



ADITYA BIRLA GROUP
FICCI – ADITYA BIRLA
CSR Centre For Excellence

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VISION

To incubate, nurture and accelerate a paradigm of sustainable and inclusive CSR in India and across the globe, thereby raising the Human Development Index through poverty alleviation

Federation of Indian Chambers of Commerce & Industry (FICCI), a rallying point for free enterprise in India since 1927 and the Aditya Birla Group, a premium business group with a mission to deliver superior value to customers, shareholders, employees and society at large have come together to establish the FICCI-Aditya Birla CSR Centre for Excellence. The CSR Centre for Excellence has evolved in consonance with Mahatma Gandhi's dream: ethics-based business practices leading to improvement in the quality of life for the common people.

The Centre will provide strategic direction to the development of socially inclusive and holistic CSR practices by providing a platform to various stakeholders so that they can share their experiences, learn, exchange ideas and support partnerships that add value to business.



“ I dream of an India free from poverty. An India where every child is educated, where every man and woman enjoys a sense of self-worth through gainful employment. An India which sets a fine example to the world on how social and economic goals can go hand in hand for the benefit of humanity. ”

Aditya Vikram Birla
(1943 - 1995)

GOALS >

- 1 Provides an enabling environment for business to pursue their CSR goals
- 2 Generates awareness about holistic CSR practices and sustainable development
- 3 Creates synergy amongst CSR stakeholders for exchange of ideas and shared learning
- 4 Supports capacity building of enterprises, civil society organizations and other stakeholders



Initiatives

FICCI CSR Award

Instituted in 1999 as the India's first CSR Award. Ever since then, FICCI -Aditya Birla CSR Centre has been organizing annual **FICCI Corporate Social Responsibility Awards** that aim at identifying and recognizing the efforts of companies in integrating and internalizing Corporate Social Responsibility (CSR) into their core business operations.

The award recognizes 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, 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 initiative has given various companies an opportunity to showcase exemplary initiatives taken up by them. The Award follows a rigorous three-tier assessment process.

Capacity Building

To help corporates get the most out of their corporate social responsibility (CSR) efforts, the Centre has been regularly holding various CSR Training Courses with Indian and International experienced consultants for both corporates and NGOs.

Sectoral Workshops

FICCI CSR Centre for Excellence regularly conducts various advocacy programs and workshops to disseminate policy, share best practices, learnings and to ideate on issues related to corporate social responsibility (CSR). These advocacy programs bring together corporates, government, academia and civil society to share each of their experiences related to social development. A major thrust of the centre's advocacy and outreach activities is the '**FICCI CSR Summit**', which is a mega premier platform organized annually for advancing innovative CSR approaches and solutions to the country's most pressing problems.

Our Focus





About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

About Aditya Birla Group

A US \$44.3 billion corporation, the Aditya Birla Group is in the League of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities. Over 50 per cent of its revenues flow from its overseas operations spanning 35 countries.

Beyond their business, the Aditya Birla Group transcends conventional barriers of business and believes in facilitating inclusive growth.

The Group works in 5,000 villages globally and reaches out annually to 7.5 million people through the Aditya Birla Centre for community and rural development, spearheaded by Mrs. Rajashree Birla. The key focus areas are healthcare, education, girl child, sustainable livelihood, women empowerment projects, infrastructure and espousing social reform.

Our stakeholders

The Centre for Excellence engages with a diverse range of stakeholders:



For more details, Please Contact :

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