



FICCI-ADITYA BIRLA
CSR Centre For Excellence

FICCI Aditya Birla CSR Centre for Excellence

FICCI Aditya Birla CSR Centre for Excellence Newsletter

Issue 01, January- July 2012



CSR Team with Mrs. Rajishree Birla, Chairperson of the FICCI-Aditya Birla CSR Centre for Excellence and members of steering committee.

Message



Today, as the world becomes smaller and flatter due to globalization, communication revolution and breakthrough in transport, Corporate Social Responsibility has become a worldwide concept.

Corporations need to consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in

all aspects of their operations. It is one of the most important global issues with serious challenges and implications on almost all sectors.

FICCI has been working diligently towards promoting CSR among its constituents for more than a decade; this has resulted in the establishment of first of its kind centre of excellence in India - "The FICCI-Aditya Birla CSR Centre for Excellence" in 2010.

Over the course of 3 years, the centre has grown into a well established knowledge centre.

The Newsletter is an attempt to highlight few of the key recent initiatives of the centre. I hope you will enjoy reading it. We would look forward to your words of appreciation and feedback.

Dr. Rajiv Kumar
Secretary General
FICCI



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Promoting Inclusive Development

Globalization and digitalization are working together to shape the world which is impacting local economies, communities and cultures. The government of India is making significant effort to help bridge the country's socio-economic gap, but the task is daunting as the challenge is not only about the resources but about their availability, affordability and impact. It is therefore imperative that the corporate sector works with the government, regulators and other key stakeholders and create sustainable, inclusive and empowered communities.

The concept of responsible business is not new in India; initially practiced as philanthropy, the concept of trusteeship, as espoused by Gandhi, in the period of fading influences of colonialism and imperialism is undoubtedly an important contributor in the recent history of CSR...

FICCI Aditya Birla CSR Centre for Excellence organized an exclusive discussion on June 28th, 2012, at FICCI Federation House, New Delhi with an aim to share and understand the impact of the innovative and pioneering approaches of India Inc's initiative in partnership with Government of India.

The discussion was graced by sixty leading personalities possessing powerful expertise in the field of social development, business and social enterprises. In the discussion **Dr. Rajiv Kumar**, Secretary General, FICCI shared that, 'the best form of inclusion is fulfilling and generating productive empowerment'. **Ms. Pamela Flaherty**, President & Chief Executive office, Citi foundation in her address pointed out that 'corporate social responsibility' is often taken as responsibility that is externally pushed upon corporate. Thus, for more efficient implementation, the



▶ Pamela Flaherty, President & Chief Executive office, Citi foundation with Dr. Rajiv Kumar, Secretary General, FICCI

righteous terminology for it should be 'Citizenship' as it then covers inclusive development initiatives by corporate.

Ajit Kanitkar, Ford Foundation, focused on the fact that Inclusion is a long term phenomenon with deeper commitment for human resources. He said that working in excluded areas of development is a long term process and requires at least eight to ten years to gain some results. The first three to four years establish credibility, and then does some kind of inclusion take place in the 5th or 6th year, which further is able to create impact on livelihoods.

Neelima Khaitan, Head- CSR, Coca Cola, pointed out, that for an overall holistic inclusive effort the corporates must go beyond the indices, as everything can't be measured. They should not restrict to areas where things can be quantified and are related, by this they miss out on a large chunk of development areas. It is here, where corporates can very successfully intervene. When we talk of inclusion, we have to educate our stakeholders especially shareholders about creating an overall impact and not only work in approachable areas. Development can be achieved only through continued sustainable efforts.

Bharat Wakhlu, while chairing the event said, that "The fear of people to speak for their rights should be a concern to bring about change for the corporate". He also mentioned that the corporate supply chains are a good way to reach the interiors of the company.

Other subjects of discussion included topics such as how corporates cannot replace the government in fund flowing for development. The need for transition from CSR to ISR (Individual Social responsibility), the need for corporates to also address the unprivileged people of urban areas like rickshaw pullers, street vendors who are excluded from corporate welfare services like microfinance etc.



▶ L to R: Ved Arya, Founder, Srijan; Bharat Wakhlu, Resident Director, Tata Group; Pam Flaherty, President & Chief Executive officer, Citi Foundation; Neelima Khetan, Coca Cola India; Dr K K Upadhyay, Head-CSR, FICCI; Ajit Kanitkar, Ford Foundation

Equal Opportunity for Persons with Disabilities



"Livelihood of Persons with Disabilities(PWDs) should start with identification, inclusive education, skill training etc. While disability is a state subject, according to the Indian Constitutional Framework, the central government has also been supporting the initiatives with NHFDC

and National Trust", said Shri KM Acharya, at the National Conference on Livelihoods for Persons with Disability organized by FICCI Aditya Birla CSR Centre for Excellence on 25th May 2012 at New Delhi

Developing the productive capacity of persons with disability and giving them access to work, plays a major role in sustainability of a nation, community and corporates. The socio-economic integration of persons with disability is not just a question of their right to participate, but also a pre-requisite for a broad-based and pro-poor sustainable growth. This session was focused on sharing knowledge on Disability Rights along with the corporate perspective.

Shri PK Pincha, Chief Commissioner for Persons with Disabilities, Ministry of Social Justice and Empowerment, spoke of a few critical dimensions for livelihood for people with disabilities - employability, the need to recognize inherent potential of PWDs, the need to unearth this potential, the need for massive training programmes and massive research, employment in both public and private sector, as well as self employment. He also mentioned articles 9 and 27 of the United Nations Convention on the Rights of People with Disabilities (UNCRPD) as well as the PWD Act of 1995, thus addressing both international and national policies on the same.

Aqueel Merchant, Senior Vice President, Accenture, spoke of Accenture's view on inclusion of PWD's. He expressed his wish to create a culture where all employees, regardless of their diversity, feel part of one organization. **Shri Mukul Wasnik**, Minister for Social Justice and Empowerment sent a message expressing his happiness on organizing such a conference. This message was read out by **Shri T.D Dhariyal, Dy. Commissioner, CCPD**.

In the event , Accenture launched exclusive job portal for PWDs called "JOBABILITY PORTAL" and showcased its various features.

Shri Mahesh Chandrashekhar, International Policy and Campaigns Manager, LCD UK, spoke of enabling an accessible environment to PWDs by making the environment a barrier free one and gave a comprehensive framework for inclusion.

The third session was a panel discussion on Proactive actions of corporate agencies in promoting employment of PWDs. The panel was headed by **Dr. K K Upadhyay** and panelists included **Aqueel Merchant**, **Niranjan Khatri** from ITC Hotels, **Gouri Rivekaer** from Nasscom, **Ashish Chanana** from Pizza Hut and **Rajendra Thakur** from Elin Appliances Pvt. Ltd. All of them spoke of the work of their respective companies in the field, and about their goals for the future.

Fourth and fifth session were exclusive panel discussion on the Role of the Central Government and Public Sector in Skill Development and promotion of livelihoods for PWDs and discussion on breakthrough initiatives of civil society organizations in enhancing the employability of PWD

In the concluding session, four working groups were made to develop a road map for livelihoods for PWDs. The topics included - skill development, financing for self employment ventures, the role of government and public sector, and the role of the private sector. The Group Work Facilitators were from Leonard Cheshire Disability(LCD) ,Cheshire Disability Trust (CDT) , Chief Commissioner for Persons with Disabilities [CCPD] and FICCI. Each group came up with insightful solutions to the problem and the conference brought out several recommendations and deliberations for future.



➤ Aqueel Merchant, Senior Vice President, Accenture ; Shri PK Pincha, Chief Commissioner for Person's with Disabilities, Ministry of Social Justice and Empowerment ; Shri KM Acharya, Secretary, Ministry of Social Justice and Empowerment, Government of India ;PM John, Chairman of Cheshire

Fighting bribery in International Business transactions

The accelerated industrial growth along with rise in living standards has been a catalyst for India's trade and affairs with the global market. However, along with cultural differences of trading and others issues, what remains as a big issue is that of corruption and bribery in international business transactions.

In this regard, India has signed the UN convention against corruption of December, 2005, Prevention of Corruption Act, 1988 and the Prevention of money laundering act, 2002. Also more recently, India has ratified the UNCAC (United Nations Conventions against corruption- the first legally binding global anti-corruption instrument adopted by the world community) in May 2011. Subsequent to that India has formulated the "The Prevention of Bribery of Foreign Public Officials and Officials of Public International Organizations Bill, 2011, which has been introduced in the Parliament.

Recognizing the importance of the issue, following the discussion in September'11, FICCI partnered again with OECD(Organization for Economic Co-operation and Development, PARIS) to hold roundtable discussion on "THE PREVENTION OF BRIBERY OF FOREIGN PUBLIC OFFICIALS AND OFFICIALS OF PUBLIC INTERNATIONAL ORGANISATIONS BILL, 2011". The main theme of the discussion involved around GOI and Non-Government initiatives on fighting bribery, Indian Private Sector Initiatives for Addressing Bribery Risks in International Business, global support initiatives for the reinforcement of the bill.

The event was organized in May, 2012 both in Mumbai and Delhi for selected group of Vice Presidents, CVO, CCO, Senior officials from GOI, Head of the Anti-corruption



Dr. S.K. Sarkar, Ministry of Personnel, Public Grievances and Pensions ; Dr. K.K. Upadhyay, Head-CSR, FICCI ; Mr. Patrick Moulette, Head, OECD, Anti Corruption Division,

Department- OECD etc. Some of the main speakers of the event were Dr. K.K. Upadhyay, Patrick Moulette, Head, OECD, Anti-Corruption Division, Dr. S.K. Sarkar, Ministry of Personnel, Public Grievances and Pensions, Pooran Pandey, Executive Director, Global Compact Network India, Anupama Jha, Transparency International India, Arpinder Singh, Partner & National Director, Fraud Investigation & Dispute Services (FIDS), Ernst & Young India, Daniel Clegg, Federal Bureau of Investigation (FBI), United States of America, Christine Uriarte, Counsellor, OECD Anti-Corruption Division, Melissa Khemani, Legal Expert, OECD Anti-Corruption Division.

The discussions explored the level of corruption in the business, including identification of the main Key Risk Areas in business, challenges of fighting corruption in system. It was successfully concluded with various jointly agreed inputs from the industry officials on the steps to fight bribery such as setting the tone from the top, frame a zero tolerant compliance policy to building a robust Whistleblower policy etc.



Panel discussion on "The Non-Governmental Role in fighting Bribery in International Business"

Creating an enabling environment for CSR

The association between FICCI Aditya Birla CSR Centre for Excellence and CBI (Netherlands), aims to create an 'enabling environment' that will contribute to answer the rising CSR standards in the global business market.



Local Experts Meeting "Sharing Experiences on CSR Baseline Assessment" 19-20 April 2012, India International Centre, New Delhi

In order to contribute towards a more enabling environment for CSR in India, FICCI Aditya Birla CSR Centre for Excellence has been organising various capacity building and training programmes for Indian companies and CSR professionals. Through these programmes Indian companies and CSR professionals have been capacitated with sector specific sustainability codes, guidelines and trends in this arena of CSR.

The Centre in collaboration with Promotion of Imports from Developing Countries (CBI), Netherland have undertaken a series of workshops on CSR in India.

The objectives of these workshops has been to provide business experts in India with tools for companies to respond effectively to EU sustainability codes, guidelines and trends. Under this series, the second workshop was organised on January 19-20, 2012 with the theme "CSR Baseline Assessment". The third workshop was organized on April 18 and 19, 2012.

These workshops were facilitated by trainers from Netherland and was attended by representatives from 9 companies and 13 consultants.



Training Program on "CSR Baseline Assessment", New Delhi January 19 - 20, 2012

Promoting inclusive Development through sports

To enhance the impact of CSR in communities around the world, sport and physical education has emerged as an influential channel today. Sport and physical education are global phenomena that transcend language, religion and culture. It helps in generating and supporting the exchange of knowledge and ideas. Thus, it is being recognized as an invaluable development tool, which has a positive impact on - education, health, livelihoods, social inclusion and community empowerment.

FICCI Aditya Birla CSR Centre for Excellence is aware of the need for correlation between CSR and sport for the inclusive development of society. The Centre for Excellence as knowledge partner, British Council as strategic partner together with Abhinav Bindra Foundation and the Sport Authority of India as management partners organized an Inclusive 3 days 'Youth Sport Leadership Camp' for sports enthusiasts, from February 24 to 26, 2012 in New Delhi.

The aim of the camp was to instill leadership values and skills in young students through active planning and organization of sport activities. The camp brought together 250 students and 50 teachers with UK and Indian trainers.



▶ Mukta Narain-Director initiatives- Special Olympics , Baichung Bhutia, the famous Indian footballer ; Charlie Walker, Programme Director British Council , Dr. KK Upadhyay, Head -CSR,FICCI

Each school was represented by three students and one teacher coordinator. Major emphasis was placed on the participants who came from the Blind School and from Government Schools across the country. The goal was to help schools set up and run leadership clubs to enable sharing of best practices with other schools within the community.

The highlights of the camp included an exciting array of themed workshops and hand-on activities from British Council's partner organizations that included-Youth Sport Leadership Training experts, Abhinav Bindra Foundation (Kridakul), Special Olympics Bharat. There were workshops on leadership development through sport; there was a Sport Leadership Festival, face to face with star sportsmen, and visit to Delhi heritage sites. Olympic gold medalist Abhinav Bindra and footballer Bhaichung Bhutia participated in the programme. Their presence enthused and inspired the students who showcased their learning by sharing their plans on setting up leadership clubs in schools.

Latest News..

This is to share with you that in line with the NVGs and public disclosure regarding steps to be taken by listed entities from an ESG perspective, the SEBI vide circular number CIR/CFD/DIL/8/2012 dated August 13, 2012 has decided to mandate inclusion of Business Responsibility Reports (BR report) as part of the Annual Reports for listed entities. Therefore, in line with the objective to enhance the quality of disclosures made by listed entities, certain listing conditions are hereby specified by way of inserting Clause 55 in the equity Listing Agreement.

The requirement to include BR Reports as part of the Annual Reports shall be mandatory for top 100 listed entities based on market capitalization at BSE and NSE as on March 31, 2012. BSE and NSE shall independently draw up a list of listed entities to which the circular would be applicable based on the said criteria and disseminate the same in their websites respectively. Other listed entities may voluntarily disclose BR Reports as part of their Annual Reports.

Corporate Social Responsibility under the Companies Bill, 2011



Ministry of Corporate Affairs Government of India

The CSR measures are actually part of a new Companies Bill that has been in the works for several years. The Companies Act of 1956, which is currently the rule of law, has several clauses inappropriate to the current business and economic environment. The review and redrafting of the Companies Act, 1956 was taken up by the Ministry of Corporate Affairs. The Companies Bill 2011 was introduced in Parliament on Wednesday, 14th December 2011.

The CSR provisions in the (Clause 135 of the Companies Bill 2011) are as follows :

- Every company having net worth of 500 crore or more, or turnover of 1000 crore or more or a net profit of 5 crore or more during any financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director.
- 2% of average net profits of the previous three years will have to be spent on corporate social responsibility activities with disclosure to shareholders about the policy adopted in the process, giving reasons on failure of implementation.
- The Corporate Social Responsibility Committee shall :
 - (a) Formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII;
 - (b) Recommend the amount of expenditure to be incurred on the activities referred to in clause (a).
 - (c) Monitor the Corporate Social Responsibility Policy of the company from time to time.
- If the company fails to spend the specified amount on corporate social responsibility activities, the Board shall, in its report made under clause (o) of sub-section (3) of section 134, specify the reasons for not spending the amount.

Source:

1. <http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4636>
2. http://www.mca.gov.in/Ministry/pdf/The_Companies_Bill_2011.pdf

Disclaimer :

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About us



FICCI – ADITYA BIRLA CSR Centre For Excellence

FICCI Aditya Birla CSR Centre for Excellence is one of its kind CSR Centre for Excellence in India instituted by the Federation of Indian Chambers of Commerce & Industry (FICCI) and the Aditya Birla Group, to advocate, synchronize, map CSR programmes and align them with core business strategy; so as to envelope every facet of human development and environment sustainability in India.

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.

The Goals of the CSR Centre are - provide strategic direction to the development of inclusive and holistic CSR practices; create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas and support partnerships that add value to business and recognises and reward business enterprises contributing towards sustainable and inclusive development.

Upcoming CSR events

- Businessworld FICCI CSR Award
- Roundtable discussion on Public Distribution System in India
- Workshop on corporate sensitization on Persons with disability (PWDs)
- Sports and Education
- International CSR conclave
- Training on CSR reporting & communication
- Training on "Strategizing and implementing CSR" in your company

Address & Contact details

Dr. K K Upadhyay , Head- CSR

Ms. Nomenita Chetia , Assistant Director

Ms. Somyah Gupta , Research Assistant

Ms. Usha Bhagchandani , Program Support Officer

FICCI Aditya Birla CSR Centre for Excellence

Postal address: Federation House, Tansen Marg, New Delhi-110001, India

Phone no. : +91-11-23357243 / 23753118 Fax: +91-11-23320714

Email id : csrcfe@ficci.com / csrtraining@ficci.com (for training)

Website : <http://www.csrcfe.org> ; <http://ficci.com/Services/CSR>