



BUSINESS DIGEST

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DESTINATION INDIA

*The Great Indian Travel Bazaar
to boost inbound tourism*



Participants of the two-day training on 'Strategizing and Reporting CSR' organised by FICCI Aditya Birla CSR Centre for Excellence.

Strategising and Reporting CSR FICCI Shows the Way

At the outset I wish to thank FICCI and the CSR team to take up this important and timely workshop.

— Team Leader
Communications, Path

Corporate Social Responsibility (CSR) is fast becoming a prerequisite for all organisations big or small. This has been possible because of the initiatives undertaken by the government, financial institutions, civil society and other stakeholders and the realisation amongst the industry that business cannot thrive in a failed society. Hence, companies are re-strategising 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, Indian companies and professionals have been capacitated with sector specific sustainability codes, guidelines and trends in CSR under the worthy guidance of Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee.

The Centre also collaborates with nations 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 two years project, 13 Indian consultants were trained and nine 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 organised a two-day training on 'Strategizing and Reporting CSR' exclusively for CSR professionals, sustainability managers, ethics and compliance officers on April 1 and 2, 2013 at the Federation House in New Delhi. The training programme was facilitated by lead auditor G S Kumaran and Dr. K K Upadhyay, Head of FICCI Aditya Birla CSR Centre for Excellence.

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Fertilizers Ltd.

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Corporate Voice-Weber
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Internal discussions were eye-openers and thought provoking.

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used by organisations of all kinds, both public and private sectors, in developed and developing countries and economies in transition.¹ ISO 26000:2010 is intended to encourage organisations to go beyond legal compliance, recognising that compliance with law is a fundamental duty of any organisation 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.²

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 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 December 18, 2012, SEBI – Business responsibility report, guidance on implementation of Social Responsibility Core Subjects in an organisation, analysis of case study on CSR and group work on planning, implementation, monitoring and evaluation of CSR initiative.

The first day of the training was dedicated to the understanding of 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 and analysis of CSR case study.

The second day of the training focused on identification of CSR stakeholders and its management, designing, planning, monitoring and

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evaluation of CSR initiatives followed by group work. The programme concluded with the sharing and discussion on proposed legal requirements for the 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 organisations such as IBM, Aditya Birla Nuvo Ltd, Vedanta, Rio Tinto, Suzlon, Chambal Fertilizer, Boeing, Modicare, DLF Limited, SRF Limited etc.



Dr. K K Upadhyay, Head of FICCI Aditya Birla CSR Centre for Excellence, during a session.

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Quotes from the Participants:

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