

Training on CSR

ISO 26000: Social Responsibility and National Voluntary Guidelines (NVGs) on the Social, Environmental and Economic Responsibilities of Business

The importance of business in improving the quality of life is well recognized. The Corporate Sector around the world is struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generation. Businesses now have to take responsibility for the ways in which their operations impact society and the natural environment.

There is growing awareness that in an increasingly complex world, business also have significant and long-lasting impacts on the people, the planet and the ability to sustain the levels of holistic development that we all aspire to. The Corporate Sector must now focus its attention on achieving the 'triple bottom line'- people, planet and profit.

This realization has also brought an increasing pressure concern amongst all stakeholders viz. Customers, consumers, governments, associations and the public , who are demanding that businesses of all types and sizes need to function with fairness and responsibility.

Now those pressures are extending to one's entire chain of product and service suppliers. But just how do we make CSR work particularly with your suppliers? How do we justify it financially, and how do we measure its effects?

This call for inclusive sustainable business growth, which means not only to provide products and services that satisfy the customer without jeopardizing the environment but also operating in socially responsible manner. With increasing pressures on firms to operate in socially and environmentally sustainable ways, corporate social responsibility has become a regular part of the business landscape.

Corporate Social Responsibility (CSR) is an issue that is working its way into many policy debates and corporate agendas. As many more organizations decide that they must address the principles of CSR, there is a growing need for tools to help them to define and address what CSR means and how to implement it throughout their organizations.

The Ministry of Corporate Affairs, Government of India, had released Voluntary Guidelines on CSR in 2009 as the first step towards mainstreaming the concept of Business Responsibilities. Keeping in view the feedback from stakeholders, it was decided to revise the same with a more comprehensive set of guidelines that encompasses social, environmental and economical responsibilities of business.

This guideline was revised in 2011 with the more comprehensive set of guidelines that encompasses social, environmental and economical responsibilities of business. The guideline emphasize that businesses have to become responsible actors in society, so that their every action leads to sustainable

growth and economic development. Use of various terminologies viz. sustainable development, sustainable business, responsible business etc for sustainable growth is adding confusion and needs clarification.

At global level, ISO 26000 is an International Standard providing guidance on Social Responsibility (SR) and can be used by organizations of all types, in both public and private sectors, in developed and developing countries, as well as in economies in transition. It helps organizations to operate in the socially responsible manner that society increasingly demands.

Understanding this vital need of the industry, FICCI Aditya Birla CSR Centre for Excellence and FICCI Quality Forum (FQF) jointly organized 2 full days training on the ISO 26000 and on National Voluntary Guidelines on the Social, Environmental and Economic Responsibilities of Business issued by Ministry of Corporate Affairs, GOI. The training was attended by senior CSR personnel's of 20 companies like Cairn India, Taj hotels, Ranbaxy, HCL etc.

In the training, an exclusive handbook on "Basics of CSR" was released which gives a fundamental understanding of the term CSR.

The training on NVGs was one of its kinds and was well appreciated keeping in mind of the recent speculation regarding compulsion to spend 2% PAT of the preceding three years on CSR, Annual Business Responsible reporting etc.

FICCI – Aditya Birla CSR centre for Excellence would be soon organizing similar training in the coming months. Interested candidates can write to csrtraining@ficci.com.