

# Sport as a catalyst to social change in Corporate Social Responsibility

*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.*

Sport 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 the 15<sup>th</sup> of May, 2013 at the FICCI Federation House, New Delhi.

The discussions of the conference were focussed upon Introducing Sport for Development: Sport as a catalyst to achieve social change and youth development, Findings of 'Power of Play' report on Sport for Development and establish the links between sport and CSR- A tool for community engagement and social cohesion.

The conference launched 'The Power of Play' a research report on the sport for development sector by Dasra, a leading philanthropic NGO. The report examines the potential of sport as catalyst for positive social change and human development. Also the objectives included creating a better understanding of sport as a transformational tool for the improvement of people's lives, communicating how CSR and sport can add value to corporate branding and business agendas, sharing ideas on how to shape strategy around sports and CSR and ideas for program implementation and best practice: through national and international experiences.



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# Conference on Corporate Social Responsibility:

## Sport - A Catalyst to Social Change

May 15 - New Delhi



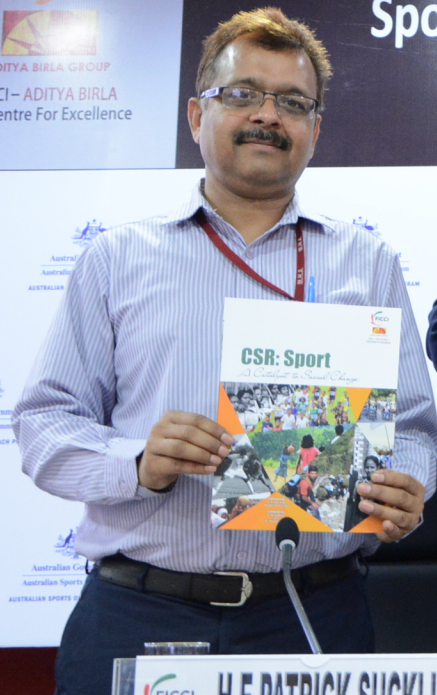
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*R to L: Dr. K K Upadhyay, Head-CSR, FICCI; Dr. M K Premkumar, Director, External Relations – Rio Tinto India; Krishna Hazarika, Former National Badminton Player & DM, Oil India Limited; Priti Srivastava, VP, Corporate Affairs, Reliance Industries Ltd.; Biren Bhuta, Chief, Corporate Sustainability Services, TATA Steel; Tushar Pandey, Senior President and Country Head, Yes Bank Ltd. and Sameer Pathak, Senior Manager – PAC at Coca-Cola India Inc.*

through cricket; Essar Group's initiative of promoting sport with an aim to engage rural youth in a productive manner; JSW's aim of providing equal opportunity to people with disability through sport; Oil India Limited's initiative of promoting rural sport in rural Assam; Rio Tinto's initiative of supporting the development of children and young people in the Keonjhar district of Odisha; Standard Chartered Bank's GOAL initiative developed in association with International Federation of Netball Associations and Naz Foundation India Trust that uses life skills, education and sport to empower adolescent girls; Sesa Goa Limited's initiative to enhance and contribute to the sport's development in Goa through the Sesa Football Academy (SFA); TATA Steel Limited's initiative of holistic development of the community through sport; Thriveni Earth Movers Pvt. Limited's initiative Transformed the Lives of Odisha's Rural Youth and Vedanta's efforts through sport to enhance the spirit of fraternity and strengthening solidarity amongst the community and as an effective method of community engagement especially amongst the rural and tribal youth groups.

The conference was addressed by Patrick Suckling, Australian High

Commissioner; David Peedom, International Sport for Development, Australian Sports Commission; Onkar Kedia, Joint Secretary, Ministry of Youth Affairs and Sports, Government of India and Dr. A Didar Singh, Secretary General, FICCI.

The panel discussions were organised as a part of the conference. The focus of the first panel discussion was on the findings and facts of the report 'Power of Play'. Mathew Spacie, a Board Member of Dasra, spoke about the report, which was followed by a presentation from Pakzan Dastoor.

The second session introduced sport and development: sport as a catalyst to achieve social change and youth development which was moderated by Dr. K K Upadhyay. The session included presentations and was addressed by Air Marshal Denzil Keelor, Chairman of Special Olympics Bharat, Rear Admiral Purushotam Sharma, Founder President, RLSSI, Pratik Kumar, COO, Magic Bus and Kalyani Subramanyam, National Coordinator, Naz Foundation.

The concluding session focused upon establishing the links between sport and CSR as a tool for community engagement and social cohesion which had six corporate

companies making presentations about the various sport initiatives undertaken by them through CSR. The representatives of the corporates present were Priti Srivastava, Vice President, Corporate Affairs, Reliance Industries Ltd.; Biren Bhuta, Chief, Corporate Sustainability Services, TATA Steel; Tushar Pandey, Senior President and Country Head, YES Bank Ltd.; Dr. N K Prem Kumar, Director, External Relations, Rio Tinto; Krishna Hazarika, Former National Badminton Player and DM, Oil India Ltd. and Sameer Pathak, Senior Manager, Coca Cola Inc.

India in the next 10 years will have the largest youth force in the world and this is a massive opportunity. The immense energy and talent of this force must be channelised and put to an appropriate action and impact through the power of sport, as it brings with it discipline.

FICCI believes that sports is a business but it is also a community activity. It is one thing that organises everything and everybody whether in a school or a village or a top class university. Sport gets one going into the community activity which can take many shapes including NGOs, collective assignments, team building or even the shape of politics. ■



L to R: Onkar Kedia, Joint Secretary, Ministry of Youth Affairs and Sports, Government of India; Patrick Suckling, Australian High Commissioner to India; Dr. A Didar Singh, Secretary General, FICCI and David Peedom, International Sport for Development, Australian Sports Commission.

## Sport can build social values for business

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Corporate Social Responsibility (CSR) is increasingly viewed as an

important part of business operations. The growing importance of CSR has rewritten 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 organised a conference on 'CSR: Sport - A catalyst to social change' in New Delhi on May 15, 2013. The conference was attended by more than 150 participants from the corporates, NGOs, academia and media.

During the conference, discussions focussed on introducing sport for development: sport as a catalyst to achieve social change and youth development, findings of 'Power of Play' report on sport for development and establish the links between sport and CSR - a tool for community engagement and social cohesion.

The conference launched 'Power of Play' a research report on sport for development sector by Dasra, a leading philanthropic NGO. The report examines the potential of sport as a catalyst for positive social change and human development. The objectives also included creating a better understanding of sport as a transformational tool for improvement of people's lives, communicating how CSR and sport can add value to corporate branding and business agendas, sharing ideas on how to shape strategy around sports and CSR and ideas for programme implementation and best practice through national and international experiences.

A compendium 'CSR: Sport - A catalyst to social change' which impressively shares the CSR initiatives of 11 corporates working in the remote areas of India was also launched during the conference. It includes Barclays' Spaces for Sports programme; Coca Cola India's initiative of promoting active healthy living and opportunity and platform to all youngsters across the country



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Conference on  
Corporate Social  
Responsibility : Sport-  
A Catalyst to Social Change  
May 15, 2013

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The conference launched a compendium titled “CSR: Sport- A catalyst to social change”. This compendium very impressively shares the CSR initiatives of 11 corporates working in the remote areas of India. This included Barclays’ Spaces for Sports program, Coca Cola India’s initiative of promoting active healthy living and opportunity and platform to all youngsters across the country through cricket, Essar Group’s initiative of promoting sport with aim to engage rural youth in a productive manner, JSW’s aim of providing equal opportunity for People with Disability through Sport, Oil India Limited’s initiative of promoting rural sport in rural Assam, Rio Tinto’s initiative of supporting the development of children and young people in the Keonjhar district of Odisha, Standard Chartered Bank’s GOAL initiative developed in association with International Federation of Netball Associations and Naz Foundation India Trust that uses life skills, education and sport to empower adolescent girls, Sesa Goa Limited’s initiative to enhance and contribute to the sport’s development in Goa, through the Sesa Football Academy (SFA), TATA Steel Limited’s initiative of holistic development of the community through sport, Thriveni Earth Movers Pvt. Limited’s initiative in Transformed the Lives of Odisha’s Rural Youth and Vedanta’s efforts through sport to enhance the spirit of fraternity and strengthening solidarity amongst the community and as an effective method of community engagement especially amongst the rural and tribal youth groups.

HE Mr. Patrick Suckling, Australian High Commissioner delivered the chief guest address followed by a special address by Mr. David Peedom, International Sport for Development, Australian Sports Commission and Mr. Onkar Kedia, Joint Secretary, Ministry of Youth Affairs and Sports, Government of India. Dr. A. Didar Singh, Secretary General, FICCI delivered the inaugural address.



The panel discussions were organized as a part of the conference and the focus of the first panel discussion dwelled into the findings and facts of the report “Power of Play”. Mr. Mathew Spacie a

board member of Dasra delivered an addressed about this report and this was followed by a presentation by Ms. Pakzan Dastoor.

Further the second session introduced sport and development: sport as a catalyst to achieve social change and youth development. This session was moderated by Dr. K K Upadhyay and it included presentations and speeches by 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.

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