

FICCI Aditya Birla CSR Centre for Excellence

FICCI Aditya Birla CSR Centre for Excellence Newsletter

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Jyoti Vij, Padmashri Vikramjit Singh Sahney, Sidharth Birla, Arun Maira, Padma Bhushan Smt. Rajashree Birla, Dr. Jürgen Wuttke and Dr. KK Upadhyay in the 13th FICCI CSR Award releasing the book, 'Shaping India's Development Story ... CSR ideology and investment'

Message



The hopes and expectations of the pluralistic society in the midst of constant economic and social change precipitated CSR. The concept further accelerated with the enactment of the Companies Act 2013 that mandates to either spend 2 % of average net profits of the company made during the three immediately preceding financial years on CSR activities or report in case of non-spend. With the changing paradigm of CSR in India, it has emerged as dynamic business process that has the potential to alleviate the concerns and meets aspirations of various stakeholders.

Hence, this dynamic transition calls for multi-sectoral partnership and engagements; NGOs have emerged as one of

the key partners with pragmatic insight, who can unite the conflicting interests, aspirations, wide gamut of opinions and values of multiple stakeholders. Companies engaging with CSR are seeking to engage with stakeholders' particularly the Non Governmental Organisation (NGOs). They have a huge catalytic role in advancing CSR and are better positioned to be partners for change, rather being a supervisory body.

FICCI values strong and ever building partnership not only with its members across the Indian Industry but also with its various stakeholders. FICCI has thus designed a program called FICCI CONNECTS - Need for Innovative Collaborations. It is a two-pronged strategy to facilitate vis-a-vis corporates and NGOs; as a facilitator, FICCI shall identify and access the needs of corporate and shall also help in accessing the potential of existing projects of NGOs and conceptualize projects. The objectives of the strategy are to bridge the gap by facilitating collaborative partnerships among companies, covered under the new legislation and the CSO's and to optimally utilize CSR funds to meet several socio-economic objectives. The program will be launched in the month of August 2014 at FICCI.

We wish the readers of the newsletter to actively participate and contribute in realising the development goals of the nation.

Jyoti Vij
Dy. Secretary General at FICCI

INDEX

- FICCI CSR award 03
- CSR Capacity building 07
- Sports for development. 08
- Uttarakhand Rehabilitation 11
- From the Horse's mouth 12
- Innovation in CSR delivery 14
- A journey of change 17
- Showcase Stories 19
- CSR Research 24
- Pace with Latest news. 26

Editor's Note

Welcome to the fifth edition of the Biannual FICCI CSR newsletter. The past six months have been a reflection of the dialogue that has been developing in our country for a long time.

Inclusive development once again was able to get centre stage in the month of May. This was possible with the raft of interest and support for a political manifesto that spoke unilaterally of Development. While the implementation model for development still remains a mystery ... Our democracy is here to stay. Unlike any other election, 551 million voted peacefully and elected the manifesto for nation's progress above class, caste or any differences.

"Take the first step, and your mind will mobilize all its forces to your aid. But the first essential is that you begin". These words from America author Robert Collier might be best for a motivational book but we see its applicability when reviewing the rapid changes that have shaped the CSR to its present form in India.

Was it important for India to take the lead and introduce a legal framework for CSR or should it have been left to the wishes of individual company etc. is no longer crucial topic to discuss as the GoI gazette mandates its enforcement from 1st April 2014.

But will the CSR funds make a difference to the India's poorest? As **Late Prime Minister Rajiv Gandhi** famously guesstimated that of every 1 rupee spent on development only 15 paise reach the poor. Decades on, and despite significant increases in development funds, the story remains largely unchanged. Through this bill, one thing that we optimistically can look forward to is the fact that when successful profit earning private companies become crusader of development, their professionalism and organizational capabilities is bound to usher in progress and growth.

In this edition of newsletter we share with you the success of our 13th FICCI CSR Award, Our exclusive Research on 43 companies of repute in the CSR sphere, thematic intervention in the arena of "Sports for development in India", our efforts in the domain of CSR capacity building and News update.

Also you would be delighted to know that we are covering our conversation with CSR scholar **Mr. Bharat Wakhlu** and many more exemplary endeavors by giant businesses like Vodafone, PVR and ACC.

As always, you are invited to share your opinion, submit papers, book reviews on CSR.

I hope you enjoy reading this issue. We would look forward to your words of appreciation and feedbacks.

"Corporate Social Responsibility is about looking at problems as opportunities. If a firm uses CSR activities to also promote its business, it should be applauded and not frowned upon"

-Deloitte's **William D. Eggers**, co-author of *The Social revolution: How Business, Government and Social Enterprises Are Teaming Up to Solve Society's Toughest Problems*

<http://blog.livemint.com/Companies/VPnIzHSYs5o8umT4fx4C5M/William-D-Eggers-CSR-is-about-looking-at-problems-as-oppo.html>

13th FICCI Corporate Social Responsibility Award



FICCI instituted India's first corporate Social Responsibility (CSR) award in 1999 to encourage corporate participation in inclusive growth. The FICCI CSR award is a flagship program of the FICCI Aditya Birla CSR Centre for Excellence; organized with an aim to identify and recognize the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. Over the years, the award has not just grown in size but in stature and is presently recognized as one of the most coveted awards in the area of CSR.

The 13th edition of the FICCI CSR Award" was conferred on March 7, 2014 by **Shri Arun Maira, Member Planning Commission** in the presence of **Padma Bhushan Smt. Rajashree Birla, Chairperson FICCI CSR & Community Development Committee** and **FICCI President Shri Sidharth Birla**.

Over the decade, the award has maintained its exclusivity through its intensive 3 tier assessment process headed by 3 different independent assessors. The process comprises firstly of assessing the facts by Grant Thornton India and 2nd level of assessment, which is an 'on-site assessment' by BIMTECH of the CSR work of the shortlisted companies. Finally, a panel of independent jury decides on the winners. This year the jury was chaired by **Shri M Damodaran** and comprised of **Mr. M. K.Venu, Dr. V. Mohini Giri, Mr. Sunit Tandon** and **Dr. Jürgen Wuttke**.

On this occasion, 2 books were also released "Shaping India's Development Story... CSR ideology and Investment" and "Acknowledging the best 2012-13". The initiative has given various companies an opportunity to showcase exemplary CSR initiatives taken by them.

Glimpse of Jury Presentation



The award winners of 'FICCI CSR Award 2012-13' are:

- Category Ia for Public Sector Units CSR - **Hindustan Petroleum Corporation Limited (HPCL)**
- Category Ib for Private sector companies with 3001 Crores per annum - **Cairn India Limited**
- Category Ic for Private sector companies with turnover between 201 crores - 3000 crores per annum - **GMR Hyderabad International Airport Limited**
- Category II - CSR Award for Small and Medium Enterprises (SMEs) - **Elin appliances Pvt. Limited**
- Category III - Award for Exemplary Innovation promoting CSR - **The Associated Cement Companies Limited (Thondabhavi Cement Works)**
- Special Jury Recommendation was given to **NTPC Limited** and **Nature Bio-foods Limited**

Appreciation plaque was presented to finalists that include

Amway India Enterprises Pvt. Ltd.

Standard Chartered Bank

The Royal Bank of Scotland

KPIT technologies

Hindustan Unilever (HUL)



Winners of the 14th FICCI CSR Award



"Every award is a greater Responsibility. The assessment process of the FICCI CSR award has helped deeply introspect our work and boosted our morale. We are proud to win the award"

-Meena Raghunathan
Director, Community services
GMR Hyderabad Airport Limited

Winners of the Category I c for Public Sector Units:
GMR Hyderabad International Airport Limited



"We are delighted to win the award. The Jury was outstanding and the award evaluation helped us internally to re-evaluate our field workers"

**- P. Elango,
CEO, Cairn India**

Winners of the Category I b for Private sector companies with 3001 crores per annum :Cairn India Limited



"To conduct core business in socially responsible way, complimented by investment in communities so as to produce an overall positive impact on the society"

**-Mr. Sanjeev Sethia Director,
Elin Appliances Private Limited**

Winners of the Category II for Small and Medium Enterprises (SMEs) : Elin appliances Pvt. Ltd



"There are number of awards in the market but this is an extremely important award because of its robust and transparent assessment process"

**-Sonal Desai,
General Manager - CSR of HPCL**

Winners of the Category I a for Public Sector Units CSR : Hindustan Petroleum Corporation Limited (HPCL)



"CSR is a term open to variety of interpretations. Understanding of why, what and how of CSR is maturing within government, corporate and citizens space. It is time to converge our paradigms to channel CSR energy to empower people and their institutions"

**- Mr. Kuldip Kaura, CEO & MD
ACC Limited**

Winners of the Category III - Award for Exemplary Innovation promoting CSR - : The Associated Cement Companies Limited (Thondabhavi Cement Works)



Winners of the Appreciation Plaque



CSR Capacity Building

Designing CSR Project

Corporate leaders today would not risk disagreeing that their companies ought to invest in CSR. It is a part of the business strategy to become more competitive and remain relevant in rapidly changing markets and industry structure.

With the objective of facilitating various organizations to understand requirements for integrating Corporate Social Responsibility with management systems and also help build the competencies of CSR professionals looking to implement the new CSR guidelines within their



organization; FICCI Aditya Birla CSR Centre for Excellence organized **"2 Days Training on Strategizing and Reporting CSR"** on 19th & 20th June.

The training was structured to the recent developments in the domain of CSR and provided delegates with hands - on training on practical tools, expert insights on how to design, implement, manage and document strategic CSR project.

The training was attended by senior CSR fraternity and was highly successful. ■



Sports for Development

70% of India's population is below the age of 35 years. The initial figures of the 2011 census states that the youth population in the country including adolescents is around 550 million. This phenomenal rise in the youth population has made India the youngest nation with a demographic dividend appearing to be a reality.¹

India's this demographic dividend has the potential to produce an additional 2 percent per capita GDP growth each year for the next twenty years, said the International Monetary Fund in 2013.

But with a Human Development Indicators ranking of 134 out of 187 countries, harnessing the developing potential of its enormous human capital is a major challenge. India's large segment of the young comes from the areas where economic development is not of the highest level and the nation faces a challenge in providing this segment of youth with proper education and an infrastructure that will enable them to, first of all, come out of poverty and secondly, develop as individuals that add value to society.

In the background of India's varied socio-economic status, geographies, culture and political contexts; sport, can be one of the medium to harness this demographic dividend through multi-stakeholder participation. The practice of sport leads to the holistic development of young people, fostering their physical and emotional health and building valuable social connections. This is possible because of the inclusive nature of sport that inculcates values of honesty, mutual respect, and personal discipline from a young age, team work, fair play and nurture a stronger sense of personal responsibility and community duty. The impact of sport in harnessing the development goals is evident as demonstrated by the United Nations (UN) by dedicating year 2005 to International Sports and Physical Health (United Nations 2005). The UN General Assembly had also committed itself to sports as a vehicle for promoting education, health, development and peace in a series of resolutions (United Nations 2012).

The use of sport to promote peace and development is not entirely new; the Olympics are a historic example of sport

used for a higher purpose. However, until recently, sport has remained on the sidelines of mainstream humanitarian and development programming, considered a luxury in the context of other development objectives. Now, though, there is a growing understanding that sport does not have to compete with other priorities but can actually be a means for addressing them. The **United Nations Task Force on Sport for Development and Peace** affirmed this notion, concluding in its 2003 report that "sport offers a cost-effective tool to meet many development and peace challenges, and help achieve the MDGs [the UN's Millennium Development Goals] ." Sport as a human right has been adopted by UNESCO as well.

For effective deployment of the essence of sport for development, cross-sectoral collaboration and partnerships are essential from governments to NGOs, sports community, institutions, business and the media can harness the power of each of the stakeholders to reach, expand and foster long-term sustainability. One of the important stakeholders of sport for development is business. Sport as a tool for development cannot be used to its full potential without the backing of businesses 'brilliant physical infrastructure, financial power and good quality human resource, and they can be a catalyst in realising the developmental goals of a nation. Corporate Social Responsibility (CSR) through sports is one such strategic tool for businesses for effective deployment and realizing the developmental goals of a nation.

FICCI has been promoting the concept of 'Sports & CSR' through its various initiatives. ■



¹http://pdf.usaid.gov/pdf_docs/pnade352.pdf

Australia-India Partnerships in Sports & Tourism- towards sustainable CSR initiatives'



Sports is an influential way of reaching and engaging with people from various Social, Economic and cultural backgrounds. It fosters participation and social inclusion. Sports as an effective CSR medium, stimulates to build values that any socially-responsible business strives for, which includes: Team work, Impartiality, Involvement of employees and suppliers, and maintaining healthy relations. The use of Sports for CSR deployment has ameliorated corporate agenda and also contributes to the development of Sports itself.

On 25 February, 2014, at Taj Vivanta, Thiruvananthapuram, Kerala, the conference "Australia - India Partnerships in Sports & Tourism- towards sustainable CSR initiatives' was organized conjointly by Australian Sports Commission (ASC), Federation of Indian Chambers of Commerce and Industry (FICCI) Aditya Birla CSR Centre for Excellence and Rashtriya Life Saving Society India (RLSS). The conference was organised with the focus to discuss in detail the topics related to Sports, Tourism and CSR and how all these could be interlinked to serve the society at large.

Australian Deputy Consulate General, Chennai inaugurated the conference with the introductory remarks.

The star highlight of the conference was when Sports Minister, Government of Kerala **Mr. Thiruvanchoor Radhakrishnan** honored **Padma Shri Anju Bobby George** with 'Memento' and 'Ponnada' for her recent historical achievement- the gold medal award for long jump at the World Athletic Meet held in 2005 which was till now held by another **Russian athlete Mr. Stuart Campbell**.

Mr. Christy Fernandez IAS (former Secretary to President of India. CEO & President, Centre for Responsible Business & Sustainability). Moderated the session on "Sports and Corporate Social Responsibility: An effective medium of community engagement and promoting participation".

Mr. Rakesh Kumar Gupta (M.D. Alliance Cornhill Informations Services India Pvt. Ltd), **Mr. John**

Mundakayam,

(Bureau Chief, MalayalaManorama, Trivandrum),

Mr. Babu John Malayil (General Manager, Muthoot Group)

and **Mr. John Thomas** (General Manager - South Indian Bank) shared his thoughts on the topic. The session on "Partnerships in sport: Towards a sustainable knowledge transfer model" was headed by **Martin Roberts**, Olympian and Consultant, International Sport for Development, Australian Sports Commission. Here, **Mr. Sivashankar IAS** (Secretary, Sports Government of Kerala), **Prof. Hans Westerbeek** (Dean, College of Sport and Exercise Science and ISEAL, Victoria University) **Admiral Purushottam**



Sharma (Founder President, Rashtriya Life Saving Society (RLSSI) and Ms. Olivia Philpott (International Development Manager, Netball Australia, Netball Australia) shared ideas on the topic.

Mr. Norman Farmer (General Manager, Strategic Development, and Surf Life Saving Australia) made presentation on "Global emergence of Sports tourism and its significance in maximizing social, cultural and economic benefits". **Mr. Savio Mathew** (Head- FICCI Kerala State Council) and **Ms. Rekha Dey** (India Coordinator, Australian Sports Outreach Program, and Australian Sports Commission) also spoke.

The conference in detail captured how '**Corporate Social Responsibility and Sport**' can add value to corporate branding and business agendas; how to shape strategy around effective sports partnerships between India and Australia and also program implementation and best practice: through national and international experiences. The event was attended by large number of participants comprising more than 100 people from various walks of life including media. ■

Next Step 2014: Using Sports for Good

"Sport is a universal language. It unites people and cultures and helps to build bridges for peace. It can be a powerful catalyst for social change. That is why the UN supports using sport to promote equality and social inclusion and help achieve the Millennium Development Goals."

- **Ban Ki-Moon, Secretary General, UN**

The conference 'Next Step 2014: Using Sports for Good' was a 5 days international event that brought together a range of stakeholders who can promote the global Sport for Development agenda. With plenary sessions, breakaways and workshops, it was designed to build the perspectives on Sport for Development that go beyond the sports field.

The session was inaugurated in the presence of **Patrick Suckling**, High Commissioner-Australian High Commission, **Melodie Arts**, Project Officer-SDP IWG Secretariat, **Ned Wills**, Director-Laureus Sport for Good Foundation, **Robert Morini**, Head of International Development-UK Sport, Moya Dodd, Executive Committee-FIFA, Sophie Beauvais, Director-International Sport for Development, guest of honour Rt. Hon. Dame Tessa Jowell, MP-House of Commons (London), and chief guest Vijay Amritraj, Indian Tennis Legend and UN Messenger of Peace.

In the Plenary session on, "Corporate Social Responsibility and Sports" Moderator Nikhil Pant - Indian Institute for CSR, along with his panel answered detailed questions



regarding the opportunity for bringing synergy between sports and business. The esteemed panelist of the session were

Dr. KK Upadhyay from FICCI, Erick Haskell of the Adidas Group, Priti Srivastava from Reliance Industries, Deval Sanghavi of Dasra, Parul Soni of Ernst and Young, Biren Bhuta of Tata Steel and Anita Bhat of TOMS Shoes.

They all agreed that the biggest challenge faced by organisations is to demonstrate to corporates and funders the value of sports for development programmes and that is essential that when companies invest in education, they must understand that sports are also part of one's education. There has to be a change in mindset so that

people begin to accept sport as a career. There is a need for trained people to do CSR, and a need for projects that will adequately use funds.

"Sport is a powerful means to build a better world in health, fitness, power of participation, mastery, making a difference, innovation, power of collaboration, and how to deal with set-back and failures,"

- Moya Dodd, Executive Committee, FIFA

The ceremony reiterated the importance of working together within the sport for development community, and the importance of conferences such as this in bringing the community together. ■

Uttarakhand Rehabilitation Uttarakhand Disaster Response Project



The Himalayan tsunami of June 2013, ravaged Uttarakhand and left a trail of devastation with close to 1,00,000 people missing, feared dead, killed and displaced. The districts of Rudraprayag, Pithoragarh, Uttarkashi, Tehri Garwal and Chamoli were adversely affected.

FICCI marshaled forward to restore the flood-ravaged Uttarakhand by constituting the Uttarakhand task force (UTF). This taskforce chaired by **Ms. Sudha Pillai**, Former

Member Secretary, Planning Commission. FICCI entered into a tripartite partnership with HDFC Life and HFHI for building affordable houses in the state. Till date, over 100 families have benefited through this initiative. ■



From the Horse's mouth



In the field of Corporate Social Responsibility (CSR), one of the true pioneers over the last few decades has been Mr. Bharat Wakhlu. Bharat had his Engineering and Management education in India, France and the US. He is the author of the best-selling books: Total Quality-Excellence through Organization-wide Transformation and (as Co-editor) of Restoring Values - Keys to Integrity, Ethical Behavior and Good Governance. Mr. Wakhlu has also served on the Boards of the Indian Institute of Corporate Affairs and is currently on the Global Advisory Council and the Board of the American Society for Quality (ASQ).

Recently, we had an insightful conversation with Mr. Wakhlu who is currently the resident director of Tata Services and has spent over 3 decades working with Tata's. As part of his work responsibilities, he advises C-suite executives of Tata Group of companies on policy and regulatory compliance, global business opportunities, brand promotion, sustainability and management by ethics. In our talk, Mr. Wakhlu identified four (04) pillars that define the correct balance of business, with society and the environment. In his words, 'if Business is aligned with the conscience of its leaders, their ideas and thoughts can create positive outcomes'. The conversation allowed us to tap the mind of an expert in CSR and understand the paradigm shift in the CSR industry in India.

❖ Tell us about your mentor, sponsor, friend who influenced your journey in Tata's

The early part of my management career was spent in Tata steel. There I had a great opportunity to work under Dr. Jamshed Irani, the Managing Director of Tata Steel, who was my boss, sponsor and mentor. He had amazing business acumen. Though Tata steel was a huge, monopolistic company then, he decided to revamp the company to make it more customer-centric, more market driven with a greater focus on delivering higher product quality. A small team of change agents under my charge was created to stimulate the change, and I had to work extensively with all the departments to initiate change. Dr. Irani provided exemplary leadership, and the rest is history. **The JN TATA business excellence model** that we pioneered in Tata Steel, ultimately help created the framework for the TBEM which used the Baldrige Award for further refinement. TBEM has now been adapted in all other Tata companies as well.

Another event that shaped my trajectory within the Tatas occurred in 1999, when I was instrumental in creating the first E-commerce Company, 'metaljunction.com'. As a founder director, it was milestone since I proposed that it be a joint Venture between two competitor companies - both steel giants, namely Tata Steel and SAIL. After the formal proposal sharing between Dr. Irani and Mr. Arvind Pandey of SAIL, a team comprising Ms. AartiLunia who was

then working as a General manager in SAIL, and I became partner and helped get this venture off the ground. Today the company is a leading and profitable e-commerce company which has diversified into a number of other areas related to the auctioning of scrap, coal, spectrum, steel etc.

❖ On the Tata website, it says that "as the President of Tata Inc, Wakhlu transformed the sixty-two year company, into a value-creating, profitable enterprise that offered steel solutions to Tata Steel's key North American customers". How did you do that?

This was when I was the President of Tata Inc. based in New York. The whole model was to help the customers in a foreign country buying Steel from Tata Steel India. My team and I worked extensively for the benefit of our customers by helping them at myriad levels. We provided them a robust supply chain in steel procurement, helped them make better financial deals and the like. The underlying point behind all the efforts was to make it more profitable for potential and existing customers to do business with TATAs.

We also took the risk of building an inventory of our goods by sourcing goods from other steel mills, that complied with stringent TATA quality assurance practices. Making this material readily available for our clients, also helped them become more competitive. Our Board, Chaired by **Mr. Ratan Tata** demonstrated faith and support in this

initiative and endorsed our view that keeping the customers' value-benefits as a top priority was sound business. I also helped improve the visibility of the Tata brand in North America, reaching out to businesses, Congressmen, Senators, policy think-tanks, as well as members of the media and academia. As a result, there was a heightened awareness, and appreciation of the Tata Group's commitment to ethics in business, and to corporate citizenship. The management learning here is that the only way you can grow exponentially in business is when the well-being of all stakeholders is assured.

❖ **The example of Jamshedpur is commonly used when quoting the exemplary CSR initiatives of TATA ... What are the others of this scale that we should know of?**

The Tata journey in Eastern India started from a scratch in Jamshedpur because that was where the Group found the rich iron ore and other resources in close proximity to a reliable water-source. Yet the place was a wilderness with no social or structural infrastructure. Jamshet ji Tata understood that investments would also have to be made to make the place not just suitable for a steel plant but for people as well.

Similarly 'Mithapur' was created for Tata Chemicals in Gujarat and the satellite towns of 'Pimpri' and 'Chinchwad' in Pune, were developed alongside Tata Motors. In Pune, Tata Motors jointly with the MIDC have built a reliable ecosystem in the Pimpri-Chinchwad region, where small and large vendors have set up shop and benefit from the focused infrastructure development.

Likewise, look at the more recent example of TCS; IT assets have traditionally been set up in urban areas, but this is changing. Now even rural areas are being included in creating facilities. Besides, TCS is also encouraging its employees for volunteering to help the under-privileged. Under the guidance of Mr. Chandrasekaran, the MD & CEO of TCS, the company has also have actively supported healthy life-styles and marathons across world, and helped in promoting digital literacy.

It is easy to see that good ideas and intentions always create wholesome outcomes irrespective of the setup. Tata Sons Limited, which is the holding company of the Tata Group and holds the bulk of shareholding in these companies, is owned to the extent of about 66%, by philanthropic trusts, endowed by members of the Tata family, such as the Sir Dorabji Tata Trust, the Sir Ratan Tata Trust etc. These trusts have been giving out large sums of

money for worthy causes and for creating the capacity so essential for all-round development. The Indian institute of science in Bengaluru, was created entirely with the funds contributed by the Tata Trusts. In the same way, TIFR, TISS, the National Centre for the Performing arts, the Tata Cancer hospital, as well as the TATA hall in Harvard University, are the result of the Trusts giving financial support. Over 100 years, through various scholarships and livelihood empowering programs, the Tata's have been giving back to the society.

❖ **We have witnessed a lot of development in the domain of CSR in India. What changes would you recommend in government policies in India to help companies catch up with global essence of CSR?**

Business depends on life. If business has to create lasting value, do you think it should go against life? We cannot make choices for the short-term or for convenience, that we know will boomerang on us later. Collective wrong choices that we make as managers will have collective, adverse impacts on everybody. We are altering our environment, and making it more toxic - thereby making even human life difficult. We have to question this.

Every company even before it goes on to spending 2% of its net profits as per Section 135 of the 2013 Company's Act, should make sure that it FIRST adheres to the spirit of the National Voluntary Guidelines for the Social, Environmental and Economic Responsibilities of Business. This will ensure that their effort at augmenting the well-being of society through the spending of money, is aligned with life, and doesn't look superfluous. Fundamentally, Business must focus on the four converging pillars of sustainability and then alone think of spending 2% of their profit for augmented benefits. These four pillars are:

1. Spiritual wellbeing of all people (employees, vendors, communities etc.)
2. Environment sustainability
3. Social justice and
4. Creating economic value for all stakeholders, not just shareholders

Any responsible business must take care of these four pillars and be led by leaders with a vision and conscience. Only then will the essence of CSR come forth, and business will truly be life-affirming and would make sense! ■

Innovation in CSR delivery

Winners of the 13th FICCI Award for Exemplary Innovation promoting CSR - **The Associated Cement Companies Limited (Thondebhavi Cement Works)** is today India's most recognized name in cement and concrete. ACC has a firm commitment to create larger societal value and has strived to engage with development initiatives with host communities around its operations.

ACC actively assists these communities in identifying, prioritizing and meeting their developmental aspirations. During the past two years ACC's Thondebhavi plant CSR Team has innovated and been successful in strengthening the participatory community self-reliance engagement with the community by way of finely structuring and redefining it. A three tier structure for participatory engagement has been developed which is detailed as below:

The genesis of the three tier approach

When Thondebhavi Cement was planning their CSR initiatives with the community, they experienced that the community was not only ignorant of such interventions but also looked very impertinent to get involved in the project. No cooperation was received from the community nor the local authorities who looked indifferent to extend their patronage to the initiative. They were suspicious of a cement manufacturing company to organize development rescue of the community in an organized manner. Thus the



ACC team started their work with the following challenges:-

- ❖ Pressure from the village elite, local bodies, local leaders for donations, support for temple, mosque, and community programs.
- ❖ Request for donations of cement for construction of temple, houses and community hall etc.
- ❖ Donation request for food arrangements, tent arrangements and Orchestra arrangements in the community program.
- ❖ Request for construction of school room, rally support etc.
- ❖ Challenges in the selection of beneficiaries for e.g. if a plan to select 10 youth for mobile repair training then there will be unwanted arguments with the team and undue pressure to select more and favorable candidates.
- ❖ Village community was totally un-aware on CSR.
- ❖ No Local bodies & authorities patronage.

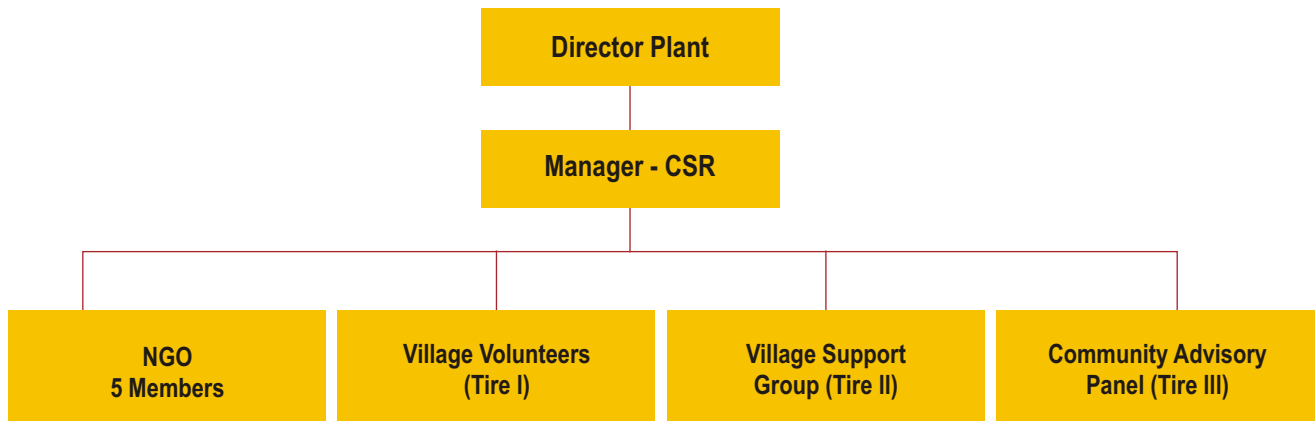
Recognizing this, CSR team decided to involve the people in CSR and change the process rather than the product. Team developed a system following objectives and a 3 tier process through which people themselves are given the authority select the beneficiaries, plan and execute the program with NGO partners.

Objectives

- ❖ Increase community stake in project development and implementations to bring more transparency in CSR especially selection of the beneficiaries and in target settings.
- ❖ Transfer ownership to the community stake holders.
- ❖ Increase community interaction with the plant stake holders, NGO partners.
- ❖ Jotting down the success and challenges and develop a manual to replicate for the benefits of the large business community.

THE THREE TIER SYSTEM:

CSR Department Structure



Tier I - A Village Volunteer (VV) was identified at each village to be the Brand Ambassador of the company in the village. The VV uniquely and invariably signified following qualities - progressive in nature, well connected and having good relation with all sections in the community, having some degree of understanding of development needs and issues of the village. The VV was given the duty to work with the NGO partner and report weekly to the NGO partners'.

Roles and responsibilities of VV:

- ❖ S/he helps in mobilizing community members.
- ❖ Data collection and keeping village data.
- ❖ Maintaining records.
- ❖ Beneficiary identification with tire II level approvals supports the implementation of the project.
- ❖ Hold monthly meeting with Tier II level.
- ❖ Help company to identify the critical issues of the community and report to the company.
- ❖ Prepare beneficiaries portfolio and submit to NGO.

Tier II - A Village Support Group (VSG) is a Village Level structure consists of 5 representative members of the village community. The members of this group are generally the unbiased type of leaders and change every year.

Roles and responsibility:

- ❖ Finalization of village development plan by prioritizing the needs.
- ❖ Approve the beneficiaries list.
- ❖ Do not approve the donation request.
- ❖ Attend monitoring meetings.
- ❖ Attend meetings and development related programs.
- ❖ Screen interim emerging needs request amicably.
- ❖ Promote better friendly atmosphere for project execution.
- ❖ Attend CSR programs and attend monthly meetings.
- ❖ Go for educational/ exposure visits to understand the development work.

Tier III - A Community Advisory Panel (CAP) acts as a platform for the community, local administration, NGOs and other opinion leaders to come together and shape the CSR interventions at the plant locations. The CAP consists of about 15 -20 members with necessary representation from the VSGs. These panels have proven to be valuable in presenting stakeholder views, review the progress of community projects, obtain timely feedback from stakeholders, and ensuring appropriate delivery of plan

initiatives in a participatory method. CAP members change every years.

Roles and responsibility:

- ❖ Facilitation in backward and forward linkages for micro entrepreneurs.
- ❖ Facilitation in Government Schemes convergence.
- ❖ Guidance in Implementation and in raising leverage.
- ❖ Endorse the CSR development annual plan.
- ❖ Attend reviews meetings and audits.

This form of community engagement approach has brought positive changes at Thondebhavi CSR delivery.

- ✓ It has helped in creating an enabling atmosphere.
- ✓ No complaints have been received about selection of beneficiaries in past two years.
- ✓ Participation and accountability has increased from less to substantial.
- ✓ Better confidence of community gained, that has brought proactive support from community during business disruption activities.
- ✓ It has helped in better leverage and support of local administration and local leaders.
- ✓ No donations demand from the community for organizing temples or community activities.
- ✓ Linkages with the government department have been increased. ■



A journey of change

Feature Company: Vodafone

It's not been long, since the discussions around sustainability and sustainable development shifted from the margins to the mainstream. However, at **Vodafone**, 'doing the right thing' has always been at the center of our business strategy. Strongly believing that business can't succeed in a society that fails, we started our sustainability journey in 2007. In last seven years, through several initiatives, we have successfully contributed to the Great India Story, changing the lives of millions of people.

With a variety of ways to communicate with the touch of a finger, mobiles have become so ubiquitous. However, few years ago, the basic functionality of mobile phones was limited to just receiving and making calls and sending and receiving messages. As our long-term commitment to India, we have been providing innovative, customer friendly and reliable products and services by continuously differentiating itself with a strong brand, best quality network, unique distribution and great customer service. Today, over 160 million customers around the country rely on Vodafone to take care of their consistently evolving

communications needs. Our network allows them to make and take phone calls, text, share images and videos, listen to the radio, stay connected with family and friends, manage work remotely and do much more as per their interest and convenience.

With great power comes great responsibility - around three-quarters of the world's population now has access to a mobile phone, taking the mobile revolution to a whole new level. With 893 million wireless subscribers (January 2014) and 116 million smartphone users (2014), India has reached a healthy tele-density of 72.18. This provides an ideal opportunity to further leverage the potential and power of the mobile platform to address the information and developmental needs of the communities - in both rural and urban areas. Rapidly bridging the digital divide, mobiles today are considered an effective tool creating opportunities to enhance social and economic development. From providing basic health information to enabling financial inclusion, from helping SMEs to improve efficiency to servicing educational needs of students, the opportunities are endless.



Historically, sustainability has remained in the background but with changing times has found its place right at the centre of developing business policies. For us at Vodafone, sustainability has been an on-going journey, an integral part of our mission and strategy, shaping the way we conduct our business. Emerging from the core philosophy "Good for society, Good for business", it requires us to put people before profits. 'Vodafone Cares', our sustainability platform defines and integrates all the good that we do for the society.

It firmly rests on three pillars - Education, Environment and Empowerment - that streamline our projects and initiatives. We are proud of what we have accomplished so far in our journey, in terms of Empowering communities through initiatives like M-Pesa (financial inclusion), Project Drishti (employment opportunities for visually impaired) and Angel stores (retails stores completely run and managed by women)), customers, employees and suppliers; by Educating people about crucial subjects like Health, Safety and Well-being (HSW) and electromagnetic fields (EMF); and by taking care of our Environment with our commitment towards green telecom and project ReSolve (waste recycling).

We believe that mobile technology has the power to catalyse social transformation by empowering communities and individuals, facilitating a sustainable future for all.

Through the Vodafone Foundation, we enable people and use technology to address some of India's most pressing challenges relating to education, health, equality and access. We also recognise and support emerging mobile solutions with transformational impact on the society through Mobile for Good awards, a flagship initiative of the Vodafone Foundation in India. Since its inception, these awards have supported 13 social organisations through crucial funding and mentorship in areas of m-health, m-education, m-governance and m-business. Taking these awards a notch higher, in its fourth edition, we will offer a prize fund of INR 6,000,000 to five best practice NGOs/NPOs, using mobile applications in five diverse categories.

We have many firsts when it comes to the area of sustainability. We were the first telecom company in India to voluntarily publish Sustainability Report - Footprints and since 2010, and have been consistently reporting on our corporate responsibility and sustainability performance every year, successively building on transparency and coverage of issues.

As a conscientious corporate citizen, we remain committed to contribute to society by supporting and enabling social and economic development of local communities in India by acting in a sustainable manner. ■



Showcase Stories

❖ A GIGGLES WELFARE ORGANIZATION

A Giggles Welfare Organisation", community based Non Profit, Non-Government Organization, was established in 2007 and is registered in Delhi under Societies Registration Act 1860.



"A Giggles Welfare Organisation" under its division "India Rehab Center" is involved in the Rehabilitation of Physically and Mentally underprivileged children since 2012. The Rehabilitation center is staffed with competent employees and visiting experts who are all

certified in their respective areas/fields by the Rehabilitation Council of India. Some visiting staff is also available on call as consultants who are required for associated areas like Occupational Therapy, Physiotherapy, Neurodevelopment Therapy, Sensory Integration Therapy, Speech Therapy etc. In addition to the above, Vocational Training is also imparted to these children. These activities comprise of: a) Computer literacy Program b) Candle Making c) Envelope Making d) Paper Handicraft e) English Speaking & Personality Development.

The project has been so impactful that it received special sponsorship from IDBI Bank in 2013.

For Details ; www.wagwo.org



❖ PVR NEST

"If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you."

- Steve Jobs, Co Founder, Apple Inc.

At PVR Nest the vision of "Educating, Empowering and Entertaining" has been a driving force in the belief that one can truly help the society if responsible partners come together and work for a greater common goal. Over the last eight years, PVR Nest has established sustained and focused community initiatives of education, learning, integrating and supporting over 500 community children and youth through healthcare, daily nutrition, rehabilitation and creating employability.

The foundation which was set up much ahead of the directives by company law, firmly believes that the early formative years of a child is the best time to make them holistically aware of their surroundings and the society. There are immense challenges faced that impact the all-round growth of a child, either at home, school or the society at large. The Indian education system that boasts of numbers and marks seems to be overpowered by the draconian concepts of commercialization and privatization. PVR Nest aims to support this system by adopting creative mediums to reach out to the children of the country that are presently overpowered by the dos and the don'ts of the educational system which lead to restricting their thought processes beyond textbooks. The need of the hour is to support them with innovative mediums that will capture their attention.





As Albert Einstein once said; "Creativity is contagious, pass it on." Liberating and Empowering experiential forms of learning like puppetry, films, theater, cinema and art are not only fantastic engaging mediums of learning but also provide for the children a model and program that fuels them with imagination, that is undoubtedly a key to new ideas. In line with this, PVR Nest's program called CineArt aims at pure social integration where every year around 200,000 children from diverse backgrounds are brought together. The creative issue centric 'film education project' and its product short films made by the children are a testament to the keen interest of the youth to bring about a change in society.

This non authoritarian medium aligns them creatively and gives them enough space to come out in the open with informal discussions, fun activities and definitely no fear of being ranked. Touching issues from nature, water, health, road safety to change and leadership, PVR Nest brings to these children diversity in learning and their enthusiasm, insights and subjective views are inspiring.

PVR Nest caters to the necessitous children around ten PVR centres in Delhi & NCR with over 500 children and focuses on transforming their lives through educational, social and

cultural engagement. This is achieved by mainstreaming them through the process of schooling, rehabilitation, family integration and by providing these children employment opportunities through soft skill training. Further, the foundation works on the complete development and growth of these children, by providing health care, immunization and mid meals thus by giving them a healthy future through a partnership model. This program called Childscapes, is set to grow manifolds where we plan to extend to 18 cinema centers in and around Delhi/ NCR and to over 2000 children. ■

IMPACT OF CINEART INITIATIVE:

"The CineArt initiative has reached out to over 300,000 children and 500 Delhi NCR schools till date and has seen a major behavioral shift in the children as they gear up for a bigger, better and brighter future. We are pleased that children are talking leadership and creating their own school centers, working with authorities and to take forward the message of sustainability."

**-Deepa Menon, Vice President,
CSR and Corporate Communications, PVR Ltd**



VISION 2020: The Right to Sight - India is a national forum for eliminating avoidable blindness by year 2020. It is a key driver of the World Health Organisation (WHO) and International Agency for the Prevention of Blindness (IAPB) joint global initiative for eliminating avoidable blindness. For more details, please visit: www.vision2020india.org

* Before you implement Section-135

- ❖ Ensure that CSR projects or programmes that feature in their CSR policy are not undertaken in pursuance of normal course of business and contribute to their profit.
- ❖ Ensure Efficient and transparent monitoring mechanisms to track the flow of funds across the chain of implementation.
- ❖ Calculate Net Profits - As per Section 198- The calculation of net profits that determine the amount to be spent by companies under the ambit is to be done as per the requirements of Section 198 of the Act, as opposed to the concept of Profit-Before-Tax that was brought about in the interim draft rules.
- ❖ Spend 5 % on Building Capacity- Companies may build CSR capacities of their own personnel as well as those of their Implementing agencies through Institutions with established track records of at least three financial years but such expenditure shall not exceed five percent. of total CSR expenditure of the company in one financial year
- ❖ CSR rules should be interpreted liberally, says government so as to capture the essence of the subjects enumerated" in the norms
- ❖ The results of CSR initiatives should be disclosed publicly with their Annual Reports in April 2015.

More developments, clarifications and commentary on the successes and loopholes will follow as companies begin to adhere to a one-of-a-kind legislation that aims to bring smiles to the scores of underprivileged across the country.

Pointers for identifying Implementation partner for your CSR project:

Not many social organizations (NGOs) are able to make an impact on social progress as much as they can, due to many factors such as Ad hocism plan of working , Lack of professional staff, Low visibility, poor management skills, Limited funds available, Lack of interaction with stakeholders and beneficiaries, transparency about performance, finances etc. The relationship between corporates and NGOs is dynamic and has evolved over time.

To begin with identifying Implementation partner for your CSR project, zero on the cause you would like to support. Choose the ones working on the cause in the proximity of your project site. For finally shortlisting the partner, you can consult the following guide:

- I. The organization should be registered as a trust or society or section 25 company. It should comply with the provisions of the relevant laws and should be functioning for a minimum of 3 years from the date of registration. It should have a confirmable address.
- II. The aim and drive of the organization should be clearly stated and be reflected in the undertakings.
- III. The organization has attained recognition under 12A of the Income tax act (80G of the Income tax is preferable)
- IV. Visit to the projects executed and interaction with the stakeholders of the organization such as staff, trustees, donors and beneficiaries.
- V. Declaration of pending legal disputes
- VI. The organization periodically reviews and communicates the progress of their programmes through reports which essentially should cover the description of the main activities, review of the progress, funding details, survey reports etc.

The organization should be ready to submit an affidavit by authorized signatory attesting to the authenticity of information given

Key Pointers for NGOs

- ❖ Being realistic about partnerships: 'authentic', mutual beneficial partnership always go long way
- ❖ Developing consistency in practice related to the partnership relationship by developing a more systematic approach to 'good practice' in accountability, transparency and governance.
- ❖ Strengthening Communication: systematic, structured consultation should be strengthened and consolidated, given that regular dialogue is a key strength of the partnership model. ■

Glimpses of Centre



The poster features a central globe with a textured, greenish-grey surface. Surrounding the globe is a dense border of numerous colorful hands in various shades including red, orange, yellow, green, blue, and purple, all reaching upwards. The hands are arranged in a way that they appear to be holding or supporting the globe.

FICCI
FICCI – ADITYA BIRLA
CSR Centre For Excellence



Conference on
Mobilising Impact through CSR

Date: August 29, 2014
Venue: FICCI Federation House, New Delhi

Shared Value Partner



CSR Research

FICCI Aditya Birla CSR Centre for Excellence and 4th wheel have co-authored the book 'Shaping India's Development Story ... CSR ideology and investment'.



In the book, 70 company applications received in the last three years (2010-12) for the prestigious FICCI CSR awards have been analyzed, to put forward representative data on the trends of CSR execution in India. The publication focuses on popular

theories on business responsibilities, ethics and social investments, highlights current trends on CSR execution and ideology and concludes with outlining mechanisms to make the most of the CSR investments.

We are happy to share that our book 'Shaping India's development ... CSR ideology and investment' has also been included in the Harvard Business School Library.

Handbook on CSR for Corporates & NPOs", jointly published by FICCI Aditya Birla CSR Centre for Excellence and **Credibility alliance** is an effort to compile the various legal issues pertaining to CSR in India. This handbook will help the corporates, foundations, other NPOs, consultants, auditors etc. in understand the various governance and legal issues for promoting effective CSR implementation.



CSR Made Easy is a joint initiative of Credibility Alliance, CPA & FICCI-Aditya Birla CSR Centre for Excellence. The book covers various FAQs related to Clause 135 : CSR of Companies Act, 2013 in India ■



Quotes to Motivate

"Firms should create CSR strategies in sync with their corporate character'. Businesses operate in a social, cultural and regulatory context, a lot of which is not directly in the value chain. If that is the context in which a business operates it is absolutely important for business to have a CSR strategy."¹

-V Kasturi Rangan

Co-chairman of the Harvard's Social Enterprise Initiative

"Financial inclusion is about (a) the broadening of financial services to those people who do not have access to financial services sector; (b) the deepening of financial services for people who have minimal financial services; and (c) greater financial literacy and consumer protection so that those who are offered the products can make appropriate choices. The imperative for financial inclusion is both a moral one as well as one based on economic efficiency. Should we not give everyone that is capable the tools and resources to better themselves, and in doing so, better the country?"²

- Dr Raghuram Rajan

Governor of the Reserve Bank of India

¹ http://economictimes.indiatimes.com/articleshow/36824022.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

² <http://forbesindia.com/blog/the-good-company/financial-inclusion-and-csr/#ixzz36NZRb69q>

Did you know?

Lotus Greens has launched a Green Application- in the form of an online calculator that can track and measure your carbon footprint and suggest ways to reduce it. A carbon footprint is the measurement of carbon dioxide that we put into the atmosphere while going about our daily routine. The carbon calculator can be accessed online at www.lotusgreenability.com.

Steel, retail, cement firms better at CSR than tech companies: IIMB report - IT companies lag behind steel, retail and cement sectors in Corporate Social Responsibility (CSR) spending. Sourav Mukherji, Associate Professor, Indian Institute of Management-Bangalore (IIM-B), said: "Currently, non-IT companies are spending more than two per cent of net profits on CSR but IT firms spend just 0.3-1.5 per cent."

<http://www.thehindubusinessline.com/companies/steel-retail-cement-firms-better-at-csr-than-tech-companies-iimb-report/article6008453.ece>

Corporate Social Responsibility Can Improve Job Performance for Frontline Employees - New research in the May 2014 issue of the American Marketing Association's Journal of Marketing shows that employee engagement in CSR activities such as environmental initiatives, charitable giving, and ethical business practices, can improve job performance. More than 200 employees at a Global 500

financial services company took part in the study, which matched employee surveys with supervisor ratings of job performance. The study is authored by Daniel Korschun of Drexel University, CB Bhattacharya of the ESMT European School of Management and Technology, and Scott D. Swain of Clemson University.

<https://www.ama.org/publications/JournalofMarketing/Pages/pr-jm-11-0245.aspx>

New Levi's Production Process Uses 100% Recycled Water- Levi Strauss has developed an industry-first process for using 100% recycled water in part of the production of its jeans.

http://www.sustainablebrands.com/news_and_views/products_design/mike_hower/new_levi%E2%80%99s_jeans_production_process_uses_100_recycled_water

Government, IIT-Bombay launch solar project to reduce kerosene subsidy

NEW DELHI: The government has joined hands with IIT Bombay to implement cost-effective solar powered lighting solutions for rural population that will help save 36 million litres of kerosene and slash the subsidy bill on the polluting fuel by about Rs 30,000 crore a year.

http://articles.economictimes.indiatimes.com/2014-05-13/news/49820951_1_kerosene-subsidy-lamps-oil-ministry ■

India village claims a first - 100% solar, storage micro-grid

A small Indian village in the northeast of the country, with the help of Greenpeace, is now meeting all of its own energy requirements with solar, after 30 years of apparent neglect from the government.

Dharnai village in the state of Bihar, one of India's poorest states, now sources its power from a solar micro-grid. Bihar currently has at least 19,000 other villages, or 82 per cent of the population, which do not receive reliable power from the traditional grid-based system and still lack access to electricity.

This village, which is 100 per cent solar powered, is a first for India. Greenpeace says it required a heterogeneous village for this project where agriculture was the main occupation also with basic social infrastructure like school, healthcare facility, ananganwadi (communal childcare centre), a commercial zone and around 400 households.

Reliable electricity in the evening has improved educational opportunities for village children, and brought the safety of street lighting. A dependable power supply has boosted the local economy, and brought a welcome improvement to the social life of the villagers.

Dharnai is just the beginning, says Greenpeace: India has 80,000 more villages that need solar micro-grids.

<http://reneweconomy.com.au/2014/india-village-claims-a-first-100-solar-storage-micro-grid-81573>

Pace with Latest News

Government provides clarity on CSR activities under Companies Act

NEW DELHI: Providing more clarity on social welfare spending norms for corporates, the government has said that "one off events" such as marathons and sponsorships of television programmes would not be considered towards CSR expense.

FOR THE COPY: Please write to CSRCFE@FICCI.COM

http://economictimes.indiatimes.com/articleshow/36833434.cms?intenttarget=no&utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Slum redevelopment a CSR activity: Ministry of corporate affairs

MUMBAI: Slum-redevelopment, road safety awareness and consumer protection services will be treated as Corporate Social Responsibility (CSR) activities, according to clarifications issued by the ministry of corporate affairs in response to queries from stakeholders.

<http://www.samachar.com/Slum-redevelopment-a-CSR-activity-Ministry-of-corporate-affairs-ogoaMuffdde.html>

No jobs for smokers in Rajasthan power companies

JAIPUR: In a major blow to cigarette smokers in Rajasthan, the state government-owned electricity companies have decided not to offer jobs to people who either smoke cigarettes or chew tobacco products. "A directive in this regard is expected to be issued soon," a source in the state energy department told IANS.

<http://timesofindia.indiatimes.com/india/No-jobs-for-smokers-in-Rajasthan-power-companies/articleshow/35477219.cms>

Incorrect information in company filings to attract strict action: Ministry of Corporate Affairs

NEW DELHI: To curb instances of companies submitting misleading information in their filings, the government has said that strict action will be initiated against professionals who certify such submission. Registered chartered accountants, cost accountants and company secretaries have been allowed by the Ministry of Corporate Affairs (MCA) to authenticate the documents filed with it in the electronic mode. The new Companies Act, wherein most of the provisions have come into effect from ..

http://economictimes.indiatimes.com/articleshow/34963528.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

EWS housing, rural development to qualify for CSR norms

New Delhi, Promising a liberal regime for the newly-implemented Corporate Social Responsibility law, the government has allowed the companies to include housing for Economically Weaker Sections (EWS) under their CSR programmes. Besides, slum re-development projects will also be covered under "measures for reducing inequalities faced by socially and economically backward groups", which is a permitted CSR activity under the new rules.

http://www.ptinews.com/news/4856226_EWS-housing-rural-development-to-qualify-for-CSR-norms-.html

No bar on foreign firms incorporating India subsidiary: MCA

NEW DELHI: Seeking to allay concerns of foreign companies with regard to the new Companies Act, the government has said there would be no compulsion for them to register an Indian subsidiary only as a public company. The clarification has been issued by the Ministry of Corporate Affairs following various representations made to it seeking clarity about the status of subsidiaries already incorporated or to be incorporated by companies incorporated outside India.

http://articles.economictimes.indiatimes.com/2014-06-26/news/50884694_1_subsidaries-companies-act-corporate-affairs-ministry

Government to modify social welfare spending norms of PSUs

NEW DELHI: Public sector companies will soon have to follow the social welfare spending norms as prescribed under the new companies law that will replace existing guidelines in this regard. At present, Corporate Social Responsibility (CSR) spending by central public sector undertakings is based on guidelines issued by the Department of Public Enterprises (DPE)

http://articles.economictimes.indiatimes.com/2014-06-22/news/50772364_1_csr-rules-csr-norms-csr-works

Government gives more time for companies to set up audit committee

NEW DELHI: Making another relaxation, the government has provided more time till March 2015 for corporates to set up audit, nomination and remuneration committees as mandated under the new companies law. The Corporate Affairs Ministry has given additional time for compliance following suggestions from various stakeholders.

http://articles.economictimes.indiatimes.com/2014-06-12/news/50536393_1_audit-committee-new-companies-act-ministry

Government provides clarity on independent directors' tenure

NEW DELHI: Easing norms, the government has said an independent director's previous tenure would not be counted towards the ten-year period limit, as mandated under the new companies law, provided that the individual is appointed afresh before March 2015.

http://articles.economictimes.indiatimes.com/2014-06-10/news/50478528_1_independent-director-companies-act-new-companies-law

Government provides clarity on fund raising norms for companies

NEW DELHI: Companies planning to raise funds by way of non-convertible debentures should get the proposal approved by shareholders through a special resolution within six months, according to the government. In this regard, the Corporate Affairs Ministry has amended the Companies (Prospectus and Allotment of Securities) Rules.

http://economictimes.indiatimes.com/articleshow/37579961.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Government ushers in strict cost audit norms for companies in public-facing businesses

NEW DELHI: In a move expected to check unfair trade practices, companies engaged in public-facing businesses like healthcare, education and construction will now have to follow a strict audit regime for their expenses as well as the cost of products and services provided by them. The new cost audit rules would also apply to a range of other businesses such as drugs and pharma, medical devices, telecom services, power, roads and infrastructure, sugar, fertilisers, petro products,

http://economictimes.indiatimes.com/articleshow/37575056.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Govt Ushers In Strict Cost Audit Norms

NEW DELHI | In a move expected to check unfair trade practices, companies engaged in public-facing businesses

like healthcare, education and construction will now have to follow a strict audit regime for their expenses as well as the cost of products and services provided by them. The new cost audit rules would also apply to a range of other businesses such as drugs and pharma, medical devices, telecom services, power, roads and infrastructure, sugar, fertilisers, petro products, defence products and services, railways, aeronautical services, steel, edible oil, metals and minerals, as also multi-product or multi-service companies.

<http://www.outlookindia.com/news/article/Govt-Ushers-In-Strict-Cost-Audit-Norms/847463>

Coal India to recruit 120 officers for CSR initiatives

Coal India, the world's biggest coal miner, has decided to raise a new cadre of officers who will oversee the company's corporate social responsibility (CSR) initiatives. Top executives at the state-run miner told ET that its board had at its last meeting cleared the proposal to recruit about 120 officers in the CSR cadre this year. This is the first time that such a large team is being organised for CSR activities in any private or public sector company in India.

http://articles.economictimes.indiatimes.com/2014-03-24/news/48524091_1_csr-initiatives-csr-funds-csr-projects

Sebi issues detailed corporate governance norms

Sebi has come out with detailed corporate governance norms for listed companies providing for stricter disclosures and protection of investor rights, including equitable treatment for minority and foreign shareholders. The new rules, which would be effective from October 1, 2014 require companies to get shareholders' approval for related party transactions, establish whistle blower mechanism, elaborate disclosures on pay packages and have at least a woman director on their boards. Sebi's norms issued today are aligned with the new Companies Act and is aimed to encourage companies to "adopt best practices on corporate governance".

<http://businesstoday.intoday.in/story/sebi-issues-detailed-corporate-governance-norms/1/205313.html>

Exclude tobacco companies from CSR regime, PIL in Madras high court pleads

Cigarette, beedi and kattha manufacturers should be kept out of the corporate social responsibility (CSR) initiatives, as it would help them promote their brands and earn good will, they should instead be asked to pay their CSR contributions directly to state and central governments for welfare schemes, a PIL filed in Madras high court has said.

<http://timesofindia.indiatimes.com/business/india-business/Exclude-tobacco-companies-from-CSR-regime-PIL-in-Madras-high-court-pleads/articleshow/33401212.cms> ■



**Corporate Social
Responsibility Award**
2013-2014

FICCI Corporate Social Responsibility Award', which until 2012 was known as 'Businessworld FICCI Corporate Social Responsibility Award' was instituted in 1999. This award aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. The award recognises efforts of the companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy. Over the years, a number of companies including ITC Limited, Mahindra & Mahindra, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement, etc. have been recognised for their exemplary work in the area of CSR.



Assessment Partners



We are delighted to win the award. The Jury was outstanding and the award evaluation helped us internally to re-evaluate our field workers" - **P.Elango, CEO, Cairn India.**

"There are number of awards in the market but this is an extremely important award because of its robust and and transparent assessment process" - **Sonal Desai, General Manager CSR, Hindustan Petroleum Corporation Limited**

'The FICCI Corporate Social Responsibility Award' has the following three categories:

Category I-	CSR Award for
	a. Public Sector Companies (PSUs)
	b. Private Sector Companies with INR 3001 Crores per annum and above
	c. Private Sector Companies with turnover between 201 Crores - 3000 Crores per annum
Category II-	CSR Award for Small and Medium Enterprises (SMEs) with turnover Upto 200 Crores per annum
Category III-	Award for Exemplary Innovation promoting CSR (irrespective of turnover of the Company)

Last Date: The duly filled-in application form along with the relevant documents and application fee must reach FICCI CSR on or before September 30, 2014. The application form can also be downloaded from the websites www.ficci.com and www.csrfce.org.

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