

FICCI CSR Summit and Awards

29- 30 November 2017, New Delhi: **FICCI Aditya Birla CSR Centre for Excellence** in partnership with the **Embassy of the Republic of Korea** in India organized its annual event 'FICCI CSR Summit and Awards' on 29th and 30th November, 2017 at FICCI, Federation House. The program was graced by **Minister of State for Corporate Affairs Mr. P.P. Chaudhary**, Charge D' Affairs, Embassy of the Republic of Korea **Lee Hai Kwang** and FICCI Aditya Birla CSR Centre of Excellence Chairperson **Mrs. Rajashree Birla**.

The theme for the year was **"CSR: Investing in Generation Next"**. The summit started with Pre-conference masterclasses on a 29th November.

The training was attended by senior corporate professionals and covered innovative tools for assessing impact, Quality Data for Impactful CSR Projects/Programs and Storytelling for Evaluation.



The second day of the conference saw grand congregation of 270 organizations for the Summit and Awards.

Inaugurating the conference, **Mr. P. P. Chaudhary**, Minister of State for Corporate Affairs, Law & Justice, GoI said, *"while most of the developed countries face the risk of an ageing work force, India has a very favorable demographic profile and Government believes that engaging young people in policy dialogues and decision making processes are chief determinants in the socio-economic empowerment of the youth. Business chambers like FICCI hold a prime force in this movement, bringing all relevant stakeholders together to one platform for shared learning, cooperation and for creating a conducive environment for empowerment of our youth"*.

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Mrs. Rajashree Birla, Chairperson, **FICCI Aditya Birla CSR Centre of Excellence** shared that from over 20% BPL Indians, India as a nation could be free from poverty over next 5 years. Mrs. Birla highlighted the need to accelerate rural entrepreneurship for Generation next. More support and resources need to be provided. Agri-processing is a huge untapped opportunity that must be leveraged for Gen Next.

In the summit, **7 companies were awarded the prestigious 16th FICCI CSR Awards**. An eminent jury, chaired by former SEBI Chairman, **Mr. U. K. Sinha** determined the top awardees.

The summit deliberated on Strategies to Educate, Engage and Empower Gen Next through strategic CSR, entrepreneurship and driving change through media.

Keeping in context with the theme of the FICCI CSR Summit and Awards, the discussion theme of the Korea India CSR Forum was on- **“Understanding CSR Policy for Better Implementation of CSR Projects by Korean Companies in India”** the interaction focused on helping the Korean companies understand the CSR policy covered in Companies Act 2013 and its requirement for better implantation of CSR projects or programs. To discuss this, **Ms. Seema Rath** who is presently working as Deputy Director, CSR Cell in Ministry of Corporate Affairs was invited to share about the act and also address queries raised by the Korean companies in India. In the session, Ms. Rath explained the CSR Policy as outlined by the government in the Companies Act 2013 and the frequent questions regarding the act.

The second part of the forum focused on the ground realities of CSR implementation and showcased of how the Korean Companies in India are promoting, supporting and leveraging the youth initiatives in India through CSR. Prominent Korean companies were invited to share their initiative on the theme. Key speakers of the session were:

The session was moderated by **Dr. Vineeta Datta Ray**, Associate Professor from BIMTECH. Speakers shared the CSR initiatives of the Korean companies like LG, Ceragem, Samsung Electronics in India.

Dr. Jeehye You, Legal(CSR) Advisor, Korean Cultural Centre India & MD, Buddtree Investment & Management shared about the strategies the Korean Companies in India needs to adopt for effective implementation of their CSR projects. Dr.You shared in detail Clause 135 of the Companies Act 2013, How to Implement CSR Activities under the Act and shared few examples of effective and impactful CSR initiatives by Korean companies in India.

Umesh Dhal, Director, LG Electronics shared about the initiative of the company for the young people in India. He shared that the Sustainable Growth of LG is based on based upon Stakeholder Trust and focuses through CSR Management Framework. The framework adopts a two-prong strategy and that is - CSR Risk Management and Strategic Social Contribution. Mr. Dhal also shared about the LG India CSR Roadmap and phases of its implementation. Impactful CSR projects were also shared namely Republic Day Campaign: Kar Salaam campaign, through which, LG invited the Whole Country to send their wishes to the Indian Armed Forces on Republic Day. The company had successfully mobilized funds for the Soldier’s Welfare Fund, Karein Roshni Campaign was also hugely successfully and reached out to a huge number of people to pledge their eyes. Under Swachh Bharat Abhayan the company volunteered to upgrade a school in Greater Noida – “Gyatri Vidhya Mandir”for labours children. The company also partners with ITI to contribute in developing technical skills of ITI students, by providing them updated technology & education, under its CSR activity – “ITI adoption” project.

Ho Buhm Lee, Marketing Planning Team Head, Ceragem shared his presentation with a short film – Dream School Project, on how the company is reaching out to government schools and upgrading them, so that children from low income communities have better learning environment. Ceragem Dream School is a project that supports construction and renovation

of school for the children all over the world under the slogan - 'The future of children is the future of India' as company is not satisfied only with fulfilling corporate social responsibility (CSR) but it also wants to fulfil Company - Owners - Customers - Activities for CSV (Creating Shared Value).



Besides this the company has also been supporting communities during natural disaster like – Nepal Earthquake, flood damage support in Uttarakhand State,

India, Korean War Veteran Thanksgiving Campaign etc. to name a few.

Samsung India was represented by **Deepak Bhardwaj**, Vice President about the growth strategy in India. He shared about the history of its establishment in India and shared about the company's 22 years history in India. He also shared about the global citizenship profile of Samsung that focuses on Health, Education, Skilling, Community, Safety and Outreach.

The conference hosted various discussions on strategies to educate, engage and empower next through entrepreneurship and media and youth: driving change through media with senior speakers from **SBI Foundation, Axis Bank Foundation, IFFCO Tokio General Insurance Co. Ltd, Entrepreneurs Associates (EA), Hewlett-Packard India, BBC Media Action (India) Ltd, The Telegraph** etc.



*An exclusive highlight of the conference were the special talks by TedX speakers on Stories of Change. Speakers included **Nawneet Ranjan**-Recipient of the Google Rise Award, **Gautam Karajgi** –Leader of the Anandwan Smart Village, **Pankaj Dixit** - Co-founder of Liter of Light .*

The Award and summit was attended by CEOs, CSR Heads, NGO heads, Government officials and Academia.

Winners

16th FICCI CSR Awards

Category 1- Women Empowerment

Private sector Companies with turnover of INR 3001 Crores per annum and above

- **Axis Bank Limited**

Category 2- Education, Skill Development and Livelihood

Public Sector Companies (PSUs)

- **Gail India Limited**

Private sector Companies with turnover of INR 3001 Crores per annum and above

- **SRF Limited**

Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum

- **Tech Mahindra Limited**

Category 4 - Health, Water and Sanitation

Private sector Companies with turnover of INR 3001 Crores per annum and above

- **Larsen & Toubro Limited**

Category 6 - Exemplary Innovation

- **National Stock Exchange of India Limited**

Category 8: Small & Medium Enterprises (SMEs)

- **Elin Appliances Private Limited**

Special Jury Commendation

Category 1- Women Empowerment

Private sector Companies with turnover of INR 3001 Crores per annum and above

- **Nuvoco Vistas Corp Limited**

Category 2- Education, Skill Development and Livelihood

Private sector Companies with turnover of INR 3001 Crores per annum and above

- **Deepak Fertilizers and Petrochemicals Corporation Limited**

Category 4 - Health, Water and Sanitation

Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum

- **Sterlite Technologies Limited**



Speaking about the Skill Training of Persons with Disabilities, **Mr. Nipun Malhotra**, Executive Director, Nipman Fastener Industries underlined the fact that apart from accessible and inclusive

workspaces, the connectivity link i.e. Transport system including walkways, bus stops should also be made accessible. And workshops like these, reinforce the idea of inclusivity and develops insight among the employers.

Further **Mr. Ashutosh Chaddha**, Group Director, Government Affairs and Public Policy, Microsoft India, put forth the very important fact that moment persons with disabilities are seen as tax payers and not tax absorbers, the field will witness tremendous change. Also, the accessibility and inclusivity should be in the DNA of the organization and employers should be dutifully work together to share the experiences.

Accessible India Campaign (Sugamya Bharat Abhiyan) was launched by the Department of Empowerment of Persons with Disabilities (DEPwD) on International Day of Persons with Disabilities, 3rd December, 2015.

DEPwD launched 'Inclusiveness and Accessibility Index' in collaboration with the Federation of Indian Chambers of Commerce and Industry (FICCI) on 30th March, 2016.

The 'Inclusiveness and Accessibility Index' helps the industries and corporate to participate in the Accessible India Campaign (AIC) by voluntarily evaluating their readiness for making the workplace accessible for Persons with Disabilities. The Prime Minister made a call to the Corporate Sector to come forward and support the Campaign during his speech on the occasion of the launch of AIC on 3rd December 2015, which also marked the International Day of Persons with Disabilities.

Improving vocational training and employment opportunities for Persons with Disabilities for enhancing the quality of life for individuals and their families and involving them into the broader economy the country, the DEPwD has launched National Action Plan for Skill Development of Persons with Disabilities on 21st March 2015 for providing quality skill training to 2.5 million Persons with Disabilities in next 7 years with high employability and extensive urban and rural coverage.

To encourage Private Sector to Employ Persons with Disabilities, a scheme of incentives to the employers in private sector for providing employment to PwD is run by the DEPwD wherein the EPF and ESI contribution of employer is paid by the Department apart from other benefits.

Among other panellists, **Ms. Uma Seth**, Director & Team Lead, FICCI CSR and **Ms. Akansha Sharma** Head, CSR & Sustainability, Jubilant Food Works Ltd were also present in the panel.