



# FICCI Aditya Birla CSR Centre for Excellence

FICCI Aditya Birla CSR Centre for Excellence Newsletter

Issue 6, July- December 2015

## Conference on "Mobilising Impact through CSR"

29th August, 2015 – New Delhi



The Chief Guest Shri Anurag Thakur, Member of Lok Sabha along with Padma Bhushan Smt. Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee along with esteemed guests, releasing the book, "Collaborative Approach for CSR project" at the Conference on Mobilizing Impact through CSR on 29th August, 2015 in New Delhi

## Latest Update

**Ministry of Corporate Affairs has issued General Circular no. 01/2015, dated 03.02.2015 regarding Constitution of a High Level Committee to suggest measures for improved monitoring of the implementation of Corporate Social Responsibility policies by the companies under Section 135 of the Companies Act, 2013.**

Undersigned has been directed to state that a High Level Committee has been constituted under the Chairmanship of Shri Anil Bajjal, Former Secretary, Govt. of India to suggest measures for monitoring the progress of implementation of Corporate Social Responsibility (CSR) policies by companies at their level and by the Government under the provisions of Section 135 of the Companies Act, 2013 and Rules thereunder. The composition of the High Level Committee is as under:

Sr.	Name	Role
i.	Shri Anil Bajjal, Former Secretary to Govt. of India	Chairperson
ii.	Prof. Deepak Nayyar, Professor (Emeritus), Jawaharlal Nehru University, New Delhi	Member
iii.	Shri Onkar S Kanwar, Chairman & Managing Director, Apollo Tyres Ltd.	Member
iv.	Shri Kiran Karnik, Former President-NASSCOMM, New Delhi	Member
v.	Secretary, Department of Public Enterprises (Represented by an officer not below the rank of Joint Secretary)	Member
vi.	Additional Secretary (*) Member-Ministry of Corporate Affairs	Member - Convener

(\*) Economic Adviser, MCA will discharge the responsibility in the absence of Additional Secretary, MCA.

For more details: write to [csrcfe@ficci.com](mailto:csrcfe@ficci.com)

## Editor's Note

Welcome to the 6<sup>th</sup> Edition of FICCI-Aditya Birla CSR Centre Newsletter, packed once again with a plethora of activities and initiatives that we at the centre have undertaken and participated in.

One of the key events from these 6 months has been the highly successful Mega CSR conference that we organized in the month of August. The conference brought together who's who of the CSR industry to discuss on challenges and means for marshalling progressive impact through CSR. The conference opened the doors of unrestricted interaction between the policy makers and captains from private sector and civil society

In its commitment to reach out, the centre has been able to strengthen its partnerships with the Embassy of the Republic of Korea in India, International Labour Organization, EIL, Vodafone India etc. As a thought leader, the centre represented its views and advocated for adoption of exemplary CSR practices in various national and international consultations. In a matter of 6 months, it has represented at various fora organized by organizations like World Bank, World Association For Small And Medium Enterprises, National trust, Vodafone, UNICEF, MART, Think media etc.

In this edition of newsletter we share with you the details of our successful programs such as Indo-Korea CSR Forum, Mega CSR conference on Mobilizing Impact through CSR, Roundtable on 'Taking a Strategic Approach to CSR in Education', conference on 'Organizing for Success on Corporate Responsibility: The Path to High Performance', Update about the 14th CSR Award, and our recent publications.

Also you would be delighted to know that we are covering our conversation with **Dr. Muhammad Musa**, CEO of CARE India, one of the top NGO working towards overcoming poverty and empowering women and highlighted endeavors by Mobile Crèches, Enactus Sri Ram College and Sandeshone-Country's First High Impact Innovative Projects Network

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.

Dr. K. K. Upadhyay



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# Mobilizing Impact through CSR



**F**ICCI Aditya Birla CSR Centre for Excellence brought together the Captains of the Indian industry, CSR thought leaders, Inclusive development experts, Social reformers, Policy makers, NGOs on August 29, 2014 at FICCI to discuss, share and understand the ways to "Mobilising Impact through CSR" to achieve inclusive social development. The discussion was supported by **Engineers India Limited (EIL), Vodafone India Limited, Embassy of the Republic of Korea in India and International Labour Organization (ILO)**.

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 valuably through their core business. It is often said that India is a country with many successful experiments that do not achieve scale. The need of the hour is to identify priority areas for collective action and mobilise the Impact through CSR. Intensive deliberations at the conference identified a new number of pathways to identify opportunities and strengthening impactful social development via CSR.

**Shri Anurag Thakur, Member of Lok Sabha** in his opening address said that it is time to move from Dialogue to Action. Speaking on the theme of the conference, Shri Thakur suggested that the Industry should pick an issue to work intently to create impact. He also shared his concern about unemployment amongst the educated youth and invited the industry to come forward to revamp the education to create more job opportunities. He suggested incorporating the best

practices from China and Germany where MSME sector help students in imparting specific skills and then employing them later.

**Padma Bhushan Smt. Rajashree Birla, Chairperson, FICCI CSR and Community Development Committee** gave brief account of the initiatives of Aditya Birla Group. In the context of CSR, She suggested that there is a need for partnerships with NGOs from specialized arenas and with the government. This 'triple party partnership model' will ultimately texture the social

development programs for maximum impact, performance management and accountability.

**Mr. Rohit Adya, Director, External Affairs Vodafone India Ltd** gave brief account of how Mobile Telephony is - Connecting, Communicating & Empowering India and shared how Vodafone is using telecom services for socio-economic development and empowerment of women for Financial Inclusion.

Reflecting from her long professional experience, **Ms. Tine Staermose, Director ILO** said that Trade and labor unions are marching towards organizations to demand their commitment to welfare of the society. Therefore it is imperative that enterprises need to adopt effective credible solutions to the challenges of reconciling competitive pressures and social concerns in order to be sustainable.





**H. E. Ambassador of the Republic of Korea in India**, paid rich tributes to FICCI for being on the fore front for sensitizing business on CSR. He said Korean embassy is proud to be equal

The Conference was spread across three major discussion agendas. Each agenda was discussed by panel of experts.

First discussion was on, "How to co-create with stakeholders to address social and economic gaps". Dr. N. Chandramohan, former senior editor The Hindu, The Times of India, The Economic Times, chaired this session.

The esteemed panelist of this discussion were, **Anil Sinha**, Regional Head, South Asia Advisory Services, IFC, **Dr. Mirai Chatterjee**, Director, SEWA Social Security, **Madhu Sirohi**, Head Foundation, Vodafone India Limited, **Ivanka Mamic**, Technical Officer on Multinational Enterprises and Social Policy, ILO.

#### Prominent dialogs discussed here were:

- Globally CSR has become a trend as companies are being pushed by the stakeholders, buyers to act responsibly; thus whether or not Indian CSR law was going to come about, it has become an imperative of the business to imbibe it in operations.
- This is an opportunity that one can use to their advantage.
- With talks of stakeholder engagement through CSR, one must revive the concept of trusteeship which means to show solidarity, empathy with our fellow citizens.
- If the company act 2013 has to achieve success in 5 years down the lane, one has to be able to state clearly what the 'corporate India' has achieved in terms of development.

partner in this mission. Companies like Samsung India, Hyundai India, and LG electronics are becoming increasingly involved in providing social benefit to disadvantaged sections of the society in India.

Second discussion was on **The New Innovations in Implementing Corporate Social Responsibility - The Revolution at the Grass Roots Level**. **Pradeep Kashyap**, CEO & Founder, MART, chaired this session.

The esteemed panelist of this discussion were, Dr. Bindeshwar Pathak, Social Reformer, **Dhruvi Shah**, Programme Director, RBS Foundation, **Dr. Narayan G. Hegde**, Trustee BAIF Development Research Foundation, **Sameer Chaturvedi** - CEO, Jaipur Rugs Foundation.

#### Prominent dialogs discussed here were:

- There is a need to develop inclusive growth strategies to incorporate the low-income and vulnerable communities.
- Business models which balance economic benefits with social benefits optimally will contribute positively towards inclusive growth. One needs to have an insight on the larger social innovation architecture in place that defines how different entities can be brought together on common forums or focused programs.
- On quarterly basis, meetings should be organized by the government and the UN entity where corporates and NGOs should be brought together and told about the grey areas of Human development indicators and how these could be worked out by leveraging on CSR through the corporate resources.
- Defining '**Fortune at the bottom of the pyramid**', there is a lot of work which can be done together for the rural areas by providing artisans with supply chain linkages. This way they can earn their sustainable livelihoods as well as provide them with very innovative goods and services which are high quality, locally maintainable, sustainable at lowest possible price.





The third and the final discussion was on **Global and National Challenges for effective implementation of CSR and Way forward for the Development Agenda through CSR**. Dhruvi Shah, Programme Director, Royal Bank of Scotland (RBS) Foundation chaired the session.

The esteemed panelist of this discussion were **Dr. Rajiv Kumar Garg**, Advisor, Coal India Limited, **Meera Mishra**, Country Co-coordinator, IFAD India, **Dr. Kamal Vatta**, Director, Centers for International Projects Trust, **Vinay Tuli**, Director - ProCIF Program, IFHD, **Aparajita Dhar**, Country Director, Restless Development, **Pooja Thakran**, CSR, Head, Uninor, **Rikin Gandhi**, Chief Executive Officer, Digital Green.

#### Prominent dialogs discussed here were:

- Businesses are now expected to solve trans-boundary environmental and climate problems and of combating escalating international crime and terrorism.

- CSR has always been the harbinger for addressing these development needs of nations and in promoting social inclusion, particularly in developing economies. But to implement an effective CSR, it requires creating a collective, collaborative and convergent action of all the stakeholders for strengthening partnership for development, mobilise for effective use of all resources, public and private will be vital.
- CSR is not philanthropy and has to go beyond and follow **'Creative Capitalism model'**. It is about integrating core business into CSR space and see how one can create equal world.
- Community needs don't end with the construction of a school or building. These initiatives only mark the beginning of the solving of the problem. Communities need to change mindset and receive the resource as planned and designed by corporate.





# Go beyond the 'social' of CSR

## Organizing for Success on Corporate Responsibility: The Path to High Performance

**W**hile the new Companies Act 2013 presents critical opportunities for Indian companies to become more socially responsible and contribute to the country's economic future, rising enthusiasm prevails across industry to go beyond simply the social dimension of CSR and embrace a more holistic concept such as corporate responsibility. The key question therefore is how can companies organize themselves to consistently deliver high-impact corporate responsibility initiatives in light of the opportunities offered?

"Change in culture will be the key to the success of CSR", said **Prof. Rajeev Gowda, Member of Parliament, Rajya Sabha (INC)**.

According to new report by Accenture and industry body FICCI, **"Organizing for Success on Corporate Responsibility: The Path to High Performance,"** the expanding the list of activities that would classify as CSR under the Act are creating a firm ground for corporations to move beyond the by lanes of corporate social responsibility to a wider, well-paved highway of corporate responsibility (CR).

The report notes that corporate responsibility is beyond social factor and includes building environmentally friendly, people-sensitive, safe and ethical businesses that are also

capable of generating socially responsible profits. The report outlines a framework that provides actionable insights to companies for organizing themselves towards: (a) conceptualizing, designing and delivering CSR; and (b) seamlessly transitioning from CSR to CR. The framework guides companies through all possible requirements and options - from vision and strategy to operating model, capabilities and culture.

The critical insights identified in this study can serve as a guide for organizations to evolve their current CSR strategy to align with day to day operations as well as program their resources in a manner that their CR agenda becomes a source of meaningful social impact.

"We need to make everyone understand why we need to do CSR", said **Dr. Kirit Somaiya, Member of Parliament, Lok Sabha (BJP)**

A holistic CR agenda should not just focus on making companies commercially and socially viable but also focus on sustainable and scalable initiatives which will work towards inclusive growth," said Shaifalika Panda, Co-Chairperson, FICCI Young Leaders Forum.

For a copy of the report..write to [csrcfe@ficci.com](mailto:csrcfe@ficci.com)

### A word to ponder about

*Finding the motivation to affect change is very difficult when the existing business model seem to be working well. But the question to ask is, "Will their zone of comfort force them to wait too long before they make a transition?"*

- **Late Dr. C. K. Prahalad**  
( from the book titled "Purely Prahalad - Business Wisdom)

## 4<sup>th</sup> Korea-India CSR Forum



**O**n October 30, 2014, leading personalities from Korea and India came together for the 4<sup>th</sup> India- Korea CSR Forum' to discuss, share and understand ways to address socio-economic development gaps through CSR. This year the theme for discussion was on **Partnership for Sustainable & Inclusive Development through CSR**. The forum brought together more than 200 participants representing leading Korean and Indian companies, Academicians, business chambers, NGO leaders and management trainees.

**Mr. Joon-Gyu Lee, Hon'ble Korean Ambassador to India** in his inaugural speech shared that he sees renewed interest amongst Korean companies under leadership of **Prime Minister Narendra Modi**. **Mr. Lee** reiterated that the Korean companies are committed to undertake CSR activities in earnest and emphasized that CSR presents a huge opportunity for them to earn incorporate goodwill and win the hearts and minds of the Indian people.

The Korean Ambassador shared that **CSR rests on three pillars i.e 3Ps, representing People, Planet and Profit**. People, he said, were the ultimate stakeholders of any enterprise and therefore industry must pursue socially responsible business strategies for the benefit of all. The

corporate sector must factor in the impact of the business activities and invest in environment-friendly technologies for the sake of Planet earth and pronounced that CSR was not antithetical to the generation of Profit. Corporates, he added, must go beyond tax planning and profit-making by adhering to the 3Ps for reaping long term dividends.

Mr. Lee also said, "Doing good to society is doing good to industry and the Korean Embassy holds regular meetings with the Korean companies in India to review their individual CSR practices being followed".

**Ms. Sibani Swain, Economic Adviser, Ministry of Corporate Affairs, Govt. of India**, appreciated the efforts of the Korean embassy for sensitizing its companies on CSR in India. In her address, she shared that the contributions to the '**Swachh Bharat Kosh**' is included by the government to the list of CSR activities. The CSR Policy as outlined by the government includes a list of CSR projects or programs which a company plans to undertake falling within the purview of the Schedule VII of the Companies Act 2013. Ms. Swain also specified modalities for execution, implementation and monitoring process of such projects or programmes. Furthermore, she highlighted that as per GoI, CSR activities do not include the activities undertaken in pursuance of





normal course of business of a company and the Board of Directors have to ensure that activities included by a company in its CSR Policy are related to the activities included in Schedule VII of the Act.

In her concluding remarks, Ms. Swain said central and state government spends over 11 L crores of rupees on social sector activities, which is 10% of the GDP, hence CSR should not to be contemplated as a resource gap filling. CSR is about inculcating good will amongst people, introducing corporate

management amongst the development process, bridging the trust deficit.

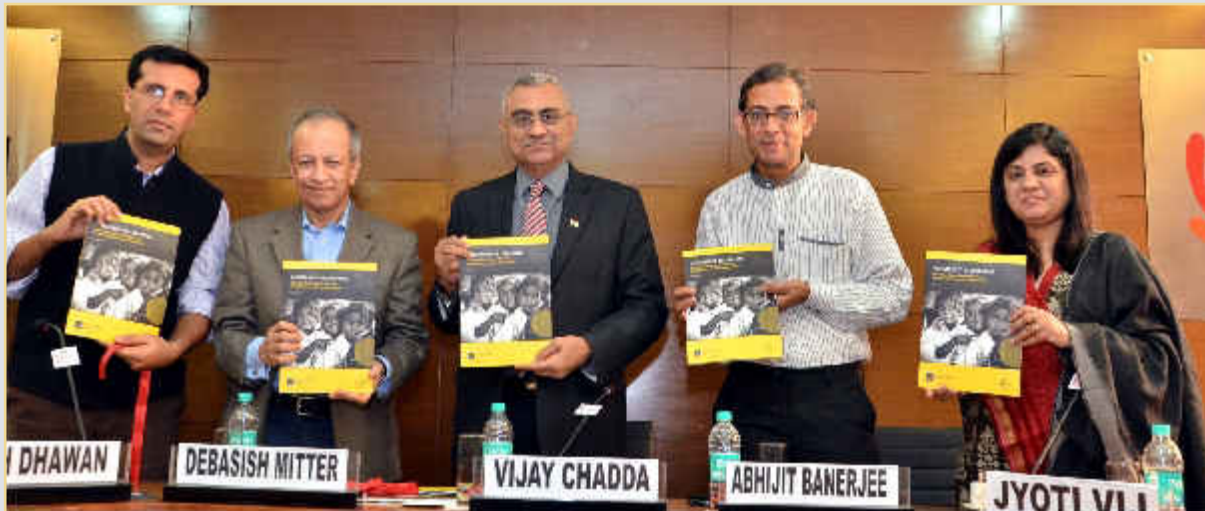
Dr. A Didar Singh, Secretary General, FICCI, pointed out that CSR must be recognized as creative value-addition for the community, not just as shared value which is meant to benefit industry. He said Bill Gates' called for '**creative capitalism**', an approach where governments, business and not for profit organizations work together to stretch the reach of market forces so that more people can make profit, or gain recognition, doing work that eases the world.

The forum also had an exclusive session on 'sharing of best practices'. The session was moderated by **Dr. Vineeta Datta Ray**, Professor, BIMTECH. Here distinguish speakers such as **Neelima Khetan**, General Manager, CSR & Sustainability at Coca-Cola - India and South West Asia, **Hyun-Woo Bang**, Senior Vice President & Rebecca, General Manager, Samsung Electronics, **Ashish Srivastava**, Deputy Manager, Doosan Power Systems India Pvt. Ltd, **Umash Dhal**, Vice President (HR), LG Electronics, **Stephen Sudhakar John**, Vice President, Hyundai Motors India, **Susma Oza**, CEO, Adani Foundation shared their CSR initiatives.





# Strategic Approach to CSR in Education



India's future will be significantly shaped by the country's ability to deliver quality education to its 35 crore school-age children<sup>1</sup>. Providing quality education to all students is vital to India's future and is an imperative that companies can help achieve by taking a strategic approach to corporate social responsibility (CSR).

Over the years, government policies have focused on improving access to education and infrastructure in schools. To capitalize on these positive developments, improvements in the quality of education are essential. The CSR mandate of the Companies Act, 2013 is an opportunity to catalyse critical improvement in India's education system and set new benchmarks for the role that business can play in contributing to social change.

**On 12th November 2014**, Federation of Indian Chambers of Commerce and Industry (FICCI) and Central Square Foundation (CSF) launched a report titled '**Investment in Learning: Promoting Quality School Education through Corporate Social Responsibility**'. The report was launched at a roundtable conference that was organized jointly by FICCI and CSF in Delhi.

The report highpoints the role of corporate in promoting quality school education in India and aims to guide companies who are preparing or revising their corporate social responsibility (CSR) policies on how they can use their contributions for maximizing impact.

The report highlights key strategic areas within education for corporate involvement such as Public-private partnership schools, Remedial education, School leadership, Teacher training, Technology in education, Social integration in private schools under the Right to Education Act, Equity in education for marginalised groups, School Management Committees, Early childhood education, Co-scholastic learning, Nutrition and health and Vocational education in secondary schools.

These areas are indicative of issues that can have impact on scale and need investment for innovation. For instance, through public private partnerships in schools, corporates can fund innovate schools that are finding new ways to introduce quality into the government school system. The report also looks at areas such as corporate support for remedial learning programs and early childhood education that will lay a stronger base for students to improve their learning outcomes.

The launch of the report was followed by a panel discussion. **The panelist were Abhijit Banerjee** Co-founder and Director, JPAL, **Debasish Mitter**, Country Director, Michael & Susan Dell Foundation India, **Paresh Parasnis**, Head Piramal Foundation and **Vijay Chadda**, Chief Executive Officer, Bharti Foundation. stressed on the need for collecting evidence on the impact of CSR interventions, and offered insights to participating CSR Heads and business leaders on how they can maximize social returns on their CSR contributions.

<sup>1</sup>Investment in Learning, November 2014 by CSR and FICCI

## From the Horse's mouth



The new ruling on Corporate Social Responsibility ( Companies Act ,Clause 135) has catalyzed partnership between the corporate, government and the civil society. The success of CSR project will depend on how effective partnerships can be forged through public private partnerships. Success or failure of CSR programme in India rests essential more with civil societies than with companies. However, even for NGOs to manage this huge corpus of Corporate allocated CSR fund is a mammoth task . It needs strong grasp on the understanding of the communities and equally sharp strategic acumen.

At this juncton, The focus must be to laid to understand the nitty-gritty of establishing successful partnership programming with governments, NGOs, community-based organizations, private sector and donor agencies and successful NGO super vision.

To bring through the pearls of wisdom of thirty years to esteemed readers, following are the excerpts of **our conversation with Dr. Muhammad Musa, CEO, CARE India.**

Dr. Musa is a physician and a public health specialist, with specialized training in community based maternal and child health, and nutrition and has been the CEO of CARE India since January 2010. He has 32 years of experience in managing humanitarian, and social development programs in Bangladesh, Ethiopia, Uganda, Sudan, Tanzania, India, and other Asian countries. He has extensive experience in building programme partnerships with governments, NGOs, community-based organizations, private sector and donor agencies.

### Responses to Questions from FICCI CSR Centre of Excellence

#### 1. Dear Dr Musa, you have a global experience of thirty years in the Social development sector. How do you define the changes you have seen in India in the last few years?

The Indian Economy has grown substantially over the last couple of decades, which is evident in the improvement in infrastructure, as well as the growing number of middle class and hi net worth individuals in the country. However, the human development indicators continue to be a concern in large parts of the country, as does the widening inequality that exists both between geographical regions and people. The civil society in India has been working with and for the vulnerable and marginalized sections of the society and many innovative models and successes are testament to all that it has achieved over the last few decades. I have observed that the sector is both vibrant and innovative, and the government should do more to support it.

#### 2. Who are the key stakeholders of CARE India?

CARE has been working in India for the last sixty years with a focus on alleviating poverty and social exclusion, through the empowerment of women and girls from poor and marginalized communities. To achieve its mission, CARE works in partnership with the communities, other civil society organizations, individual and institutional donors, academic institutions and the government itself.

#### 3. What are the major social projects being run under the flagship of your organization?

To create lasting change, our programme strategy works with the most marginalized groups in the poorest states of India. We have a holistic approach towards addressing the underlying social, political and economic causes of poverty and social exclusion and our programmes in the area of education, health and livelihoods along with our humanitarian responses during emergency are all designed to address this. There are more than 35 projects currently



being implemented in 7 core states with a direct outreach to more than 35 million people.

**4. The clause 135 of the companies act expected that companies can partner with NGOs for implementation of social development projects. According to you, why should corporate houses partner with NGOs and what are the merits of such partnerships?**

India's biggest companies have practiced philanthropy for decades but giving has been "sporadic," and has not really had an impact on development. The new rules in Section 135 of India's Companies Act has the potential to change this. With increasing expectations from responsible business of going beyond the making of profits, investing in social development and sustainability has become the obvious channel. Research has shown that such interventions result in greater credibility and a competitive advantage for the company in their own sphere of work. While some corporates have chosen the path of opening their own foundations and implementing projects, given the NGO's vast skills and experience of working with communities at the margin, there is great merit in a mutual partnership.

**5. Despite this huge number of active NGOs, many global agencies, private and public sector companies do not find enough eligible partners to work with. Corporates often complain of "trust deficit" on the aspect of transparency and in designing the programme with NGOs. How has CARE built trust with its partner corporates?**

There are challenges to any partnership but these can be managed provided both partners are open and willing to do so, and the corporate NGO relationship is no different. Defining expectations clearly, articulating the process - basically a combination of increased communication and transparency can help overcome the challenges. Another critical element is understanding by the corporate that the development context is different from the one that business operates in, and that collaboration needs to be in the true spirit of partnership with equal space. CARE ensures it shares its accountability norms and its processes with corporates at the beginning of the partnership to engage them, and ensure maximum impact at the community level.

**Which are the project of CARE India, aligned with clauses 135, which can be supported by the corporates?**

CARE interventions target those areas where poverty and socio-economic indicators are below the national average. CARE is currently working in 16 states and territories across India, with six key states of Bihar, Jharkhand, Uttar Pradesh, Orissa, Chhattisgarh and Madhya Pradesh, where poverty is concentrated.

The activities that can be undertaken by a company to fulfil its CSR obligations include eradicating hunger, poverty, malnutrition, healthcare, education and gender equality, measures for reducing inequalities faced by socially and economically backward groups. The existing interventions of CARE India matches well with the activities defined in Schedule VII of Companies Act 2013. CARE adopts an approach that has at its core long term commitments to key population groups and a set of long term programmes that are designed and implemented strategically and collaboratively with other actors to achieve deep and sustainable impacts on specific population groups. To create lasting change, our programme strategy works to enable people to free themselves from the generational cycle of poverty.

CARE is looking to partner with Corporates across its programmatic intervention. Some of our flagship interventions include 1) interventions in quality health care, nutrition, water and sanitation services to reduce maternal and child mortality, technical support to state government to improve healthcare services in Bihar and range of other health and nutrition related interventions in UP, Rajasthan, Madhya Pradesh, West Bengal, Chattisgarh, Orissa and Jharkhand 2) Providing quality and inclusive education in schools, fostering leadership skills through innovative methods by bringing girls within education fold across projects implemented in UP, Gujarat, Chattisgarh, Orissa, Bihar and Haryana 3) Encouraging women's economic engagement and empowerment by supporting women overcome financial barriers and building capacities in Gujarat, Tamil Nadu and Rajasthan among other long term interventions to address underlying causes of poverty and providing sustainable solutions for development

# Mobilising CSR funds for Clean India

## Understanding The Swachh Bharat Mission



*CORPORATE CLEANLINESS can only be ensured if there is a corporate conscience and a corporate insistence on cleanliness in public places.*

- M.K. Gandhi

India has a massive problem of open defecation. The World Health Organization (WHO) and United Nations Children's Fund (UNICEF) estimate that there are more than 620 million people practicing open defecation in the country, or nearly half the population of India. Poor sanitary measures set India back by Crores of rupees every year due to illnesses, and its cost, to rural families and to the economy, as a whole, in terms of productivity losses, and expenditure on medicines and public health care are enormous.



To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission (SBM) on 2nd October, 2014. The goal now is to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, by improving the levels of cleanliness in rural areas and making Gram Panchayats Open Defecation Free (ODF).

Corporate houses should be encouraged to participate in the SBM(G) as an essential part of the Corporate Social Responsibility (CSR). There is realisation that a healthy workforce can contribute towards better services for their output. The issues of getting popularity for marketing of their products and services or mere status also attract corporate houses towards taking up social causes and increasing interaction with people. Thus, SBM(G) can serve as a platform for the Corporate Houses to help address their CSR.

The Corporate/PSUs may take up the issues of sanitation through IEC, HRD or through direct targeted interventions such as:

- a) Establish demonstration fields / rural sanitation parks for exposure of various technology options available under SBM to the rural populace
- b) Organise exhibitions / sanitation melas
- c) Provide necessary exposure to the children in Schools about proper sanitation and hygiene
- d) Provide additional incentive to rural households in form of suitable sanitary materials or create sanitation facilities for the rural populace through appropriate local organisation
- e) Provide sanitary complexes in market or other public places / around work places or alike
- f) Provide assistance in effective Solid and Liquid Waste Management technology and resources
- g) Provide trained manpower for maintenance of sanitation facilities and/or SLWM establishments
- h) Propagate the programme through mass media and GP level interventions.
- i) Adopt habitations/villages/GPs to make them ODF

### **FICCI in Hand in Hand with its members in the 'Clean India' Drive**

On October 2, 2014, the entire FICCI staff at its Headquarters in New Delhi and at its State offices participated enthusiastically in the 'Swachh Bharat Abhiyan' launched by the Prime Minister today. On the occasion, FICCI staff undertook cleaning exercise within the FICCI premises and its surroundings. They also signed a 'Clean India' pledge to demonstrate their commitment to maintaining a clean and hygienic workplace environment. On the occasion, the chamber organized an Essay Writing Competition. In addition, a FICCI Team spruced up the statue of Alexander Pushkin, the renowned Russian author and poet at the Mandi House Circle.

Along with this, FICCI through its one of its esteemed corporate member, is initiating a project under sanitation drive in Gujarat. The project will encompass building of toilets. Corporates or NGO interested in contributing to this initiative, can write to [csrce@ficci.com](mailto:csrce@ficci.com)



# Success through PPP in CSR

India's long-term growth projections rely on how we push together for the nation's development. The chief engines for India's growth are our social and physical infrastructure. With high rate of inflation and slowly accelerating GDP, the spending on physical infrastructure was nearly at parity with nominal GDP during the past financial years. The challenge before the government right now is to sustain the present momentum in social infrastructure spends, while pumping financial resources into physical infrastructure.

There is also an unyielding need to optimize social welfare spends and subsidy in a balanced and rational way. This necessitates a three-pronged approach: more private involvement towards inclusive development, effective deployment of government funds and rationalizing of subsidies and social welfare expenditure. This will result in inflow of private funds on one hand and savings on government spending on the other, which can be allocated towards areas that will help secure long-term benefits.

Fortunately, in this decade, we have seen various successful public-private partnerships in development. Following is what businesses, governments and those in the development community need to understand to ensure the success of PPPs

**1. Align with business goal:** Because when corporate budgets become tight, many CSR programs are the first to go by the wayside. But when a public-private partnership is aligned with a business' core mission, it has the chance to produce successful outcomes for society and business. PepsiCo, for example, sought to improve the quality of drinking water in a community. The company has a long-term motivation to ensure that its drinking water is clean and people are fit to consume its products. This is less about corporate social responsibility and more about business reality. It is attractive because the goal is enduring and sustainable.

**2. Make a plan and share the same vision:** To create a public-private partnership, there must be a plan and a governance structure in place to avoid duplicative efforts, conflicting efforts or just outright chaos. The successful PPP can be driven by an organizing principle and shared vision between government, business and civil society. Therefore, it's important that focus should be placed on how the PPP will contribute to the systems of the community, such as public health, education, as well as the business benefits. PPP leader must maintain transparency and communications among the partners and be able to engage in, and implement, active, adaptive decision-making.

**3. Employ a neutral consultant:** There is an emerging role in bringing together various audiences and interests - from business and the international development community - to create public-private partnerships. The consultant can assist in identifying and explaining the potential productive intersection between community interest, business purpose and sustainable development plan. The consultant can also facilitate effective communication and active follow up so that the initial enthusiasm for the partnership does not easily wane and get lost in miscommunication, confusion and inertia.

*Federation of Indian Chambers of Commerce and Industry 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 was launched in the month of August 2014 at FICCI.*

# SHOWCASE STORIES

## **“SandeshOne”- Country's First High Impact Innovative Projects Network**

**Sandesh One** is a first-of-its-kind solution network from Kerala where a 1000-odd highly educated women entrepreneurs' work to implement high-impact innovations that can positively influence the society and improve the quality of lives. This platform promotes innovations such as ultra-high density farming of fish, poultry and commercial crops, precision farming, forestation technologies, renewable energy solutions, preventive healthcare applications, latest technologies in waste and water management and so on. The programme is conceived as an entrepreneur-driven venture, supported by the government of Kerala. The woman entrepreneur promotes solutions most needed in her locality through target groups by developing individuals/groups under her. She is also the designated project management consultant of the Local Body who can suggest innovative solutions to be implemented in her locality.

One such innovative solution is a **Steamer** which works on biomass (coconut shells, briquette, saw dust etc) as the source for fuel. With this eco-friendly, state-of-the-art cooking system the fuel cost works out to only about **30 to 50 paise per meal**.

An array of such solutions in a number of different and varied areas is part of the Sandesh One network. These include aqua culture, professional vegetable washing, pond/well cleaning, waste treatment to name a few. Apart from this, the Sandesh One initiative addresses the issue of unemployment by boosting self-employment through its training programmes.

Innovative companies can use SandeshOne as their platform to reach to the grassroots. Corporates can support the SandeshCentres or specific solutions of interest to reach target groups through their CSR funds.

**Kerala State Women's Development Corporation Ltd (KSWDC)** has embarked on a new mission in the State for supporting girls education. KSWDC has successfully implemented "SHE Toilet" and SHE Taxi" in the state and has recently launched SANDESH ONE - a platform for women entrepreneurs.

Through this new initiative **"SHE Notes" - 'Her education is our responsibility'**, KSWDC will provide free of cost superior

best quality printed text and note books to girl students of classes XI and XII .The target beneficiary group is almost **3 lakh girls** of classes XI and XII alone in the government schools of Kerala.

We request support to KSWDC for the project **'SHE Notes - Her education is our responsibility'** to subsidize the printing cost of her text books and note books by way of advertisements or CSR funds .This will be acknowledged in the website of Kerala State Women Development Corporation - [www.kswdc.org](http://www.kswdc.org). Social messages to the girl students can be printed in one inner page in each book with the Company name and logo, if the contribution is substantial .The number of books thus printed will be in tune with the funding given.

Every big and small contribution is valuable to us as it goes a long way to empower the girl student through education.

**For more Details, write to** [info@sandeshone.com](mailto:info@sandeshone.com)

### **Mobile Creches**

Mobile Creches' mission is to promote Early Childhood Development (health, nutrition, learning, care and protection) of young children, through advocacy and building of capacities at the national level, and direct action at urban slums and construction sites in Delhi NCR. \*The branches in Mumbai and Pune are, as of April 1, 2007, being run as independent organizations called Mumbai Mobile Creches and Tara Mobile Creches.

Since its inception, **Mobile Creches has reached out to 7,50,000 children, trained 7,000 women as childcare workers, run 700 daycare centres and partnered with 200 builders**. To explore opportunities from the new CSR policy, Mobile Crèches is open to funding support from approach the corporate foundations and the corporate companies .

### **Enactus Shri Ram College of Commerce**

Enactus is an international not-for-profit students' organisation, spread across 1,600 universities in 37 countries. Enactus members take up community outreach projects for the benefit of underprivileged communities. Enactus Shri Ram College of Commerce was established in the year 2007. Their two ongoing projects are - Project Azmat and Project Kayakalp.

**More Details :** [www.mobilecreches.org](http://www.mobilecreches.org)



## CSR initiatives

- ❖ A Google launches Initiative "About Helping Women Get Online"
- ❖ HPCL launches mobile medical van
- ❖ Mahindra Lifespaces launches its Green Army initiative
- ❖ ICICI Bank adopts village in Gujarat to make it digital
- ❖ Infosys donates \$2 mn to the Institute for Advanced Study
- ❖ Cairn India Ravva donates Rs. 2 cr for CSR activity
- ❖ United India Insurance to adopt 5 more villages
- ❖ Tata Power installs 36 bio-gas plants in Mundra
- ❖ DainikBhaskar holds plantation drive with a record 1.5 million saplings
- ❖ Ecolab Commits \$2 Million to The Nature Conservancy to Advance Water Conservation Throughout the World
- ❖ ICICI Group employees, cos donate Rs 12 crore to PM Relief Fund
- ❖ Record label Universal Music and multi channel network Qyuki, launch CSR project for Dharavi
- ❖ Amway Opportunity Foundation celebrates Louis Braille Day in association with Bhartiya Netraheen Kalyan Parishad
- ❖ Local Community Exchange Empowerment Trust (Lokalex), a non-profit organisation, and Mphasis F1 Foundation To Promote IT-Enabled Education Among Tribal Kids
- ❖ Uninor launches 'MeraSheher Swachh Sheher' campaign for driving cleanliness in Varanasi
- ❖ Mercedes Benz India Donates Latest Cars To Government Polytechnic Colleges
- ❖ Bharti Foundation, Sulabh to build 12,000 toilets in Ludhiana
- ❖ Tata Power Mundra UMPP launches website to promote sustainable business model for animal husbandry
- ❖ DLF foundation and Village Panchayat together for a self-sustainable waste management model
- ❖ Ikea plans to ramp up CSR spend in India
- ❖ Microsoft opens centre in Delhi's red light area
- ❖ IIT-M opens centre to develop devices for people with locomotor disability
- ❖ AAI to construct toilets in 25 government schools in Trichy
- ❖ NTPC Donates Vehicles for Mid-day Meals

## New appointments

- ❖ K Ramkumar has been appointed as a head CSR division in ICICI bank.  
[http://articles.economictimes.indiatimes.com/2014-07-29/news/52186849\\_1\\_chief-executive-chanda-kochhar-icici-bank-k-ramkumar](http://articles.economictimes.indiatimes.com/2014-07-29/news/52186849_1_chief-executive-chanda-kochhar-icici-bank-k-ramkumar)
- ❖ Kalpana Morparia named HUL independent director, Morparia will be a member of the audit and corporate social responsibility committees of the HUL board  
[http://www.livemint.com/Companies/7O7tv8A9eMzcKWBfw1wa0N/Kalpana-Morparia-named-HUL-independent-director.html?utm\\_source=copy](http://www.livemint.com/Companies/7O7tv8A9eMzcKWBfw1wa0N/Kalpana-Morparia-named-HUL-independent-director.html?utm_source=copy)
- ❖ Samsung's Rajiv Mishra gets additional charge of the company's CSR division  
[http://www.exchange4media.com/58423\\_samsungs-rajiv-mishra-gets-additional-charge-of-the-companys-csr-division.html](http://www.exchange4media.com/58423_samsungs-rajiv-mishra-gets-additional-charge-of-the-companys-csr-division.html)

# Indian & International News Update

## Govt to ease CSR fund flow into holy river Jan 17, 2015

NEW DELHI: In a move to involve private players more to clean Ganga, the govt is keen to allow corporates to spend their CSR fund without any interference of municipal bodies in 118 cities and towns along the river. Corporates would be allowed to undertake projects that contribute to this mission after getting easy approval from the municipal bodies.

<http://timesofindia.indiatimes.com/india/Govt-to-ease-CSR-fund-flow-into-holy-river/articleshow/45916945.cms>

## PM Narendra Modi wants state-run banks to work on a single CSR project

MUMBAI: Prime Minister Narendra Modi has proposed to the chiefs of public sector banks to collectively undertake a single project under a corporate social responsibility (CSR) initiative instead of each bank supporting different projects across the country.

[http://economictimes.indiatimes.com/articleshow/4593470.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/4593470.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

## Naidu to launch padayatra

Chief Minister N. Chandrababu Naidu will go on padayatra to formally launch and create awareness about the 'Smart Village, Ward and Andhra Pradesh' programme from Velivenu village of West Godavari district on January 18 coinciding with death anniversary of Telugu Desam founder president N.T. Rama Rao. All the Ministers and legislators will also go on padayatra in their respective constituencies to launch the significant programme conceived for poverty alleviation, removing economic disparities, ensuring hygiene and cleanliness in every village and ward to achieve the ultimate goal of happy and smart Andhra Pradesh.

<http://www.thehindu.com/news/national/andhra-pradesh/naidu-to-launch-padayatra-tomorrow/article6795633.ece>

## Karnataka HC asks state govt to make better use of CSR funds| Jan 17, 2015

BENGALURU : The Karnataka high court has asked the state government to make out all efforts to bring back before the commencement of next academic year the remaining 17,000 odd children who are still out of school. The bench also asked the state to explore the possibility of utilizing the corporate

social responsibility (CSR) funds for upgrading the facilities at the schools like providing sports kits to children etc.

<http://timesofindia.indiatimes.com/city/bengaluru/Karnataka-HC-asks-state-govt-to-make-better-use-of-CSR-funds/articleshow/45923107.cms>

## Rajiv Pratap Rudy Calls Upon the Corporate Sector and PSUs to Participate in Skill Development Initiatives-Delhi January 14, 2015

The Minister of State (Independent Charge) for Skill Development and Entrepreneurship, Shri Rajiv Pratap Rudy today called upon the corporate sector and PSUs to contribute in the skilling initiatives of the Ministry of Skill Development and Entrepreneurship (MSDE).

[http://www.business-standard.com/article/government-press-release/rajiv-pratap-rudy-calls-upon-the-corporate-sector-and-psus-to-115011401019\\_1.html](http://www.business-standard.com/article/government-press-release/rajiv-pratap-rudy-calls-upon-the-corporate-sector-and-psus-to-115011401019_1.html)

## 230 hotels join Prime Minister Narendra Modi's Clean India drive Jan 12, 2015

In what the industry calls a first of its kind initiative, 230 hotels, including 170 major ones, under the Hotel Association of India, have pledged that more than 500 of their employees will clean about 230 km of road around their hotels and clean up around 53 monuments in the country.

[http://articles.economictimes.indiatimes.com/2015-01-12/news/57983237\\_1\\_taj-hotels-oberoi-group-mid-market-hotel-chains](http://articles.economictimes.indiatimes.com/2015-01-12/news/57983237_1_taj-hotels-oberoi-group-mid-market-hotel-chains)

## Companies funding schemes under Adarsh Gram to be counted under corporate social responsibility Dec 10, 2014,

With parliamentarians crying foul over dearth of funds to implement the Adarsh Gram Yojana, the government expects India Inc to help implement Prime Minister Narendra Modi's ambitious scheme.

[http://articles.economictimes.indiatimes.com/2014-12-10/news/56917650\\_1\\_csr-rules-csr-initiatives-new-companies-act](http://articles.economictimes.indiatimes.com/2014-12-10/news/56917650_1_csr-rules-csr-initiatives-new-companies-act)

## Modi government looks to establish 'SMART Police' stations in each state shortly Dec 29, 2014

"Efforts will also be made to involve the private sector and their Corporate Social Responsibility (CSR) programmes to expand the roll out of SMART.

[http://articles.economictimes.indiatimes.com/2014-12-29/news/57495021\\_1\\_home-minister-rajnath-singh-prime-minister-narendra-modi-women-constables](http://articles.economictimes.indiatimes.com/2014-12-29/news/57495021_1_home-minister-rajnath-singh-prime-minister-narendra-modi-women-constables)

### Corporates should adopt medal hopes: Sports minister| Dec 29, 2014,

BENGALURU: Union sports minister Sarbananda Sonowal termed India's corporate sector as a crucial cog in the wheel of sport and urged it to back country's medal prospects at the Olympic and Asian Games. <http://timesofindia.indiatimes.com/sports/more-sports/others/Corporates-should-adopt-medal-hopes-Sports-minister/articleshow/45673399.cms>

### Sinha asks corporates to be participative in CSR activities December 18, 2014

The corporate world should emulate public sector entities such as NTPC, Coal India Ltd as well Tata Group enterprises to make their Corporate Social Responsibility (CSR) contributions more meaningful, Minister of State for Finance Jayant Sinha has said. [http://www.business-standard.com/article/pti-stories/sinha-asks-corporates-to-be-participative-in-csr-activities-114121800628\\_1.html](http://www.business-standard.com/article/pti-stories/sinha-asks-corporates-to-be-participative-in-csr-activities-114121800628_1.html)

### No specific tax exemption for companies' CSR expenses: Govt December 5, 2014

The government today said there is no specific tax exemption on expenses incurred by companies under the Corporate Social Responsibility (CSR) activities. The new companies law, which came into force from April 1, requires certain class of profitable corporates to shell out at least 2 per cent of their three-year annual average net profit towards CSR works. [http://www.business-standard.com/article/pti-stories/no-specific-tax-exemption-for-companies-csr-expenses-govt-114120500650\\_1.html](http://www.business-standard.com/article/pti-stories/no-specific-tax-exemption-for-companies-csr-expenses-govt-114120500650_1.html)

### ICC announces corporate social responsibility partnership for 2015 World Cup 28 Oct, 2014,

Dubai: The ICC has tied up with McGrath Foundation, Cancer Society of New Zealand, Room to Read and Think Wise for its Corporate Social Responsibility (CSR) partnerships during the 2015 World Cup in Australia and New Zealand. [http://economictimes.indiatimes.com/articleshow/44958183.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/44958183.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

### Chandrababu Naidu urges corporates, NGOs to adopt cyclone-hit village October 24, 2014

Andhra Pradesh Chief Minister N. Chandrababu Naidu on Thursday requested the industries, corporate houses, NGOs and the public to adopt a badly-damaged village and provide it all the facilities, as part of the cyclone Hudhud relief and rehabilitation programme. <http://www.thehindu.com/news/national/andhra-pradesh/chandrababu-naidu-urges-corporates-ngos-to-adopt-cyclonehit-village/article6529229.ece>

### HRD ministry secures Rs1,100 cr commitment to build toilets in schools OCT 14 2014

HRD ministry secures Rs1,100 cr commitment to build toilets in schools Public sector firms have pledged Rs700 crore, TCS and Bharti Foundation committed Rs200 crore combined to build toilets in schools [http://www.livemint.com/Politics/pjCxZPjxM5SFTMxal2xfSL/HRD-ministry-secures-Rs1100-cr-commitment-to-build-toilets.html?utm\\_source=copy](http://www.livemint.com/Politics/pjCxZPjxM5SFTMxal2xfSL/HRD-ministry-secures-Rs1100-cr-commitment-to-build-toilets.html?utm_source=copy)

### 46 tourist destinations identified for adoption by corporate sector October 6, 2014

To ensure quality infrastructure and facilities for tourists, the State government has embarked on a programme on adoption of 46 tourist destinations in collaboration with the corporate sector. Under the programme, the Department of Tourism has identified the destinations/circuits in 22 districts for adoption by the corporate sector under the corporate social responsibility (CSR). A notification issued by the department said that under the programme tourist locations would be provided basic amenities, such as roads, drinking water, toilets, accommodation, vehicles, guides, food courts, shopsetc. <http://www.thehindu.com/news/national/karnataka/46-tourist-destinations-identified-for-adoption-by-corporate-sector/article6473586.ece>

### Oman Air Launches New Paper Recycling Programme

Oman Air has expanded its corporate social responsibility programme to include dedicated newspaper and magazine recycling points within its headquarters, and at Muscat International Airport. <http://www.omanair.com/en/about-us/press-releases/oman-air-launches-new-paper-recycling-programme>

### Bangladesh far wide of the mark in CSR activities-

Although many of the developing countries have started practicing corporate social responsibility (CSR) on a larger scale, Bangladesh is still lagging far behind them mainly for lack of complete guidelines on such welfare activities. <http://www.thefinancialexpress-bd.com/2014/12/08/69897>

### Dubai Chamber and Dubai SME launch CSR guide-

Dubai Chamber of Commerce and Industry and Dubai SME have launched a new guide for SMEs to help advance the corporate social responsibility (CSR) profile of Dubai. <http://www.arabianbusiness.com/dubai-chamber-dubai-sme-launch-csr-guide-574468.html>

### Lebanese corporations urged to contribute to social programs -

BEIRUT: Corporations should adopt a more holistic approach when it comes to the implementation of socially responsible



business practices, said experts at the fourth annual CSR Lebanon Forum. The two-day forum, which kicked off Monday at the Phoenicia Hotel in Beirut, under the patronage of Central Bank Governor Riad Salameh, attracted more than 700 participants, including CSR consultants, bankers, businessmen, academics and university students.

<http://www.dailystar.com.lb/Business/Local/2014/Dec-09/280364-lebanese-corporations-urged-to-contribute-to-social-programs.ashx#sthash.iZozg10x.dpuf>

### Egypt- Banks take responsibility for raising living standards

(MENAFN - Daily News Egypt) according to Barclays' Director of Retail and Branches Sector, Hazem Hegaz, Due to the banking sector's belief in corporate social responsibility (CSR), one of the sector's biggest goals is investment in Egyptian society. chairman of Federation of Egyptian Banks (FEB) Hesham Ezz El-Arab said that CSR plays a fundamental role in operations at CIB.

<http://www.menafn.com/1094056666/Egypt--Banks-take-responsibility-for-raising-living-standards>

Ranking of the global Companies With The Best CSR Reputations <http://www.forbes.com/sites/kathryndill/2014/12/08/the-companies-with-the-best-csr-reputations/>

### Uniqlo under fire for 'unsafe' factories

HONG KONG - Clothing giant Uniqlo has come under fire for buying supplies from Chinese factories accused of putting workers at risk in dangerous conditions, with sewage on the factory floor, extremely high temperatures and poor ventilation. <http://www.japantimes.co.jp/news/2015/01/14/business/corporate-business/uniqlo-fire-unsafe-chinese-factory-conditions-low-pay/#.VLeOdGeWk24>

### Brisbane Airport Earns First Green Star - Communities Rating -

Brisbane Airport Corporation (BAC) has earned the first Green Star - Communities rating from the Green Building Council of Australia (GBCA) for the Brisbane Airport site. Established as a pilot program in 2012, Green Star - Communities was designed as a tool to assess and certify the sustainability of community-level projects. <http://sourceable.net/brisbane-airport-earns-first-green-star-communities-rating/#sthash.TRkecBZX.dpuf>

### Canadian Government releases updated CSR strategy: key developments

On November 14, 2014, Canada's Minister of International Trade, Ed Fast, announced the government's updated

corporate social responsibility (CSR) strategy, Doing Business the Canadian Way: Advancing Corporate Social Responsibility in Canada's Extractive Sector Abroad. <http://www.mining.com/web/canadian-government-releases-updated-csr-strategy-key-developments/>

### Timberland Agroforestry Project Breaks Cycle of Poverty in Haiti

An innovative, five-year community agroforestry development project developed and carried out by Timberland, the Smallholder Farmers Alliance (SFA) and Haitian farmers has proven successful. Partnering with experienced local NGOs who know 'the lay of the land,' leading proponents of corporate social and environmental sustainability such as Timberland are helping turn the tide and break the cycle of poverty and environmental resource degradation in Haiti. <http://www.triplepundit.com/2015/01/timberland-agroforestry-project-breaks-cycle-poverty-haiti/>

### Tenasserim coal mining stokes ire of local villagers

Myanmar: Villagers have voiced concerns over ongoing large-scale coal mining in southern Burma's Tenasserim Division. Three companies are involved in the coal mining, according to NawPe Law and KNU sources. Two Thai firms-Thai Asset Company and East Star Company-have partnered with local firm Mayflower to jointly develop the project. <http://www.eco-business.com/news/tenasserim-coal-mining-stokes-ire-local-villagers/>

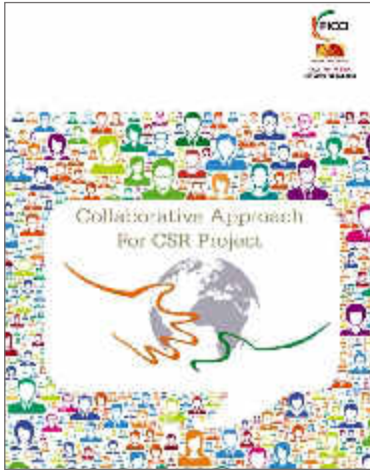
### 200 villagers rallied against palm oil plant construction in Saraburi

Thailand : Hundreds of villagers in the central province of Saraburi has staged a protest against the construction of a palm oil plant in the area. <http://www.eco-business.com/news/200-villagers-rallied-against-palm-oil-plant-construction-saraburi/>

### India's Best Companies For CSR 2014: Top 5 slots split between TATA, Mahindra Group & Maruti Suzuki

In the first installment of a two edition special, ET Corporate Dossier, in league with Futurescape and IIM Udaipur, present the definitive listing of 100 companies with the best programmes for Corporate Social Responsibility (CSR). [http://articles.economictimes.indiatimes.com/2014-11-28/news/56540328\\_1\\_csr-tata-motors-tata-chemicals](http://articles.economictimes.indiatimes.com/2014-11-28/news/56540328_1_csr-tata-motors-tata-chemicals)

## CSR Research



The book "Collaborative Approach for CSR project", is divided into two parts - one being on the Project Management fundamentals and other on case profiles.

The centre has compiled 23 of the best projects of the companies associated with FICCI Aditya CSR Centre for Excellence, primarily through the application process of our esteemed FICCI CSR Awards. For a copy, write to [csrcfe@ficci.com](mailto:csrcfe@ficci.com)

## Forthcoming Events

Jan'15

- Onsite Assessment of the CSR AWARD

Feb'15

- Training program

Mar'15

- CSR Award Jury Meeting

Apr'15

- CSR Training program Internal Auditors Training ISO 26001

May'15

- 14th CSR AWARD Ceremony

June'15

- Roundtable on MMR and IMR



FICCI-ADITYA BIRLA  
CSR Centre For Excellence

## INTERNAL AUDITOR TRAINING ISO 26001 SOCIAL RESPONSIBILITY INTERNATIONAL STANDARD

### KEY HIGHLIGHTS :

- ✓ Understanding ISO 26001 and its interpretations
- ✓ Understand ISO 26001 implementation guidelines
- ✓ Understanding and developing essential knowledge and skills for conducting Internal Audits

### BACKGROUND:

ISO 26000 Social Responsibility standard is an international document, which helps organizations of all types and natures to establish clarity in terms of organization's responsibility towards the society.

It has always been a challenge to those personnel, who are responsible to ensure effective compliance to these guidelines in an organization. There is always a gap in terms of understanding the Social Responsibility and ensuring effective compliance.

FICCI Aditya Birla CSR Centre for Excellence is organizing a two day training program to establish clarity in terms of how ISO 26001 standard can be helpful to organizations to **establish and Implement the Social Responsibility system and improve the performance of the same through effective Internal Auditing of the implemented system.**

### WHO SHOULD ATTEND

Top Management  
CSR Managers  
Consultants  
In-house trainers  
Internal Auditors

### WHEN

April 15 - 16, 2015  
from 0900 - 1730 hrs.

### WHERE

FICCI  
Federation House,  
Tansen Marg, Delhi-1

### COURSE FEE

INR 16, 000  
+ Service Tax  
(Total Amount  
inclusive of taxes is  
INR 17,977.00)

### WEB ADDRESS

[www.csrfce.org](http://www.csrfce.org)  
[www.ficci.com](http://www.ficci.com)

**FOR REGISTRATION, PLEASE CONTACT:**

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