



# FICCI ADITYA BIRLA CSR CENTRE FOR EXCELLENCE

# Vision

*To incubate, nurture and accelerate a paradigm of sustainable and inclusive CSR in India and across the globe, thereby raising the Human Development Index through poverty alleviation.*

Federation of Indian Chambers of Commerce & Industry (FICCI), a rallying point for free enterprise in India since 1927 and the Aditya Birla Group, a premium business group with a mission to deliver superior value to customers, shareholders, employees and society at large have come together to establish the FICCI –Aditya Birla CSR Centre for Excellence. The CSR Centre for Excellence has evolved in consonance with Mahatma Gandhi's dream: *ethics-based business practices leading to improvement in the quality of life for the common people.*

The Centre will provide strategic direction to the development of socially inclusive and holistic CSR practices by providing a platform to various stakeholders so that they can share their experiences, learn, exchange ideas and support partnerships that add value to business.



*"I dream of an India free from poverty. An India where every child is educated, where every man and woman enjoys a sense of self-worth through gainful employment. An India which sets a fine example to the world on how social and economic goals can go hand in hand for the benefit of humanity."*

Aditya Vikram Birla  
(1943 - 1995)

## Goals

To create a centre for excellence that

- Provides an enabling environment for business to pursue their CSR goals
- Generates awareness about holistic CSR practices and sustainable development
- Creates synergy amongst CSR stakeholders for exchange of ideas and shared learning
- Supports capacity building of enterprises, civil society organizations and other stakeholders

# Our Focus

- **Networking and Advocacy:** Amongst CSR stakeholders for shared learning and solution exchange through Practitioners Network. Create platforms for promotion of CSR through multi-stakeholder dialogue and engagement.
- **Information Dissemination:** Information through the 'Stakeholder Connect Initiative', which envisages a comprehensive database of NGOs, CSR initiative by corporates, relevant Government schemes and provisions and CSR professionals.

The e-CSR forum hosted by the Centre shall serve as a platform to share news, activities and stay informed on the latest CSR developments in Asia and across the world.

- **Research:** Emerging CSR issues, trends, existing models and gaps to formulate a strong knowledge base for advocacy. The Centre shall undertake research studies, surveys, action research initiatives, develop tools and training aids.
- **Services:**
  - **Capacity Building:** To conduct need based training programs focusing on integrating environmental, social and governance issues into the business strategy; implementation, monitoring and evaluation of CSR initiatives.
  - **Consultancy:** Provide strategic and innovative solutions to CSR Stakeholders by undertaking baseline studies, needs assessment, stakeholder engagement, program design, project planning, monitoring and evaluation, CSR policy formulation and CSR reporting.

# Our Stakeholders

*The Centre for Excellence will engage with a diverse range of stakeholders :*

- Corporate leaders of Large, Medium and Small Enterprises
- CSR Heads and CSR Professionals
- NGOs, Civil Society Organizations and Foundations
- Regional, National and Global Experts
- Governments
- Media
- Bilateral and Multilateral Agencies
- Chambers of Commerce, Local Business Associations, Sectoral Associations, SME cluster bodies and Informal Sector Entrepreneurs
- People of Indian Origin (PIOs) living Abroad
- Academic Institutions

## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 52 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sector specific consensus building and networking. Partnerships with countries across the world to carry forward initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, environment and related areas. FICCI serves as the first port of call for Indian industry and the international business community.

## About Aditya Birla Group

A US \$29.2 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 1,30,000 employees, belonging to 30 different nationalities. Over 60 per cent of its revenues flow from its overseas operations. The Group operates in 25 countries - India, UK, Germany, Hungary, Brazil, Italy, France, Luxembourg, Switzerland, Australia, USA, Canada, Egypt, China, Thailand, Laos, Indonesia, Philippines, Dubai, Singapore, Myanmar, Bangladesh, Vietnam, Malaysia and Korea.

The Group enjoys a leadership position in the sectors in which it operates - metals, cement, carbon black, fertilizers, insulators, viscose staple fibre, viscose filament yarn, chemicals, telecom, financial services, retail and branded apparel.

Transcending business, the Aditya Birla Group is engaged in meaningful welfare driven initiatives. These make a qualitative difference to the lives of the weaker sections of society in India, South East Asia and Egypt.

The Group's work is carried out under the aegis of the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla. In India the Group works in 3,700 villages, reaching out 7 million people in proximity to its plants. Its 250 strong team endeavours with missionary zeal to raise literacy levels, take health-care to the hut-step of the villagers, train them to eke out a sustainable livelihood, empower women, provide basic amenities and espouse social reform.

Slowly and silently the Group is trying to change the face of villages. From abject poverty to meeting the necessities of life. From dependence to freedom. From backwardness to progress, in more ways than one.



### FICCI ADITYA BIRLA CSR CENTRE FOR EXCELLENCE

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