



# FICCI Aditya Birla CSR Centre for Excellence

## FICCI Aditya Birla CSR Centre for Excellence Newsletter

Issue 03, January- June 2013

### Message

### FICCI Secretary General's appeal

#### Uttarakhand Relief Task Force Initiatives



Dear All,

I am happy to inform you that FICCI's Uttarakhand Task Force (UTF) led by Ms. Sudha Pillai, Former Member Secretary, Planning Commission has been working towards identifying and implementing rehabilitation work in the State in close coordination with the State Government and National Disaster Management Authority (NDMA).

We are grateful to our members who in response to the appeal by President FICCI, Ms Naina Lal Kidwai, have contributed generously to this noble cause through the Prime Ministers/Chief Ministers National Relief Fund. I am now writing to request you to kindly consider supporting any of the projects given below where

rehabilitation work is scheduled to start at the earliest:

- Affordable Housing Projects** - FICCI is facilitating Habitat for Humanity to build 100 temporary housing units and 200 permanent houses. Construction of 100 temporary units will be taken up in New Suba, New Sobla and Gothi villages of Darchulla block of Pithoragarh district as identified by the State Government. Approximate cost for 100 temporary units would be INR 1,00,00,000/- (one crore only) @ INR 1,00,000/- (one lakh only) per unit. The approximate cost for 200 permanent units would be INR 6,00,00,000/- (six crores only) @ INR 3,00,000/- (three lakhs only) per unit.
- Skills and Livelihoods** - FICCI proposes to train 500 youth in Uttarakhand in partnership with ILO as well as voluntary training providers. The approximate cost would be INR 25,000/- per person for 300 hour MES course in identified sectors.
- Clean Water and Sanitation** - FICCI proposes to set up 100 RO units and 100 bio digester units with DRDO technology. The approximate cost for 100 RO units would be INR 6,00,00,000/- (six crore only) @ INR 6,00,000 (six lakhs only) per unit. The approximate cost for 100 bio digester units would be INR 1,00,00,000/- (one crore only) @ INR 1,00,000 (one lakh only) per cluster (1 male + 1 female).
- Geo Spatial Technologies** - FICCI proposes to provide the field personnel with GPS enabled phone or special purpose devices (personal tracker/watch tracker) to assist in effective monitoring of rehabilitation scheduling and delivery. Costing for same is as follows:

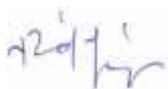
Head	Cost
Special purpose device (personal/watch tracker)	USD 120 (approx INR 7000 as per current rates)
Service	INR 500 per month per user
Charge for Cellular usage (phone and GPRS)	Based on actual usage as per BSNL rates

We invite you to consider participating in any of these initiatives as you wish. For contribution in monetary form, Cheque/Demand Draft may be issued to FICCI Socio-Economic Development Foundation. All financial contribution made to FICCI-SEDF is eligible for tax rebate under section 80G

For further details, please get in touch with Ms. Uma S Seth, [uma.seth@ficci.com](mailto:uma.seth@ficci.com) or call us at 011-23322901.

Looking forward to hearing from you.

Warm Regards,



(A Didar Singh)



# FICCI Aditya Birla CSR Centre for Excellence Newsletter



Participants of the "Strategizing and Reporting CSR" training held on 1st and 2nd April

## Editorial Note

The intellectual foundation of business is rooted on the notion of freewill. The great enlightenment philosopher John Locke saw human society as aggregate of individuals, as free moral agents capable of maximizing one's own happiness. Are social institutions like business, merely means through which an individual selfishly maximises one's own personal happiness?

As a chamber, we have closely observed the changing dynamics of business in India. As the paradigm of business shifts from shareholder to stakeholder, we can assertively share that business are slowly and steadily taking charge of their corporate social responsibility as a strategic business tool that has the capacity to address some of the serious developmental gaps.

The recent "Himalaya Tsunami" that devastated Uttarakhand to rubbles on the night of June 16, 2013, not only claimed thousands of lives but rendered many more homeless. During this hour of distress, the captains of the Indian industry such as ABIL Group, GBH American Hospital, BSNL, HUDCO, GAIL, NTPC (National Thermal Power Corporation), PGCIL, NHPC, SJVN PFC, REC (Rural Electrification Corporation), DVC and NEEPCO have come together to mobilize their corporate strengths and resources to provide relief operations in flood-hit Uttarakhand.

To complement the initiative of the government and Indian Inc in the rehabilitation process, FICCI has formed a task force under the banner "**FICCI Uttarakhand Task Force**". FICCI Aditya Birla CSR Centre for Excellence, in association with **Habitat for Humanity** has taken up the issue of shelter in the districts of Uttarkashi, Rudraprayag, Tehri Gerhwal, Chamoli and Pithorgarh.

This 3rd Edition of the Newsletter captures the main activities carried out by the centre for the period January to June 2013. In this period of 6 months, along with our CSR advocacy programs, we have also attempted to initiate a successful dialogue in various progressive streams such as Prisoner Reformation and Rehabilitation and Sports as a Developmental Tool through CSR. We are elated to share the remarkable response we had received.

I hope you enjoy reading this issue. We will look forward to your comments and feedbacks.



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## Saluting Kargil Heroes

Following the Kargil war in July 1999, FICCI in partnership with its member companies organized a major fund raising event named "Shraddhanjali". This event was graced by the Hon'ble President, the Prime Minister, the three Chiefs of Staff and several Union Ministers and Secretaries to the Government of India.

The total expenses for organizing the Shraddhanjali Concert were met by FICCI and its member-companies. Rupees 1.10 Crores raised by way of souvenir advertising, ticket sale and sponsorships were used to set up a corpus for the FICCI-Shraddhanjali Jawan Trust. Ever since then, the interest earnings of the corpus fund are used to provide financial assistance to the persons recommended by Army Central Welfare Fund, IAF Central Welfare Fund, and Indian Naval Benevolent Association in the ratio of 85: 10: 05 respectively. The financial help, though very modest, is important in the sense that it goes mostly to those families who would otherwise not qualify for any Government or official help. The administrators of these funds, who are also members of the Trust, distribute the actual benefit to the selected families.

For year 2011 and 2012 disbursal, the Trustees of the FICCI-Shraddhanjali Jawan Trust met on February 25, 2013 at

Federation House, New Delhi. The aim of the meeting was to consider and approve of cases for financial help received from the three Forces. The meeting was

chaired Shri P Murari, Trustee Shraddhanjali Jawan Trust and attended by Dr A. Didar Singh, Trustee, Secretary General, FICCI and the three armed forces were represented by Col. S. S. Dalal, Director R &W Section, Lt. Col. (Retd.) A.K. Karwal, Deputy Director, R&W Section of the Indian Army, Wg Cdr C Malhotra, JD (Fin & Sys), Air HQ Non Public Funds of the Indian Air Force, Lt Commander Sandeep Murarka, Secretary IN Benevolent Association of the Indian Navy. Special invitees were Dr. K. K. Upadhyay, Head CSR FICCI. This year, the disbursed amount was INR 16, 00,000, a sum total of the total interest earned on the corpus money of the Shraddhanjali Jawan Trust from the two financial years i.e. for 2011 and 2012.



## CSR Forum Meeting

India is at an interesting threshold as the Companies bill 2012 makes CSR necessary for Indian industry to engage with.

In order to contribute towards a more enabling environment for CSR in India, FICCI Aditya Birla CSR Centre for Excellence has formed a CSR forum comprised of sector specific thought-leaders and leaders-in-practice. The leaders includes Dr. Pragnya Ram, Group Executive President, Corporate Communications & CSR, Aditya Birla Management Corporation Private Limited Mr. Ashesh Ambasta, Vice-President-Social Investment, ITC Limited, Mr. Vijay Chaddha,

CEO, Bharti Foundation, Mrs. Karuna Bhatia, Head of Sustainability & Corporate Affairs, Standard Chartered, Ms. Anuranjita Kumar, Country Human Resources Officer, Citi Foundation, Mr. Kalyan Niranjan, Head of Communications, Coca Cola Beverages, Dr. K K Upadhyay, Head CSR, FICCI.

The leaders of the forum met on February 1, 2013 at FICCI, New Delhi. The agenda for discussion was the Changing Paradigm of CSR in the background of the Companies Bill 2012, road map, strategies, activities of the FICCI Aditya Birla CSR Centre for Excellence in the coming years.



## CSR Advocacy

### Training Programme on Strategizing and Reporting Corporate Social Responsibility

FICCI Aditya Birla CSR Centre for Excellence has been facilitating and creating awareness and conducting CSR capacity building programs for CSR professionals, Sustainability Managers, Ethics and Compliance Managers. Through these programmes, company professionals have been capacitated with sector specific sustainability codes, guidelines and trends in CSR.

In this context a two days training programs was organised on April 1 and 2, 2013 at FICCI, New Delhi. The focus of the training was on "Strategizing and Reporting CSR". The training program was facilitated by lead auditor Mr. G S Kumaran and Dr. K K Upadhyay, Head, CSR FICCI.

The CSR Centre developed a need based, hands-on-training content with ISO 26000: 2010 Social Responsibility Guidelines as a guiding tool. The training course comprised of Principles of CSR, 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 18th December, 2012), SEBI - Business Responsibility Reporting, 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 initiatives. A total of 55 participants attended the training program.



### Quotes of the Participants:

- ❖ At the outset I wish to thank FICCI and the CSR team for taking 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

For Next training please visit [csrcfe.org](http://csrcfe.org) or write to [csrtraining@ficci.com](mailto:csrtraining@ficci.com) for detail information.

### Fundamentals of CSR



FICCI Aditya Birla CSR Centre for Excellence has been providing strategic direction to the development of inclusive CSR practices. It has been striving to create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas. As a part of knowledge sharing initiative, the centre has recently come out with a handbook titled, "Fundamentals of CSR". The handbook captures global definitions of CSR, understanding of CSR in India, along with tools and standards to incorporate CSR in business. For a copy of the same, Please write in to [csrcfe@ficci.com](mailto:csrcfe@ficci.com)

*"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business"*

Niall Fitzgerald,  
Former CEO, Unilever

## Prisoner Reformation

### Conference on Private Sector Intervention - Prisoner Reformation, Rehabilitation and Reintegration

Since time immemorial the corporates have been contributing immensely towards nation building by involving closely in social causes addressing the interest of the various stakeholders which includes employees, supply chain partners, government, creditors, customers and also socio-economic issues of communities namely poverty alleviation programs, quality education, health etc. But on the hind side, when it comes to empowering society as whole, there are still few unattended relevant issues where corporates can have a greater role to play and Prisoner Reformation is one such important issue.

India has 1,382 jails and the total number of jail inmates as on 31.12.2011 is 3,72,926 (112% occupied). The government is paving the way through various schemes, policies, infrastructure and frameworks and on the other hand civil society organisations are advancing the aim and objectives of the government with various well designed programs; however the problem of repeated crimes even after serving imprisonment has not come down. There is an urgent need to address not only spiritual, moral but economic rehabilitation of prisoners as well.

The centre has been striving to make an effort to facilitate a dialogue to understand the life and contexts of prisoners in India and generate awareness among private sector on the opportunities that the industry can create to enable Prison environment in a manner that helps achieve the real goals of sending people to jails- reform, rehabilitate and reintegrate. To understand and explore possible partnerships about an important aspect of society that needs to be addressed, FICCI-Aditya Birla CSR Centre for Excellence in partnership with Antarkranti organized a Private Sector Engagement on Prisoner Reformation, Rehabilitation and Reintegration. It was held on April 18, 2013 at the FICCI Federation House, New Delhi between 10:00 am and 2:00 pm.

Ms. Vimla Mehra, Director General, Delhi Prisons, Tihar Jail, in her address discussed how despite various challenges inside the prisons, the inmates contribute to the entire administration work and other activities as well. She also shared about the various facilities available that includes meditation, painting and cooking for the inmates to enjoy and to keep them engaged. Ms. Vimla thanked FICCI and DJJS for making her a part of the engagement. She shared that she joined Tihar Jail 7 months ago and unbelieving she said, it has

been a very rewarding experience. She confessed that there are people in jail who need their support, Tihar Jail unit under her has 13,000 inmates divided in 10 jails. The capacity of the jails is 6,500 which has been crossed. With 13,000 people in one jail it is a big task to manage people.

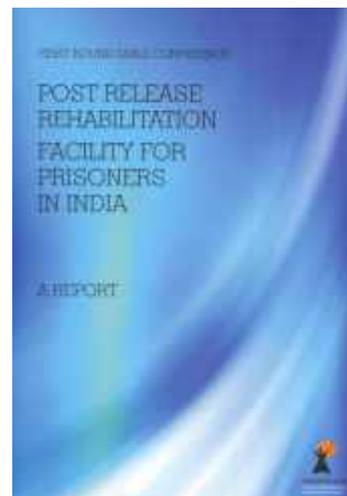
There are about 80% of the prisoners who can be corrected and guided towards a right path. And these people are very productive, very creative and hard working. The only thing we all have to do is channelize their energies

so that the time they spend in jail is well spent. The government is spending a lot of money to keep the prisoners properly. We have to look at the humanitarian aspects, along with the human rights in practice, they have to be given everything which is essential for a human beings' existence in society.

She feels that they have to work a little extra for the prisoners most of them come from poor classes. Educated and rich prisoners get bails, they have access to good lawyers and the system is available to help them. Now with the changing times, the affluent class also has to spend time behind the bars despite all the money and power they have. With the immense presence of time for the prisoners, the resolution taken for 2013 is to use the presence of time productively. This is to make them realize that they have to spend their time gainfully.

With this current situation that she has to administer, Ms. Mehra shared that she has received immense support from many organisations like Art of Living, DJJS They are a great help for us in terms of providing education, vocational training services and work.

Mr. R K Lala, NCD, Mr. Anup Kumar Mittal, CMD, NBCC and Ms. Gauri Gupta, NSDC collectively shared their observations



A report was also released during the conference developed by Antarkranti. The report titled "Post Release, Rehabilitation Facility for Prisoners in India"

and contributions in the prison sector where they recognized that the prison sector is one neglected area. To deal with this, individually they proposed their respective ideas which included allocating adequate funds, creating various marketing and sustainable models to promote the products made by the inmates and lastly focusing on the scalability of these models.

Sadhvi Jaya Bharti from DJJS, concluded by saying that the prisons are in existence for the safety of the society but it is the duty of the society to contribute towards taking corrective and reformative actions for the development of the prisoners. The program was attended by more than 100 corporates, NGO leaders and media representatives.



*"Any reform must be based on the idea that a prisoner is not punished but reformed and made into a good citizen. If this objective is once accepted, it would result in complete overhauling of the prison system."*

*Pandit Nehru*



## NEWS FLASH

### 30 Tihar inmates get jobs; one offered Rs 3 lakh per annum

April, 2013: Thirty inmates of Tihar jail, who will be completing their prison term by October 2013, have got job offers from 14 companies. Vedanta Foundation, Agarwal Movers and Packers were some of the major participating companies, he said, adding a total of 372 inmates have benefited from this placement initiative which saw its sixth round today.

Source: [http://articles.economictimes.indiatimes.com/2013-04-09/news/38404605\\_1\\_tihar-jail-tihar-inmates-tihar-dg-vimla-mehra](http://articles.economictimes.indiatimes.com/2013-04-09/news/38404605_1_tihar-jail-tihar-inmates-tihar-dg-vimla-mehra)

### Tihar inmates' latest project: Organic lawns for terrace gardens

April 2013 : Tihar inmates are working on a unique project that will help build low-cost terrace gardens in the city. The inmates are manufacturing prefabricated grass lawns called 'Coco Lawn', as part of their vocational training

Source: [www.indianexpress.com/news/ecofriendly-tihar-inmates--latest-project-organic-lawns-for-terrace-gardens/1100090/](http://www.indianexpress.com/news/ecofriendly-tihar-inmates--latest-project-organic-lawns-for-terrace-gardens/1100090/)

### Demand up for herbal gulal from Tihar Jail

March, 2013 : Edible-grade herbal 'gulal' in vibrant shades made and packaged by inmates of Tihar, Asia's largest jail are much in demand for the festival of Holi. "The demand for herbal colours has shot up to 1,00,000 units this year from a mere 5000-6000 units in 2010 when we began manufacturing such colours," says Sadhvi Jaya Bharti of the Divya Jyoti Jagrati Sansthan, the biggest NGO in Tihar jail complex engaged in rehabilitation and reforms programmes.

Source: [http://articles.economictimes.indiatimes.com/2013-03-26/news/38040504\\_1\\_herbal-colours-tihar-jail-jail-authorities](http://articles.economictimes.indiatimes.com/2013-03-26/news/38040504_1_herbal-colours-tihar-jail-jail-authorities)

### Tihar inmates land jobs for good behavior

May, 2013: New Delhi: The lure of easy money and a comfortable life led 30-year-old Pradeep to ditch his job as a mechanic and indulge in a life of crime. Arrested and lodged in Delhi's Tihar Jail for the last six years, Pradeep had lost all hope until 15 companies came knocking on the doors of Tihar jail and offered him a job.

Source: [http://zeenews.india.com/news/delhi/tihar-inmates-land-jobs-for-good-behavior\\_850994.html](http://zeenews.india.com/news/delhi/tihar-inmates-land-jobs-for-good-behavior_850994.html)

## CSR and Sports

**Sport is exceptionally transformative. It cuts across culture, class, gender and inspires communities; however 86% of all youth in India do not have access to a playground.**



**S**port for development is an approach based on the belief that play or sport is not just an end in itself but also an effective way to help achieve larger

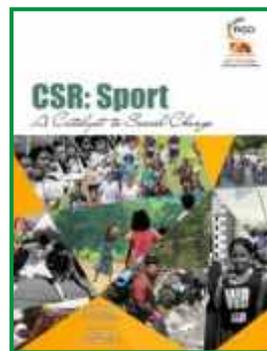
development goals. Global evidence reveals that sport-based programs which are explicitly designed to address the needs of particular sections of the population have the potential to prevent disease, increase school attendance, improve learning levels, foster gender equity, enhance inclusion of persons with disability, and build skills that promote employment and economic development.

Corporate Social Responsibility is an increasingly viewed important part of business operations. The growing importance of CSR has re-written the relationship of business not just with shareholders but also with its various stakeholders including employees, supply chain partners, government, creditors, customers and communities. Engaging in CSR is a desired investment for human development and sustainable global future. Investment in sport is a vital factor in this paradigm. As an effective CSR medium, sport can build values that any socially responsible business strives for. These include qualities like team work, fair play, involving employees and suppliers as well as building good community relationships.

The FICCI Aditya Birla CSR Centre for Excellence in collaboration with the Australian Government and the Australian Sports Commission organized a conference on CSR: Sport- A catalyst to social change on May 15, 2013 at the FICCI Federation House, New Delhi. The objectives of the conference was to facilitate better



understanding of sport as a transformational tool for the improvement of people's lives, Communicate how CSR and sport can add value to corporate branding and business agendas, Ideas on how to shape strategy around sports and CSR, Ideas for program implementation and best practice: through national and international experiences



The conference witnessed the launch of a compendium titled "CSR: Sport- A catalyst to social change". This compendium captures the initiatives in Sport through CSR in India by 11 companies in remote areas of India.

FICCI is a national and international business organisation which takes up important issues of concern of the country to a vast audience. And

of this the youth and the demographic dividend are the two important issues in which we are spending a lot of time and effort to ensure that we have worked the right way. Skill and sport development is all a part of our agenda which we will continue to push for. - Dr. A Didar Singh, FICCI

The second book that was launched during the conference was a research report titled 'The Power of Play' developed by DASRA with the support from the Australian Sports Commission.

The conference was inaugurated by HE Mr. Patrick Suckling, Australian High Commissioner in the presence of Mr. Onkar Kedia, Joint Secretary, Ministry of Youth Affairs and Sports, GoI, Mr. David Peedom, International Sport for Development, Australian Sports Commission and Dr. A. Didar Singh, Secretary General, FICCI.



Two panel discussions were also organised as a part of the conference. The first panel discussion focused on the NGOs intervention in the domain of Sport for Development and speakers Air Marshal Denzil Keelor, Chairman of Special

Olympics Bharat, Rear Admiral Purushotam Sharma, Founder President, RLSSI, Mr. Pratik Kumar, COO, Magic Bus and Ms. Kalyani Subramanyam, National Coordinator, Naz Foundation. The second session was on private sector intervention in this domain speakers namely Ms. Priti Srivastava, VP, Corporate Affairs, Reliance Industries Ltd., Mr. Biren Bhuta, Chief, Corporate Sustainability Services, TATA

Steel, Mr. Tushar Pandey, Senior President and Country Head, Yes Bank Ltd., Dr. N.K. Prem Kumar, Director, External Relations, Rio Tinto, Ms. Krishna Hazarika, Former National Badminton Player and DM, Oil India Ltd., Mr. Sameer Pathak, Senior Manager, Coca Cola Inc.

The conference was attended by more than 150 participants from the Corporates, NGOs, Academia and media.

### 5 WAYS TO PROMOTE SPORTS / PHYSICAL ACTIVITY AT WORK

The workplace is an important setting where employees can increase their levels of activity to benefit their health and protect against the most common health problems as employees who are physically active report less health problems like stress, back pain, weight and medical conditions, have reported greater enjoyment of their work, improved concentration and mental alertness, and improved, cooperation and rapport with colleagues.

1. Implement flexible scheduling where feasible -making it easier for employees to carve out time for exercise while juggling work and home responsibilities.
2. Make stairwells more appealing with paint, artwork, and motivational signage.
3. Negotiate a corporate discount with local gyms; low-cost gym membership acts as a motivation
4. Encourage workers to take brief, 2-3 minute fitness breaks throughout the day for walking or stretching.
5. Sponsor or promote employee participation in community events like 5K or 10K runs or charity walk-a-thons.
6. Organize lunchtime walking, running, bicycling, or yoga groups.

## World Environment Day Special

As there is a lot being said and done to promote World Environment Day (5 June 2013), We attempt to share with you some of our efforts to green our footprint in the FICCI Delhi office and share some tips of bringing in the environmental sustainability in your office too. Few of our FICCI Aditya Birla CSR Centre efforts are:

- ❖ **Use Less Energy Equipment:** Our team makes a point to turn off their computers when they are supposed to be away from their stations for extended periods. Turning lights, fans, air conditioners, printer off when offices and meeting rooms are empty is a part of our happy compulsive habit. Also using stairs instead of lifts for one man use is also a great way of reducing energy consumption.
- ❖ **Reducing Travel-Related Emissions Business Travel:** Recognizing that air travel is the most carbon intensive travel method, as encouraged by Shri Rajashree Birla, we frequently use video-conferencing for holding interstate, cross-country meetings. In fact we believe that with today's technology, you can easily cut on their frequent air travel through instant message, VOIP and even have face to face meetings via web cams.
- ❖ **Recycling empty toner cartridges:** While the Printer cartridges don't instantly become new on refilling, we try to use refilled toner cartridges to reduce our waste.
- ❖ **Use Up Cycled Products:** Since a year and half, we have started using recycled cloth and tape (recorder)

magazine holders, pen holders, diaries, file folders, bags for internal use. Also, as our gift to our partners, we have started giving away our signature centre diary made from recycled cloth.

- ❖ **Reduce Waste:** we encourage our team to carry their own bottles and use a shared water dispenser across the office floor
- ❖ **Reduce the consumption:** Only print what is necessary. If we have pages printed on only one side, we try to use the other side for handwritten lists etc
- ❖ **Use Public Conveyance:** More than 50 % of our team tries to use public transportation such as Metro while commuting regularly.

Through these initiatives, we have not only saved time and money but also inspired people too. To help us in this endeavor, we would specially like to mention our NGO partner "Pratham" that has provided us with time to time new eco-friendly products.



# Glimpses of the CSR Centre

IICA-GIZ Business Responsibility Initiative – Phase II Implementation Agreement Signing Ceremony and Expert Group Meeting, 3<sup>rd</sup> July 2013, IICA, Manesar



Voluntary Action Network India February 20-23, 2013 Vishakhapatnam, New GMR



## News highlight

### Godfrey Phillips "Social Lifetime Achievement Award" conferred on Padmashree

#### Mrs. Rajashree Birla

Smt. Rajashree Birla was honoured with the **Godfrey Phillips Bravery's** Social Lifetime Achievement Award for her exemplary contribution to inclusive growth. The Honourable Minister for Communications & IT Mr Kapil Sibal conferred the award at a glittering ceremony in New Delhi on May 1, 2013 in the presence of renowned artist, Ms. Deepti Naval and other dignitaries. :



Mrs. Birla is the Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, the apex body for the Group's social and welfare driven work across 30 companies. She is also the Chairperson of FICCI CSR and Community Development Committee and FICCI Aditya Birla CSR Centre for Excellence.

### Steel PSUs slammed for confining CSR to 2 UP districts

**New Delhi May 2, 2013:** A Parliamentary Panel has slammed steel PSUs for mostly confining their CSR activities to two districts in Uttar Pradesh namely Barabanki and Gonda, which is Steel Minister Beni Prasad Verma's constituency. "The Committee fails to understand the logic behind concentrating their activities by all the steel PSUs in these two districts as if the headquarters of these PSUs have been shifted to these two districts," the report said, adding that this was "nothing but gross abuse of power by the Ministry and to satisfy the Minister-in Charge".

Source: [http://articles.economictimes.indiatimes.com/2013-05-02/news/38983914\\_1\\_steel-psus-csr-activities-gonda](http://articles.economictimes.indiatimes.com/2013-05-02/news/38983914_1_steel-psus-csr-activities-gonda)

## Upcoming CSR Programs

- ❖ Private Sector Intervention in Child Health Care
- ❖ Launch of White Paper on CSR and Transparency developed by FICCI Aditya Birla CSR Centre for Excellence and Deloitte
- ❖ Conference on CSR and Rural Education

### Provisions in rules to make cos raise money transparently: Sachin Pilot

**New Delhi May 2, 2013:** To protect investors from fraudulent schemes, Minister for Corporate Affairs Shri Pilot said in a written reply in the Lok Sabha that the government has made provisions in rules to ensure that companies raise money from the public in a "transparent" manner. These activities should be in accordance with the Companies Act and other enactments like Sebi Act and the Prize Chits & Money Circulation (Banning) Act etc. The new companies bill ensures safety of the investors through enhanced disclosures and higher accountability on companies and its managerial personnel. The bill also provides for investor's protection through class actions and wider institutional role of "Investors Education and Protection Fund", he added.

Source: [http://articles.economictimes.indiatimes.com/2013-05-02/news/38983891\\_1\\_companies-act-new-companies-affairs-minister-sachin](http://articles.economictimes.indiatimes.com/2013-05-02/news/38983891_1_companies-act-new-companies-affairs-minister-sachin)

### Ministry of Corporate Affairs developing a reporting framework for CSR activity

**Mumbai , May 3, 2013:** The government is formulating guidelines to classify what activity can be qualified as CSR and what expenditure can be counted as CSR spend, even as companies prepare to comply with a new guideline that encourages them to spend 2% of their net profits on such causes as per Clause 135 of the Companies Bill, 2012. The final guidelines are expected to be announced after the Bill gets passed in the Rajya Sabha.

Source: [http://articles.economictimes.indiatimes.com/2013-05-03/news/39009683\\_1\\_clause-135-csr-initiatives-companies-bill](http://articles.economictimes.indiatimes.com/2013-05-03/news/39009683_1_clause-135-csr-initiatives-companies-bill)

- ❖ 3rd Indo-Korean CSR forum
- ❖ Training on SAI 8000. Date December 2 to 6, 2013
- ❖ Conference on 13th FICCI CSR Award cum Conference on CSR for Growth, Equity and Sustainability
- ❖ FICCI Corporate Social Responsibility Award Presentation Ceremony

## Call for application

### FICCI Corporate Social Responsibility Award - 2012-2013

**FICCI Corporate Social Responsibility Award'**, which until 2012 was known as '**Businessworld FICCI Corporate Social Responsibility Award'** was instituted in 1999. This award aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. The award recognises 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 ITC Limited, Mahindra & Mahindra, 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.



The FICCI Corporate Social Responsibility Award' has the following three categories:

#### **Category I - CSR Award for**

- a. Public Sector Companies (PSUs)
- b. Private sector Companies with INR 3001 Crores per annum and above
- c. Private sector Companies with turnover between 201 Crores - 3000 Crores per annum

#### **Category II - CSR Award for Small and Medium Enterprises (SMEs) with turnover**

Upto 200 Crores per annum

#### **Category III - Award for Exemplary Innovation promoting CSR (irrespective of turnover of the company)**

#### **Award Assessment Partners:**

Stage I Assessment Partner: Grant Thornton, India,

Stage II Assessment Partner (onsite Partners): Birla Institute of Management Technology, India



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### Guidelines for Participation:

- ❖ The award is open to all Companies registered in India.
- ❖ Branch/liason offices of foreign companies, NGOs and government departments are not eligible to apply.
- ❖ The information should pertain to the activities during the period April 2012 to March 2013. These activities may be initiated/ongoing/completed projects in the said duration.
- ❖ All applications to be made in the prescribed form, which may be supported by relevant documents. The form must be complete in all respects. Incomplete or unsigned forms will not be considered.
- ❖ All applicants may be asked at any time during the period of evaluation to substantiate the claims made in the application form.
- ❖ **Kindly note that the application form should be sent on behalf of the Company and not from the Company initiated foundation.**
- ❖ The organisers accept no liability for any loss resulting from the disclosure of information concerning an entry, though all reasonable precautions will be taken to maintain secrecy.
- ❖ **Grant Thornton, India and Birla Institute of Management Technology, India and the Jury** will have the sole right and discretion to reject entries which in their view do not meet the basic specified criteria. The decision shall be final and binding on all parties concerned.
- ❖ The First Award Winner and the Jury Special Commendation Award Winner in each of the three categories will not be eligible to apply again for the Award for 3 years from the year in which they receive the award.

**Last Date for receipt of filled Application form: September 17, 2013**

Assessment Partners



Note: The duly filled in application form along with the relevant documents and applications fee must reach FICCI CSR Centre on or before September 17, 2013. The Application form can be downloaded from the website [www.ficci.org](http://www.ficci.org) or [www.csrfce.org](http://www.csrfce.org).

**For Inquiries about the FICCI CSR Award, please contact:**

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