

17th FICCI CSR SUMMIT AND AWARDS

20-21 February, 2019, New Delhi: FICCI Aditya Birla CSR Centre for Excellence organized its annual event '**FICCI CSR Summit and Awards**' on 20 and 21 February 2019 at New Delhi. The program was graced by Minister of Commerce & Industry and Civil Aviation **Mr. Suresh Prabhu**, Former Secretary, DIPP **Mr. Ajay Shankar** and FICCI Aditya Birla CSR Centre of Excellence Chairperson **Mrs. Rajashree Birla**.

The theme for this year was '**Maximizing Impact of CSR through Enterprise Development Model**'.

The summit started with a masterclass on 20th February 2019 at FICCI. The topic for masterclass was 'Training on Design Thinking'. In this program, the participants did not only learn about the Design Thinking process, but also how to apply it to real-life micro challenges, in a rigorous hands-on manner.



Inaugurating the conference Ms. Rajashree Birla, Chairperson FICCI CSR & Community Development Committee, invoked the Gandhian philosophy of moral responsibility to bring about a change. The propagation of khadi by Gandhiji, she said, has today become a movement and an enterprise development model.

She said that the entrepreneurial instincts of tens of millions of India had given rise to over 36 million MSMEs. People of this country have taken the enterprise development solutions for the empowerment of the vulnerable sections. The time now was to propel it to the next level.

Keeping in context with the theme, the summit deliberated on various aspects of incorporating Enterprise Development Model in CSR. Sessions were on the following topics- 'Catalytic Intervention: Enterprise development solution for empowerment of vulnerable communities', 'Social Enterprises: Creating local ecosystems, building leaders and entrepreneurs for social and economic impact', 'Aspirational Districts: Partnerships for Results', Special Session: Story Telling for Change' and 'Special Session: Dialogue in the Dark'. Sessions organized were graced by various with senior speakers from Adani Group, Amazon, Tata Chemicals Limited, Grameen Foundation, Jubilant Life Sciences, Dalmia Bharat Enterprises, ReNew Power, Piramal Foundation, etc.

A small presentation was given by **Mr. Pravir Krishna, IAS, Managing Director, TRIFED** on how Corporate Social Responsibility can be aligned with TRIFED's vision in helping the tribal community grow.

During these sessions, companies discussed their CSR activities, how creation of social enterprises lead to social and economic impact, how and why social enterprises need to be promoted, how companies are addressing the lack of quality education, health & sanitation, agriculture productivity, water conservation and clean energy in aspirational districts and how story telling through short videos and documentaries can bring a change and a significant impact.



Along with the sessions, an exhibition was also held in which various organizations like Nuvoco Vistas Corp. Ltd., Wockhardt Foundation, Centre for Advocacy and Research and more got a platform to showcase their CSR projects to top Indian CEOs, and CSR Leaders.

Nine companies were awarded the prestigious 17th FICCI CSR Awards. An eminent jury, chaired by Mr. Ajay Shankar, Former Secretary, DIPP determined the top awardees from an exhaustive list of 120 companies post 6 months of vigorous assessment.



While presenting the award, Mr. Suresh Prabhu spotlighted the significance of CSR, stating that corporates and society were not mutually exclusive, one cannot survive without the other. Therefore, CSR should not be seen as mere responsibility but a mutually beneficial relationship for both.

