and trends in CSR under the worthy guidance of Mrs. Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee. The Centre also collaborates with nation and international bodies for training programmes and in 2011 collaborated with CBI Netherlands (Centre for the Promotion of Imports from developing countries, an agency of the Ministry of Foreign Affairs and part of the Development Co-operation effort of the Netherlands) for capacity building of Indian consultants. Under the 2 years project 13 Indian consultants were trained and 9 companies venturing in to the European market were guided to mainstream EU's CSR, sustainability codes and guidelines into their core business processes.

Carrying forward the capacity building objective, FICCI Aditya Birla CSR Centre for Excellence recently organized "2 Days Training on Strategizing and Reporting CSR" exclusively for CSR professionals, Sustainability Managers, Ethics and Compliance officers on 1 and 2 April, 2013 at FICCI, New Delhi. The training program was facilitated by lead auditor Mr. G S Kumaran and Dr. K K Upadhyay, Head of FICCI Aditya Birla CSR Centre for Excellence.



*ISO26000: 2010 Social Responsibility is an ISO International Standard and was launched in 2010. The standard provides guidance on Social Responsibility. It is designed to be used by organizations of all kinds, both public and private sectors, in developed and developing countries and economies in transition. <sup>1</sup> ISO 26000:2010 is intended to encourage organizations to go beyond legal compliance, recognizing that compliance with law is a fundamental duty of any organization and an essential part of their social responsibility. It is intended to promote common understanding in the field of social responsibility, and to complement other instruments and initiatives for social responsibility, not to replace them.<sup>2</sup>*

The CSR centre developed a need based, hands-on-training content with ISO 26000: 2010 Social Responsibility Guidelines as a guiding tool. The course comprised of Core principles of National Voluntary Guidelines on social, environmental and economic responsibilities of business, Clause 135 of the Companies Bill 2012, as passed by the Lok Sabha on 18<sup>th</sup> December, 2012, SEBI – Business responsibility report, Guidance on implementation of Social Responsibility Core Subjects in an organization, Analysis of case study on CSR and group work on planning, implementation, monitoring and evaluation of CSR initiative.

To bring all the participants on a common platform, the first day of the training was dedicated to the understanding of Corporate Social Responsibility (CSR) with reference to ISO 26000:2010 Social Responsibility. This was followed by key issues in CSR, key drivers of CSR, Initiatives of various international institutions, CSR Management, Code of Conduct, Identification of CSR Stakeholders, Understanding the principles and core principles of ISO 26000: 2010 Social Responsibility, analysis of CSR case study.

The Second day of the training focused on identification of CSR stakeholders and its management, designing, planning, monitoring and evaluation of CSR initiatives followed by Group work. The program ended with the sharing and discussion on proposed legal requirements for the

<sup>1</sup> <http://www.iso26000latam.org/en/what-is-iso-26000>

<sup>2</sup> [http://www.iso.org/iso/catalogue\\_detail?csnumber=42546](http://www.iso.org/iso/catalogue_detail?csnumber=42546)

implementation of corporate social responsibility in business with reference to the framework proposed under SEBI – Business Responsibility Framework and Clause 135 of the Companies Bill 2012. The training was attended by senior CSR personnels from various well known organizations like IBM, Aditya Birla Nuvo Ltd, Vedanta, Rio Tinto, Suzlon, Chambal Fertilizer, Boeing, Modicare, DLF limited, SRF Limited etc.

**Quotes from the Participants:**

- ❖ *At the outset I wish to thank FICCI and the CSR team to take up this important and timely workshop – Team Leader Communications, Path*
- ❖ *Good learning for everyone. Good programme – K.S.V. Raghavendra Rao, DGM, Navbharat Fertilizers Ltd.*
- ❖ *The session was helpful in opening our thought process – Dilip Yadav. EVP-India, Corporate voice-Weber Shandwick*
- ❖ *Internal Discussions were eye-openers and thought provoking- Saumya Shrivastava, Manager, ACC limited*

Next training is in the month of June.

For details please visit [csrcfe.org](http://csrcfe.org) or write to [csrtraining@ficci.com](mailto:csrtraining@ficci.com).