



FICCI-ADITYA BIRLA
CSR Centre For Excellence

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FICCI Aditya Birla CSR Centre for Excellence

FICCI Aditya Birla CSR Centre for Excellence Newsletter

Issue 4, July- December 2013



Esteemed Panelists and participants of the workshop, "How Transparent are you? A holistic approach towards managing the growing risk of fraud and corruption" on September 26, 2013

Message



Under the leadership of Shri Sachin Pilot, Hon'ble Minister of Corporate Affairs, we have witnessed the enactment of the next Companies Law. The Companies Act, 2013 is a crucial piece of legislation that has been long awaited and much debated. The Act particularly promotes good governance; relies heavily on self-regulation by the corporate sector; has removed several ambiguities that existed in the extant Act and is a great attempt to bring it at par with the current realities of the economy.

The Companies Act 2013 has gone through many stages of discussion and brought in many radical changes to the erstwhile Act of 1956. Federation of Indian Chambers of Commerce and Industry (FICCI) has been privileged to be part of these discussions and compliments the Ministry of Corporate Affairs and its officials for adopting a highly

pragmatic and consultative approach in developing the present day Companies Act.

The most debated provision in the Companies Act 2013 is the so-called "2 per cent" requirement, which has made India one of the first countries in the world to mandate CSR. While the Act defines the broad contours of CSR provision, the rules are expected to carry the finer details.

Looking at the rapidly changing paradigm of CSR in India with enactment of the Companies Act 2013, the FICCI Aditya Birla CSR Centre for Excellence is working very closely with the business houses and its stakeholders in strategizing their CSR initiatives as per the new Act.

I am glad that this Newsletter has become a sounding board for the CSR fraternity to further learn, engage and interact with associated practitioners.

I hope you enjoy reading it.

Dr. Alwyn Didar Singh

Secretary General
FICCI



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Editorial note



Dear Readers,

With immense pleasure, I take this opportunity to introduce to you the July-December issue of the biannual newsletter from FICCI - Aditya Birla CSR Centre for Excellence.

It was a year of twists and turns that can be literally translated into hurricane of startling changes in almost all the areas of life... **Some Key events of the year 2013 were:**

- ❖ **Himalayan Tsunami** that killed thousands
- ❖ Passing of the **National Food Security Bill 2013**
- ❖ **Appointment** of the 23rd RBI Governor
- ❖ Dozens of national level **ministers convicted** in scams such as Lalu Prasad Yadav, Pawan Bansal
- ❖ Opening of the India's First all-women commercial bank "**Bharatiya Mahila Bank**" in Mumbai
- ❖ **The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013** has come into force from December 9, 2013
- ❖ President Pranab Mukherjee gave his assent to the Anti-rape Bill which provides for life term and even death sentence besides stringent punishment for offences like acid attacks, stalking and voyeurism
- ❖ In July 2013, **Posco and Arcelor Mittal** have cancelled plans to construct steel plant, citing weak market conditions and problems in securing land and mining licenses in the country
- ❖ Rajya Sabha passes the **Criminal Law (Amendment) Act, 2013**

- ❖ After 46 years of wait, "**The Lokpal and Lokayuktas Bill, 2013** was passed through Parliament
- ❖ According to the '**Doing Business 2014**' report, India has occupied the 134 position out of the 189 economies surveyed. India's overall rank in "Ease of Doing Business" has dropped from 131st position to 134th position.

2013 also marked a milestone for the business and Industry. After years of debate, the Indian Parliament passed its first update of the country's corporate law in more than **50 years**, which includes several important provisions that modernize India's corporate governance rules.

The Companies Act 2013, enacted on 29th August 2013 has the potential to be a historic milestone, as it aims to improve corporate governance, simplify regulations, enhance the interests of minority investors and for the first time legislates the role of whistle - blowers. The 2013 Act has introduced several provisions which would change the way Indian corporates do business and one such provision is spending on Corporate Social Responsibility (CSR) activities. CSR, which has largely been voluntary contribution by corporates has now been included in the act.

In a span of last 6 months, as a centre of excellence we have strived to help companies shift from generic to subtler social issues. We have organized 3 major conferences on healthcare with reference to Child malnutrition, Public health and water sanitation. We have also released paper on advocacy for Corporate Transparency along with our regular initiatives such as CSR Assessment and International Dialogue.

Lately we have been getting many queries from companies who have expressed the need to hear about Corporate Social Responsibility in Rural Development. Therefore in this issue, we have a special section that speaks on "making CSR effective through Corporate-NGO partnerships in Rural Development"

You are invited to submit papers, book reviews which would come to the notice of the decision makers. We shall keep our efforts on to make this newsletter lively and vibrant with latest news update.

I hope you will enjoy reading this issue.

We would look forward to your words of appreciation and feedbacks... ■

Combating Child Malnutrition: Sharing of Best Practices



India has made impressive economic growth since the early 90s and has thus emerged as the tenth-largest economy in the world by nominal GDP and the third-largest by purchasing power parity (PPP)¹. Yet, India is ranked at a low 136 among 186 countries in Human Development Index. Currently, there are many enterprises and civil society organisations across the country delivering benefits to citizens and meeting challenges of inclusion in health, through innovative solutions. However, Challenges remain in the overall health care governance system in terms of accessibility, quality of care and equity.

Malnutrition includes both under nutrition and over nutrition but in India Childhood under nutrition is an important public health and development challenge. The under nourished children are much more susceptible to infections and they fall ill often and therefore have a higher risk of mortality and morbidity and this also leads to the impairment of the cognitive development.

Realizing the need FICCI Aditya Birla CSR Centre for Excellence along with Glenmark Pharmaceuticals organized conference, "Combating Child Malnutrition: Sharing of Best Practices" on 23rd August, 2013. The conference started with opening speech by Dr. Upadhyay, Head FICCI CSR Centre, who affirmed that with the Food Security Bill being in discussion during the monsoon session of the parliament, the time is both appropriate and important to discuss and debate about the issue of child malnutrition and how the government can partner with the corporates and the social sector organisations to combat it.

Ms. Cheryl Pinto, Director Corporate Affairs, Glenmark Pharmaceuticals Limited, referred to one of Dr. Manmohan Singh's speech and quoted that "malnutrition is a matter of national shame and that we cannot hope for a healthy future for our country with a large number of malnourished children. The first step is addressing the challenge of malnutrition and that lies in clearly understanding it".

Dr. Sila Deb, Deputy Commissioner (Child Health), Ministry of Health and Family Welfare, Government of India, shared that as per 'the Child Health Epidemiology Report' of 2012, globally more than 1/3rd of children in the under 5 age group die due to malnutrition.

The key part of the conference comprised of panel presentations by distinguished practitioners and social workers such as **Dr. Ashish Satav**, Founder, Mahan Trust, **Mr. Chinmay Sengupta**, CEO, ICICI Foundation, **Mr. Prakash Michael**, Spandan Samaj SewaSamiti, **Dr. Alex George**, Director, Action Aid India. These notables have strived to create a niche of successful models in irradiating social malice such as child malnutrition etc. The session was moderated by **Dr. Vandana Prasad**, Member of The National Commission for Protection of Child Rights (NCPCR) and special invitee to the Governing Body of Public Health Resource Society (PHRS).

This conference was highly successful as many useful & resourceful question were asked by aspiring social entrepreneurs to the experts. ■

For a copy of the Conference report, please write in to csrce@ficci.com

¹ https://en.wikipedia.org/wiki/Economy_of_India#cite_note-IMF_GDP-1

Better Healthcare through CSR

Business regulations by the Department of Public Enterprises' Guidelines on Corporate Social Responsibility (CSR), Ministry of Corporate Affairs' National Voluntary Guidelines on Social, Environmental & Economic responsibilities of Business (NVGs, 2011) and New Companies Act 2013, are creating an impetus for businesses to embrace the idea of social and environmental responsibility. All of these guidelines list healthcare as one common top priority intervention area for the companies.

With meager investments, weak policies and dilapidated public health infrastructure, India is facing daunting public health challenges. Maternal and infant mortality rates are high. Malaria and tuberculosis persist stubbornly. Non-communicable diseases such as diabetes and cancer are prevalent and increasing. And many, especially the poor, lack good and affordable health care. With an annual investment of over INR 1800cr by Public Sector Enterprises (PSUs) on CSR and expected annual investments of INR 10000 Cr by companies, there lies a huge opportunity to improve healthcare services and infrastructure through CSR partnerships.

In this evolving context of CSR, **FICCI Aditya Birla CSR Centre for Excellence** in collaboration with **NGOBOX** organized a one day conference **"Better Healthcare through CSR"** on 24th September, 2013. The forum deliberated on the issues of innovation in healthcare with multiple partners of CSR like corporations, government and civil society and scope for scaling up the same.

The participants and speakers in the conference were eminent names from government sector including **Dr. Bhaskar Chatterjee, CEO Indian Institute of Corporate Affairs** being the Chief Guest and **Dr. Vishwas Mehta (IAS), Joint Secretary Ministry of Health and Family Welfare, Govt. Of India** being the Guest of Honour.



Some of the key discussions of the conference were:

1. *Challenges of health and challenges of nutrition should be treated with equal vigor*
2. *A partnership model calls for essential analysis of demand side and understand what the community want rather than imposing a self-decided set of attributes*
3. *Only awareness does not lead to health seeking behaviour, thus for a partnership model in healthcare there is a need to address the behavioural change towards health seeking attitude*
4. *A well thought roadmap for corporations should focus on core competency of the companies that could lead to sustainability along with partnering with like-minded actors and stakeholder involvement*
5. *The main aim to make CSR mandatory is to build a forum where one has a sheer clear format and equal level of interactions for companies.*
6. *The new Companies act has a distinctive definition of CSR and there is no scope of other definitions to be a part of the same. CSR in new legislation is described in terms of hard cash spent by the companies in the activities listed in the Schedule 7 of the Act.*

The Conference was attended by Businesses Policy - makers /Government Agencies; CSR Heads/Managers/Practitioners, Healthcare Professionals/Practitioners, NGOs/CSOs/VSOs-Fund-raisers, Partnership Managers, Researchers Consultants, Academicians of more than 125 organizations.

The event was highly successful as it gave the scope for networking and as a means of capacity building - holistically understanding the means of engaging businesses in healthcare; Explore cross-sector partnerships through CSR; Present ICT enabled innovative models and options for replication and scaling up. ■

Headway towards Better Sanitation

The Bansidhar & Ila Panda Foundation in partnership with FICCI Aditya Birla CSR Centre of Excellence and FICCI Odisha State Council, organized a Panel Discussion on **"Water & Sanitation: Foundation for Improved Health"** on 28th November 2013 at Bhubaneswar.

The objective of the Panel Discussion was to bring together experts across sectors (including Government, NGO and Private sector) to discuss ways in which various stakeholders can contribute to meet the challenge of creating awareness among people, facilitating access to safe drinking water, adequate sanitation and good hygiene all of which are essential for good health and survival.

Speaking on the occasion **Shaifalika Panda, Trustee and CEO of the Bansidhar & Ila Panda Foundation** said *"Achieving the targets on Water, Sanitation and Hygiene calls for scale up of interventions which is only possible through concerted action by multiple stakeholders. Each stakeholder needs to select individual objectives and simultaneously work towards the collective goal. The more aligned we are, the faster we can achieve the target."*



Other speakers on the panel were **Mrs. Tuhina Roy**, State Consultant, IEC & HRD, Odisha State Water & Sanitation Mission, Government of Odisha; **Dr. K. K. Upadhyay** Head CSR, FICCI Aditya Birla CSR Center for Excellence; **Mr. Arumugam Kalimuthu** Country Director, Water for People; **Mr. Brecht Mommen**, WASH Specialist UNICEF, Odisha State Office; **Dr. Suvendu Das**, Vice President - HR, Paradeep Phosphates Ltd and **Dr. B. B. Samantha** Independent Consultant, WASH. ■

Key point Highlighted

1. Sensitizing the relationship between water, sanitation, hygiene and its impact on health.
2. Sharing best practice programs by different agencies and existing partnerships.
3. How Government, NGOs and the private sector can together bring a faster and greater impact in the society on this issue



How TRANSPARENT are you?

Plethora of allegations surrounding corporate misconduct, fraud and bribery; corporate accountability has become a pressing issue today. Amongst others, legislations such as the Companies Act, 2013 (the "Act") has raised the bar of how companies need to evaluate themselves. The Act has brought the subject of Corporate Social Responsibility (CSR) to the forefront.

The Act makes it mandatory for certain companies to spend specified amounts on CSR initiatives and activities with appropriate disclosures of the spend. In addition, the Act would now change the way India Inc. looks at corporate governance, since 'Fraud' and 'Wrongful gain' have been defined for the first time in the Act, apart from penalties and punishment for fraud involving imprisonment.

The act thus makes companies and its officers more accountable and brings new concepts to better regulate companies. Therefore, dealing with elements of ethics, transparency and fraud in business is thus not an option anymore. Considering today's challenging and uncertain business environment and with increased legislative and regulatory requirements, there is a greater need for organizations to understand and address fraud and corruption risks, as well as being able to suitably respond to these challenges.

To Address this issue, **FICCI Aditya Birla CSR Centre for Excellence** and **DeloitteTouche Tohmatsu India Private limited** along with a dedicated section of legal experts from AzB& partners have come together to create a report that will help stakeholders with actionable points to mitigate fraud and corruption risks.

The report on **"Corporate Resiliency: Managing the growing risk of fraud and corruption"** covers vital information on the link between ethics and business, existing regulatory regimes in India and steps to combat fraud in Business. The report was released on September 26, 2013, during a roundtable combined efforts of FICCI Aditya Birla CSR Centre for Excellence and Deloitte Forensic India (along with a dedicated section of legal experts from AzB & Partners).

In one of the discussions, **Percy Billimoria**, Partner from AzB & Partners stated that, unlike the common practice of avoiding the transaction where we might be asked to bribe, one might as well fight it to move ahead to eradicate it from our business ecosystem. Also, **Pooran Pandey**, CEO, GCN India took the audience through few live examples of how Hong Kong and Sweden as country have drastically benefitted from tougher anti-corruption rules.

The event was highly successful with key discussions on Regulatory regime in India for tackling fraud and corruption, different types of fraud and why they may occur, responsibilities of stakeholders - internal and external in dealing with fraud, Practical approach to what companies need to do to mitigate fraud and corruption risks, Prevention and Detection techniques that can be adopted to deal with fraud and corruption risks, Importance of leveraging technology in responding to the menace of fraud etc.

The discussion ended with **Gordon Smith**, Senior Director and COO, Financial Advisory, Deloitte (India) who said that more and more discussion of this kind will expose the intricate hidden forms of corruption and pave path for its extinction. ■

For a copy of the report, please send your request to csrcef@ficci.com



Aaj Tak Care Awards 2013

Aaj Tak Care Awards by TV Today Network Ltd is an effort to felicitate and amplify the efforts taken by the corporate sector in striving towards inclusive and sustainable development with a 'society-centered' purpose.

As a leading 24 hrs. Hindi News TV Channel, Aaj Tak Channel believes that it's not only about the media coverage of negative actions but also about taking positive strides. The award centers around the objective to facilitate the good corporate citizens, who have risen above mere business profitability objectives and integrated approach, displayed exemplary determination of sharing the benefits of growth with the society in general and enabling change in specific social sectors facing neglect. In this endeavor, **FICCI Aditya Birla CSR Centre for Excellence** as Knowledge Assessment Partner under took 3-stage selection process to select 6 in each of the 5 categories - **EDUCATION, HEALTHCARE, ENVIRONMENT, EMPOWERMENT and INDIVIDUAL**

The process included

1. Reading and screening of the entire applications
2. Detailed study of the shortlisted applications
3. Scoring on the basis of the prescribed framework of parameters such as Significance of the issue addressed, Scale, Replicability, Sustainability, Finances, Participation of

people in planning, execution and monitoring, Innovativeness and Promotion of Equity.

The Winner companies in various categories were then selected out of the shortlisted list. The esteemed Jury members of the Aaj Tak Care awards were **Dr. Ashok Seth, Sandeep Chachra, Gurcharan Das, Dr.Sandeep Pandey, Rajender Singh, Prof Dipankar Gupta and Arun Kapur**. Aaj Tak organised the second edition of its Care Awards in Delhi on August 27, 2013. The award was attended by senior CSR personnel of top notch companies.

Corporate Affairs Minister Sachin Pilot, Indian cricketer Yuvraj Singh and actor Ajay Devgn were the main guest of the ceremony.

The Winners of 2013

EDUCATION

Winner : Mahindra & Mahindra Ltd.

HEALTHCARE

Winner : Amul Dairy

ENVIRONMENT

EMPOWERMENT

Winner :The Lemon Tree Hotel Company

INDIVIDUAL

Winner : Aamir Khan



13th Edition of FICCI CSR Awards

Ongoing 2nd Stage of Assessment

FICCI Corporate Social Responsibility Award is one of the oldest and prestigious awards in CSR that aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations.

Over the decade, the Award has not just grown in size but in stature and is presently recognised as one of the most coveted awards in the area of CSR. The initiative has given various companies an opportunity to showcase exemplary CSR initiatives taken up by them.

The Centre has been able to mobilize and invite companies from all over the country to apply for this prestigious award. The call for application was May 2, 2013 and the last date for call for application was September 18, 2013.

The entries received from the companies were thoroughly scrutinized by Stage I Assessment partner **Grant Thornton, India**, reputed international accountants and business advisors and shortlist companies, in each of three categories for further process. The applications received were thoroughly scrutinized on pre-defined parameters such as

- ❖ Application form
- ❖ Supporting documents: Annual Reports, CSR/ Sustainability Reports and Cds

- ❖ Available research, literature
- ❖ Websites and relevant links
- ❖ Discussion with experts in respective fields

Subsequently for Stage II assessment, **Birla Institute of Management Technology, India** a well-known management Institute in the area of CSR is conducting an independent third party visit to all the shortlisted companies for 'on-site assessment' of the CSR work. The applications received are being thoroughly scrutinized on pre-defined parameters such as

- ❖ Interaction with the CEOs, Senior/Middle Management across departments
- ❖ First hand look & interaction at the operations and environment management systems, processes in power plants, blast furnaces, occupational health centres etc.
- ❖ Focus group discussions with the employees, union/association members, partner NGOs, local government officials etc.
- ❖ Focus group discussions with community groups, interaction with beneficiaries such as school teachers, children, parents etc.
- ❖ Observation
- ❖ General/informal interaction with people around. ■

Some glimpses of the Assessments



Shortlisted Companies

Category Ia - Public Sector Companies (PSUs)

- ❖ Oil and Natural Gas Corporation Limited (ONGC)
- ❖ NTPC Limited
- ❖ Hindustan Petroleum Corporation Limited

Category Ib - Private sector Companies with INR 3001 Crores per annum

- ❖ Cairn India Limited
- ❖ Standard Chartered Bank
- ❖ Tata Motors Limited

Category Ic - Private sector Companies with turnover between 201 Crores - 3000 Crores per annum

- ❖ Hindustan Unilever Limited

- ❖ GMR Hyderabad International Airport Limited

- ❖ Amway India Enterprises Pvt. Ltd.

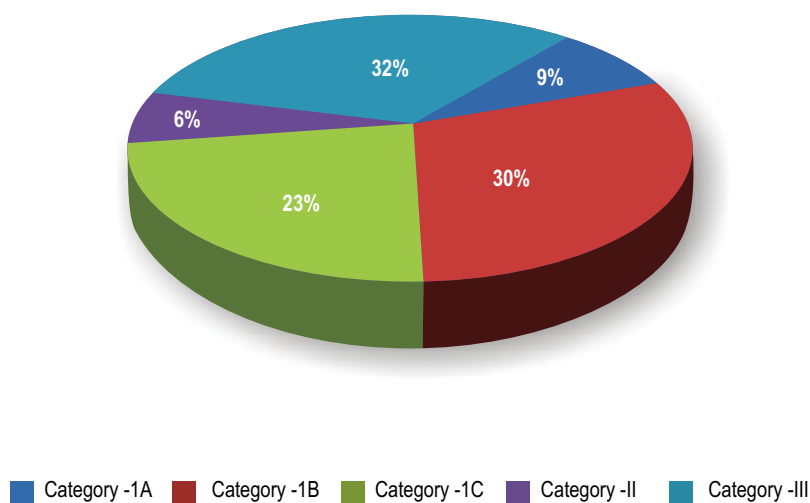
Category II - CSR Award for Small and Medium Enterprises (SMEs)

- ❖ Bhoruka Power Corporation Limited
- ❖ Nature Bio-Foods Limited
- ❖ Elin Appliances Pvt. Ltd.

Category III - Award for Exemplary Innovation promoting CSR

- ❖ The Associated Cement Companies Limited (Thondebhavi Cement Works)
- ❖ The Royal Bank of Scotland N.V (RBS)
- ❖ KPIT Technologies Limited

Category Wise Percentage of the 13th FICCI Award Entries



The 3rd Korea -India CSR Forum

India and Korea have become important partners in trade and investment. In this blossoming of good will and friendship between two countries, Korean companies have shown large confidence and done large investment in India which has improved economic and political relationship. With the rapidly changing business environment globally, it is imperative to engage, discuss, share and understand the essence of business responsibilities, policies and prospects it holds for business sustainability and above all leading to future international business engagement and cooperation.

The India Korean CSR forum is a highly significant bilateral initiative as it provides an important platform for Industry leaders to engage in CSR and learn from each other experience. In this context the "The 3rd Korea -India CSR Forum " was organized to understand CSR development and challenges in India and Korea w.r.t. policies to enhance CSR, collaboration with stakeholders- Civil Society Organisations, Academia, and Government etc. The conference was jointly organized by **FICCI Aditya Birla CSR Centre for Excellence and the Embassy of The Republic of Korea** in New Delhi on 13th November 2013.

In the inaugural speech, **Hon'ble Ambassador of the Republic of Korea Mr. Joon-GYU Lee** started with commendation for its partnership with FICCI as, in the recent times Korean embassy in India and FICCI has been able to host series of successful CSR forums.

CSR must benefit people as much as it benefits corporates. He mentioned that there has been a profound change due to Companies Act 2013 in companies' voluntary adherence to environment and social norms. The Credit for this goes to Indian Corporates and an active thought leader chamber like Federation of Indian Chambers of Commerce and Industry.

This year as India - Korea is celebrating 41st anniversary of the establishment diplomatic relationship. We are highly satisfied that the bilateral relations between two countries have become much closer. Today India and Korea have become important partners in trade and investment

Hon'ble Ambassador of the Republic of Korea Mr. Joon-GYU Lee.

Dr. Arvind Prasad, Director General FICCI, shared how FICCI could apprehend the need of the Indian Industry and marshaled with the thought of a need for a "one-stop avenue" for CSR. FICCI the oldest business chamber has been the harbinger for advocating CSR in India since 1999 by instituting the Socio Economic Development Foundation.

Dr. M M Juneja, Director, Registrar of Companies Ministry of Corporate Affairs shared that Indian companies are powerfully stirring towards the corporate Governance model with the companies act 2013 which in itself is undergoing rapid changes with faith and suggestions from pan India companies. This is right now at the developing stage in India and will take time to come in shape. He accentuated that corporates must understand their moral obligation to the society, "they should earn their million, but also remember that the money is not theirs". CSR should be seen as an avenue for innovation in Governance.

As a part of the forum, an exclusive panel presentation of "CSR- Sharing of Best Practices" was organised. Here **Dr. SriKrishna Narayan, Senior Vice President, Shinhan Bank**, shared the crux

of the business policy of the Shinhan Bank. Shinhan Bank works with the philosophy of Compassionate finance that aims to create a Symbiosis which is based on shared values and seeks shared development for the company and the society; **Mr. Vijay Chadda**, CEO Bharti Foundation, shared about the 3 block CSR structure at Bharti; **Ms. RuchikaBatra, Head CSR, Samsung**, shared how in Samsung the CSR initiatives are firstly screened through key criteria of Relevance, Impact and Scale before implementation.

The participants raised numerous queries, concerns and expectations of the government with the distinguished panelists. The forum concluded with the special presentation by Korean Culture Centre in India, non-profit institution aligned with the Government of Korea that aim to promote Korean culture and facilitate cultural exchanges. The



Hon'ble Ambassador of the Republic of Korea Mr. Joon-GYU Lee



presentation emphasized the humble endeavor by the Korean Cultural Centre India to recreate the magic of the by-gone era of the ancient religious ties between India and Korea. ■

"The presentations were very informative and useful. Please keep this going"

- Chandawar Santhosh, Deputy Manager, LANCO Foundation



Making CSR Effective through Corporate - NGO Partnerships in Rural Development

By - Ms. Aparna Mahajan, Director, Resource Mobilization and Partnerships, Institute of Rural Research and Development (IRRAD)



Rural India which constitutes nearly 70% of country's total population offers huge opportunities for the corporate sector, to implement their CSR projects, in diverse areas, as defined in the schedule of the Companies Act, and as per recent modification and expansion of the schedule on CSR activities. NGO-Corporate partnerships in rural development would be of immense value and contemporary relevance to the companies in doing their CSR.

Institute of Rural Research and Development (IRRAD), which is an initiative of S.M. Sehgal Foundation (SMSF), has been enabling CSR initiatives in partnership with corporates and

foundations. SMSF is an India-based registered trust operating since 1999. IRRAD's mission is to strengthen community-led development initiatives to achieve positive social, economic and environmental change across rural India. While working in partnership with corporates, government and NGO sector, IRRAD advances its mission by facilitating local ownership over the development process. It works with rural communities to create and implement solutions to their most pressing needs, primarily in the areas of good rural governance, water resource management and small-scale agriculture. Its core programs strengthen rural citizen participation, promote the efficient and effective use of water and soil and increase community engagement for empowering rural communities for taking

charge of their own/village development, through its community radio station, Alfaz-e-Mewat 107.8 MHz.

Over the past decade since its establishment, IRRAD has developed innovative and replicable models for agriculture, water management, sanitation, hygiene and health, education including capacity building of village level institutions, elected representatives of panchayati raj institutions, and empowerment of communities through good village governance programs. IRRAD follows a research and impact-driven approach and has been widely acknowledged and recognized for its work, having received awards from FICCI, UNESCO-Water Digest, Institution of Engineers, Bhaskar Foundation, and the Government of India (Ministry of Water Resources) for contributions to rural water management. The agriculture model by IRRAD received a global recognition at the Hague Conference. IRRAD's Good Rural Governance program has been shortlisted as top 100 innovations by Rockefeller Foundation, and IRRAD's Community Radio Alfaz-e-Mewat has been one of the finalists, for Manthan Awards Asia Pacific 2013.

We are working with various corporates and foundations, such as Mosaic India Private Ltd., Coca Cola India Foundation and Coca Cola Foundation USA, Mosaic Company Foundation, Times of Money (Remit 2 India), K+S Kali GmbH, Germany, Misr Hytech Seed International, Egypt, on various projects in agriculture, water resource management, health, hygiene and sanitation. IRRAD, while working on grassroot implementation projects, also imparts trainings to various NGOs and other organizations in water, agriculture, capacity building and so on. Besides corporates, IRRAD's partnerships span across diverse organizations, including Govt. and People of Japan (Embassy of Japan), Tata Trusts, NABARD, Department of Science and Technology (DST), Govt. of India, Ministry of Agriculture, Dept. of Women and Child Development, etc.

IRRAD's collaboration with corporates in some of its core areas like water resource management and agriculture has resulted in success stories, which are replicable models for wider adaptation in many rural parts of the country. One of our CSR partnership initiative in agriculture called *Krishi Jyoti* with a key farm input company, Mosaic India Private Ltd., started since 2008 in Mewat District, focuses on balanced approach to crop nutrition wherein underserved farmers improved their soil and farming practices leading to increased productivity and enhanced income. To improve irrigation, check dams are constructed to help replenish fresh water aquifers. The program's success is evident as farmers adopting the recommended practices are rewarded with higher yields and income. The practices introduced to farmers resulted in significantly higher yields in all three major crops - mustard, wheat and pearl millet. The program brought to the region a new found agri-literacy about chemical farm inputs, seed quality and modern agricultural operations required during cropping period. This initiative also achieved recognition at international level with Mosaic Company receiving coveted award for global agricultural development project.

IRRAD through its partnership with the Coca Cola India Foundation, is augmenting groundwater through Project Jaldhara (watersheds and community water conservation) in select villages of Mewat District in Haryana, and has initiated another project with support of Coca Cola Foundation in some villages of Alwar District in Rajasthan, on improving ground water levels and providing agricultural training to farmers. Project *Krishi Chetna* in partnership with Misr Hytech Seed International, engages with women farmers called Krishi Sakhis, which seeks to enhance farmers knowledge on soil testing, seed rate, use of scientific package of practices, insect and pest control, agriculture credit and marketing of final produce. The objective is to improve agricultural income of small and marginal farmers and enhance women capacities to increase their participation in decision making in agriculture crop production process, and thus leading to women empowerment.

Project *Unnat Krishi* in partnership with K+S Kali GmbH, Germany, aims to empower rural women and improve women farmers' livelihoods and decision making capacities in agriculture in select villages of Alwar District, Rajasthan. The intense learning process - trainings and on-farm learning through field demonstrations are used to build the skills, knowledge and awareness of existing women's self help groups in the villages. IRRAD trains farmers on soil testing, appropriate seed rate, balanced fertilizer application in two leading crops (Millet and Mustard), role and importance of various nutrients including micronutrients, disease and pest control, irrigation techniques and vegetable production.

For improving health of rural communities through promoting sanitation and hygiene, IRRAD in its partnering with Times of Money Ltd (Remit 2 India), imparts soft skills - trainings to villagers and works with Village Health, Sanitation and Nutrition Committees, for creating informed and aware village communities on sanitation hygiene for healthy living. The project includes conducting baseline surveys and increasing access to sanitation facilities through facilitating construction of toilets and establishing a sanitation infrastructure for village households.

IRRAD has numerous success stories from village communities at grassroots related to the interventions that are done, and further seeks to scale up its initiatives for reaching out the benefits to wider rural populace. This is possible through partnerships with corporates on CSR projects in water resource management, agriculture, good village governance, health, sanitation and hygiene, rural research encompassing baseline surveys and impact assessments, and rural community media.

We welcome interested corporates and member-companies of FICCI and its Aditya Birla CSR Center of Excellence, to join hands with us, in facilitating a faster rural growth and accelerating the process of socio-economic development of our country, while doing CSR in an effective manner. ■

Global CSR Development for 2014



With the passage of the companies Act 2013, the mandate for corporate social responsibility (CSR) has been formally introduced to the dashboards of the boards of Indian Companies. Hence the question is no longer whether companies will engage in CSR but how will they create real and meaningful impact. In this era of CSR, the need for companies to articulate progress beyond CSR purpose has never been greater; we've highlighted five CSR trends that are likely to come up on corporate monitors and gain more traction in 2014.

Trend 1 : Role of Government: One of the basic tenets of the CSR movement in business has been it being voluntary and meeting social expectations above and beyond the law. Well, that sounded good and no doubt many companies have done well in this regard. With the Mandate enforced by the Companies Act 2013, it is good news for those companies who are serious about their CSR. After all, the more responsible ones will enjoy 'first mover advantages of CSR'.

Trend 2 : More and better communications about CSR: The pressure for ever increasing levels of accountability, measurement, transparency and disclosure will build with various CSR prevalent guidelines.

Trend 3 : Growing involvement of corporate boards of directors in corporate social responsibility activities and programs: The growing importance of CSR to a company's reputation and bottom line makes it a business imperative and natural component of a board's "strategic planning and oversight" function.

Trend 4 : More sophisticated and active social media: The bigger your brand and the more public your name, the more likely it is that you are being conversed in the social media. The social media will be happy to pick up on and expose your mistakes (both in your own operations and along your supply chains).

Trend 5 : Interest in shared value initiatives will expand: Companies will realize that an approach that meets social needs in a commercially viable way will be an important part to achieve the objectives of corporate responsibility toolkit. Many of the most innovative initiatives are likely to come from local companies who really understand the social needs in their communities. Expect to see a number of shared value initiatives and events across the region. Be part of this new exciting dialogue. ■

'Car bins' to keep roads litter-free

To know more- www.lighthousecarbin.com



Armed with the conviction of making India a clean and green nation, an entrepreneur has introduced the innovative concept of 'car bins'. New to the country's fast-growing auto industry, car bins are litter bags for cars and other vehicles meant for disposing off garbage while on the move. "If people start using car bins, it will help reduce

road litter to a great extent and make our cities and highways much cleaner," says **Lighthouse Management Director Anshul Rajvanshi**.

To popularise the concept, the company is tying up with municipal corporations to exhort people to put car bins in their vehicles. Already, they have succeeded in joining hands with civic bodies in Mumbai and Dehradun, while talks are on with at least a dozen city administrations for a similar agreement. Government bodies like the Indian Coast Guards and the Indian Air Force have also shown keen interest in the unique product. "We are promoting car bins as 'corporate gifts' as well, so that companies can do their bit towards social responsibility," he said. ■

News Update

Panel asks govt to ensure mandatory CSR spend by pvt firms- Business Standard

"Immediately take up the necessary steps to ensure that CSR (corporate ... report of the mining and coal from next year, it has said in its latest report.

http://www.business-standard.com/article/companies/panel-asks-govt-to-ensure-mandatory-csr-spend-by-pvt-firms-113122900224_1.html

CSR rules to be finalised by January first week: Sachin Pilot - Economic Times

Government will soon begin notifying detailed rules for its various provisions, beginning with the much-awaited CSR norms in first week of January.

<http://www.livemint.com/Politics/PI1mLG0TGdclKKjuTtoFEO/CSR-rules-to-be-finalized-by-first-week-of-January-Sachin-P.html>

Coal committee asks Govt to ensure mandatory CSR spending-The Hindu

"Immediately take up the necessary steps to ensure that CSR (corporate social responsibility) activities are undertaken by all the private companies

<http://www.thehindu.com/business/Industry/coal-committee-asks-govt-to-ensure-mandatory-csr-spending/article5515070.ece>

Policy to Promote Solar Energy- The New Indian Express

The Energy Department has set up a committee to prepare a draft solar policy to promote the use of solar energy in the State to support development and address the problem of energy security

<http://www.newindianexpress.com/states/odisha/Policy-to-Promote-Solar-Energy/2013/12/25/article1964265.ece>

Over 4.8 lakh women directors on cos board Business Standard

4,83,103 women directors on boards of firms (including state-owned entities) registered under the Companies Act, Corporate Affairs Minister Sachin Pilot

http://www.business-standard.com/article/companies/over-4-8-lakh-women-directors-on-cos-board-113120900505_1.html

Now, you can set up a one person company Economic Times

Now, after the recent passing of the much-hyped Companies Bill, 2012, by the Rajya Sabha, there may be hope for the budding entrepreneur.

http://articles.economictimes.indiatimes.com/2013-08-26/news/41455367_1_registrar-law-firm-company

Tax rules on CSR remain a grey area, say analysts Livemint

<http://www.livemint.com/Companies/N5wHVTIdTzwF3TA5upVoHM/Tax-rules-on-CSR-remain-a-grey-area-say-analysts.html>

Non-utilisation of CSR fund by PSUs unhealthy trend- Economic Times

http://articles.economictimes.indiatimes.com/2013-12-10/news/45035393_1_csr-and-sustainability-activities-cpses-dpe

Companies bill passed with mandate on csr spending -Indian Express

2 pc on CSR is the best investment a company can make: Sachin Pilot.

<http://archive.indianexpress.com/news/companies-bill-passed-with-mandate-on-csr-spending/1047290/>

Sebi set to overhaul listing, M&A norms Livemint

<http://www.livemint.com/Money/vmluQ4ccz3x0JxnXcjFOFI/Sebi-set-to-overhaul-listing-MA-norms.html>

We are now better prepared to check investment frauds: Business Standard

Government and regulatory agencies have put in place a stronger mechanism to address the menace of illegal investment schemes and to ensure that nobody goes scot-free, Corporate Affairs Minister Sachin Pilot says

http://www.business-standard.com/article/pti-stories/we-are-now-better-prepared-to-check-investment-frauds-pilot-113123000693_1.html

Law making, fraud fighting make 2013 a watershed year for MCA: Business Standard

the Corporate Affairs Ministry is looking at the new year to ensure right execution of new companies law and initiatives aimed at safeguarding interest of investors

http://www.business-standard.com/article/pti-stories/law-making-fraud-fighting-make-2013-a-watershed-year-for-mca-113123100286_1.html

Company and community - Financial Express

Chhattisgarh's Corporate Social Responsibility Policy 2013 makes it compulsory for companies to pay CSR contributions into the Chief Minister's Community

<https://news.google.com/news/story?ncl=http://www.financialexpress.com/news/company-and-community/1174866&hl=en&geo=US>

Next in Line

Upcoming Corporate Responsibility programs & courses

| PROGRAM TITLE | OFFERING SCHOOL | START DATE |
|--|--------------------------|---------------|
| Responsible Business for Sustainable Societies | IIMA - Ahmedabad | Feb. 26, 2014 |
| Investing in Sustainable, Competitive Cities | Harvard | Mar. 05, 2014 |
| Strategies for Sustainable Business | MIT - Sloan | Mar. 31, 2014 |
| Corporate Citizenship Communications | Boston College - Carroll | Apr. 09, 2014 |
| Innovation for Global Sustainability Challenges | WBS | May 05, 2014 |
| Corporate Citizenship Strategy: Creating More Focus | Boston College - Carroll | May 07, 2014 |
| Sustainability Reporting | Boston College - Carroll | May 07, 2014 |
| Climate Change | Brookings Institute | May 20, 2014 |
| Sustainable Strategies: Competing on the Sustainability Frontier | WUSTL Olin | Aug. 19, 2014 |
| Aligning Sustainability with Corporate Performance | Harvard | Aug. 24, 2014 |

Conference on "Mobilizing Impact through Corporate Social Responsibility"

India has made an impressive economic growth since the early 1990s. However the country remains shackled in corruption and continues to bypass a large section of people particularly women, children, backward castes and classes and other minorities.

Indian industry is among the largest in the world and has some of the most advanced plants and technologies available globally. They have been traditionally contributing to inclusive growth primarily through CSR (corporate social responsibility) projects. Many Indian firms as well as Indian subsidiaries of MNCs are now adopting new business models of CSR that can address environmental and social challenges. **The FICCI Aditya Birla CSR Centre for Excellence** is organizing an exclusive one day workshop "Mobilizing Impact through CSR" in the month of

August 2014 at FICCI, New Delhi. **For Details, Please write in to csrcfe@ficci.com**

The objectives of the Conference

- ❖ Understand the changing paradigm of CSR in India
- ❖ Better understanding on how to solve both environmental and social challenges through CSR
- ❖ The New Innovations In Implementing Corporate Social Responsibility: The Revolution At The Grass Roots Levels
- ❖ Ideas on how to develop and test innovative CSR ideas and models
- ❖ Ideas for program implementation and best practice: through national and international experiences



Corporate Social Responsibility Award

Friday, 7th March, 2014

Acknowledging the Best Corporations.... FICCI CSR Award 2012-13

FICCI CSR Award is India's most prestigious award in the domain of CSR; instituted by FICCI and in the year 1999, almost a decade ago, before CSR became a buzzword. For this, FICCI recognized that CSR would play an increasingly important role in the coming years and hence advocates the need to promote the concept of strategic CSR among Indian corporations as imperative.

The award recognizes and honors companies for their outstanding efforts in integrating and internalizing CSR into their core business operations.

Today, the award is recognized as a benchmark that acknowledges the most socially responsible Indian corporates.

KINDLY JOIN US on Friday, the 7th March, 2014 to honour and acknowledge the Corporations of India for their pioneering work in CSR. The venue is FICCI Federation House, New Delhi. Time: from 5:00 pm onward

Guests of Honor



Sh. Sachin Pilot
Minister of State for Corporate Affairs (I/C), GoI



Mrs. Rajsahree Birla
Chairperson FICCI CSR and
Community Development Committee

Past Winners

2010-2011



CATEGORY I
Vikram Cement Ultratech Ltd.



CATEGORY III
Ammarun Foundries

2011-2012



CATEGORY 1A
ITC Limited

2009



CATEGORY I
Tata Steel Limited



CATEGORY II
Smaat Aqua Technologies Private Ltd.



CATEGORY III
Multi Commodity Exchange of India Ltd.

2007



Mahindra & Mahindra

2006



Steel Authority of India

Organizer



Assessment
Partners



Grant Thornton
Audit - Tax - Advisory



For more information or to RSVP to the event
please contact csrce@ficci.com or call

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