

CSR

T O D A Y

**Can Tri Marine
Make Waves With
Sustainable Tuna
Strategy?**

UNLOCKING THE POTENTIAL

A FICCI-Accenture report defines a unique framework to help organizations conceptualize, design and deliver CSR so as to make an unprecedented contribution to India's future.

CSR SOCIETY

Transforming a Moral Obligation into a Moral Motivation

SUSTAINABILITY CAPITAL

Report Analyzes Global Giving by US Corporations

CSR LEADERSHIP

Responsible companies have the competitive advantage: Kwek Leng Joo

Keep CSR and Govt Schemes Separate



Rajesh Tiwari
 Publisher
 rt@iccsr.org

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders

It gives me a sense of great pride and satisfaction from the fact that India is the first country in the world to have legislation on Corporate Social Responsibility (CSR). However, it also causes me great pain and displeasure from the way in which CSR is being interpreted and implemented in the country.

The Indian government is encouraging the corporate sector to invest the mandatory 2 percent spend on state-sponsored schemes. Not only is this move contrarian to the definition of the subject but also defeats the very purpose CSR sets out to meet.

As the name clearly states, Corporate Social Responsibility entails the responsibility of a corporate towards society. According to global best practices, an ideal CSR policy is one that unwaveringly focuses on the three prongs of people, planet and profit. It is imperative for it to augment the top line and/or bottom line of an organization. In none of the mature countries do CSR activities support government schemes.

The definition of CSR laid down by United Nations Industrial Development Organization (UNIDO) clearly brings out the scope and meaning of CSR. According to it, “Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line- Approach”), while at the same time addressing the expectations of sharehold-

ers and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that.”

The mandate of the government of the day is to govern. Business, meanwhile, is not about governance. It is all about creating wealth. I would, therefore, urge the government to not allow or encourage the corporate sector to spend the mandatory 2% on government schemes.

Europe, which is at the forefront of developments in this field, has more than 1500 companies compliant with the definition of CSR. In the US, there are 400 such companies. In India the number is abysmally low with less than 40 companies adhering to the true definition of CSR. For most companies in India, CSR is philanthropy and charity.

The Indian Centre for Corporate Social Responsibility (ICCSR), a not-for-profit global advisory and training organization, is committed to bringing the various aspects of CSR to the fore. It has been tirelessly working towards demystifying CSR for the corporate sector, and would continue to do so.

Our very competent Honourable Corporate Affairs Minister Arun Jaitley has been a strong advocate of transparency, and I have no doubt that he will take immediate and firm action on the issue. Only then can the true benefits of CSR be realized, both by the corporate sector and the society.

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CSR

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WWF Urges India to Protect Forests

WWF-India, in association with the Forest Stewardship Council (FSC) has initiated a campaign to raise awareness about FSC Certified Paper to promote responsible purchasing and protect forests globally. The campaign aims to promote the production and consumption of FSC paper products in India by raising awareness of the environmental and social benefits of FSC certification and the problems caused by unsustainable forestry activity.

Global paper consumption has quadrupled in the last 50 years, with 10% of the world consuming over 50% of paper available. According to the Indian Paper Manufacturers Association, India's paper consumption has grown at a steady rate of 8% in the last five years and the consumption of paper is projected to rise by over 53% by 2020. Rising demand and wasteful consumption puts huge pressure on the world's limited natural forests and the communities and biodiversity they support. Even with more frugal use and greater efficiencies, net demand is likely to grow. This challenge spans the whole supply chain, from where and how wood is grown and harvested to how wisely and efficiently it is processed, used and reused. FSC offers a framework for sustainability across this entire chain.

While India is one of the fastest-growing paper markets in the world, it has only eight FSC certified plantations across the country. A baseline survey conducted by WWF-India, in the early stages of the campaign indicated that there was not only a dearth of FSC products in the market for the individual consumer but there was also limited awareness about FSC and the benefits it has on the world's forests. The story is, however, slightly different for business and industry. The Indian market does provide a wide range of products, varying from copier paper to packaging and other office consumables that are FSC certified. While large consumers like Mattel, Mango, Zara, Marks & Spencer, ITC, Unilever, Tetra Pak and Nokia make use of FSC packaging in some of their products, the business market still has a long way to go in adopting sustainable practices in terms of paper consumption. The campaign aims to reach out to companies to build awareness about FSC and help them switch to business cards, copier paper and packaging made from FSC-certified materials where further reductions in paper use are not yet feasible.

Philip Tapsall, Director - Sustainable Business, WWF India while talking about the initiative said, "Rising paper consumption is having a major impact on critically important environments - both in India and overseas. The everyday consumer can play an important role in reversing this trend and we are urging people and companies to consider FSC-certified paper products both at home and in the office."

The Forest Stewardship Council (FSC) strives to promote environmentally appropriate forest management globally to ensure the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes. FSC standards (certification and labeling of forest products) are recognized as the global benchmark for sustenance, ensuring the entire production process is tracked from the plantation of forest right through to the end product.

Cognizant CSR Initiative

Cognizant Foundation, the CSR arm of consulting and IT major Cognizant, has funded high-speed vitrectomy surgical equipment at Vittala International Institute of Ophthalmology (VIIO), a charity focused on improving access to specialty eye care, according to a report in *The Hindu Business Line*.

Vitrectomy is a type of eye surgery used to treat disorders of the retina (the light-sensing cells at the back of the eye) and vitreous (the clear gel-like substance inside the eye). The equipment funded by Cognizant Foundation will enable advanced surgeries in treating diabetic retinopathy, glaucoma, cataract and eye injuries that are major causes of blindness in India.

"This equipment is best-in-class and highly advanced with features that increases precision of surgery by 4 times and reduces cost by 5 times. The precision reduces the recovery time of the patient and increases the success of surgery by nearly 85%. Nearly half of the current surgeries can be performed with this new equipment donated by Cognizant Foundation," said Krishna R Murthy, DOMS FMRF FRCOphth (London), Medical Director of VIIO and a senior vitrectomy retinal surgeon. We expect this equipment to serve between 300 and 400 patients per year and ultimately reach out to over 3,000 patients over the machine's lifetime, he added.

Founded in 2001 by Sri Keshava Trust as a tertiary eye care centre in Bengaluru, VIIO offers cataract, corneal and refractive, retina, glaucoma, uvea and ocular inflammation, pediatric, custom ocular prosthesis, low vision, community ophthalmology and clinical laboratory services.

Responsible Companies Have the Competitive Advantage: Kwek Leng Joo

With green consumerism on the rise, there are opportunities for companies to make a meaningful impact on communities and the environment, says Singapore Compact president Kwek Leng Joo

BY JESSICA CHEAM

Back in the 1990s, when the term ‘corporate social responsibility’ was hardly uttered in Asia - a region obsessed with growth and where awareness of CSR only grew in recent years - Kwek Leng Joo, deputy chairman of Singapore-listed property developer City Developments Limited (CDL), was already practicing elements of it through the company’s operations.

Currently also the president of the Singapore Compact for CSR (the local chapter of the United Nations Global Compact), the CSR pioneer became known over the years within corporate circles for transforming CDL into one of the world’s leading sustainable businesses with the philosophy “conserve as we construct”. The developer is listed on three global sustainability benchmarks: the FTSE4Good Index, Global 100 Most Sustainable Corporates by Corporate Knights, and the Dow Jones Sustainability Index.

An avid nature lover and photography enthusiast who publishes annual calendars featuring photos of Singapore’s nature landscape taken by himself, Kwek has advocated CSR and sustainability to the local business community and youth for decades.

Far from approaching CSR as an obligation - common among many Asian corporate honchos - Kwek views it as a competitive



Kwek Leng Joo, Deputy Chairman, CDL

advantage. Recent evidence has emerged that prove that consumers prefer to buy products and services from responsible companies, he says, and this means companies that offer eco-products will have an advantage in this competitive consumer landscape.

As we look back on the year, what do you think were the biggest headlines that had a significant impact on business and sustainability?

Companies now face increased environmental responsibility and accountability due to increased regulation and public pressure through social media. The latter reaches the masses instantly, permanently and can be unforgiving,

this is why engagement has become a buzzword in the corporate sphere and companies need to be proactive rather than reactive.

In October, Singapore Exchange said it will be mandating that all listed companies publish sustainability reports. This is timely and will have a significant impact. There 770 listed companies in Singapore, but only 27, or 3.5 per cent of them, produce sustainability reports, according to the Global Reporting Initiative (GRI) database. The new rule may position Singapore – a hub for many industries in Asia – as a steward for sustainability standards. Consumers are also increasingly demanding that firms operate

UNLOCKING THE POTENTIAL

A FICCI-Accenture report defines a unique framework that can help organizations conceptualize, design and deliver CSR and simultaneously start readying themselves to seamlessly transition from the bylanes of corporate social responsibility to a wider, well-paved highway of corporate responsibility. CSR Today brings you the highlights of the report.

For the first time in India, CSR has become a concrete resource allocation platform backed by legislative support. The new law presents several opportunities for Indian companies to not only strengthen their CSR efforts but also shape India's economic future and their own global competitiveness. It also provides businesses to go beyond simply following international standards and guidelines as mere compliance requirements. Below, we take a closer look at these opportunities:

Opportunity 1: Use CSR initiatives to build industry-friendly talent pools

India's ability to harness the advantages of its demographic dividend will decide its

economic destiny. The window of opportunity represented by that dividend will be available largely until 2040. Studies by India's National Sample Survey Organisation (2009-2010) suggest that around 290 million additional workers will need to be trained by 2022 to achieve India's national skills-development targets. This is a mammoth task, given the existing capacity of the country's training systems.

The CSR Rules 2014 allow companies to contribute CSR funds to activities aimed at strengthening vocational skills that will make workers employable. Businesses making the most of this opportunity can help create talent pools for the future. Established business houses have already started making an impact in this area.

Following lead of exemplars, or collaborating with them, smaller companies in industry clusters can pool their CSR funds to develop online courses and virtual simulators, stored in a public cloud, to help young people strengthen their technical skills and acquire professional certifications; for instance, in lean manufacturing, six sigma, machine repair or machine servicing. Such moves would not only build a talent pool for various sectors but also create digital technology infrastructure that companies could use for other projects – a spillover benefit. Moreover, individuals who take advantage of such training will be more likely to find jobs and spend at least part of their income on goods and services, creating more stable economic demand.

ITAL

Opportunity 2: Transform CSR collaborations into cost-efficient yet game-changing innovation

India has a significant resource that it has yet to fully tap: the innovation potential of its people. Just as political democracy can lift nations by building on the combined ideas of their citizens, “democratized” innovation can lift countries’ economic systems and spur sustained, profitable growth for companies.

The good news is that young people in India are ready to take part in the nation’s innovation journey. In a survey by Accenture and the All India Management Association of 1,000 Indian students, 74 percent of respondents said they would like to contribute to innovations that improve products and services available in the market. And 43 percent said that a key motivation for sharing innovations was to help people benefit from their ideas.

Businesses across sectors must harness this growing interest among young people in creating new forms of value for themselves and the nation. The CSR Rules 2014 provide a way to do so. The Rules permit enterprises to contribute CSR funds to technology in-

cubators in academic institutions approved by the central government. In close collaboration with such incubators, companies can foster the creation of flexible and open innovation labs capable of launching game-changing technologies with lower upfront investment. These labs could help solve the nation’s problems and serve as a base for affordable innovations that industry players can draw on to drive profitable growth.

Opportunity 3: Turn CSR initiatives into open learning centers for leaders

Indian businesses have expanded their national, regional and global footprint vigorously in the last decade. To manage expansionary growth within and beyond the nation’s borders, companies need visionary leaders who can manage large multicultural teams and foster collaboration among a diverse range of stakeholders.

CSR initiatives can serve as an immersive platform for top management teams to test and grow managers’ leadership skills in a multicultural, challenging environment. New kinds of organizations in the CSR space are getting ready to facilitate this effort.

Opportunity 4: Make CSR a driver of capital formation in neglected areas of national interest

India is a fast-growing emerging economy but also faces numerous human development challenges. These include maternal health problems; infant mortality; and intractable diseases such as malaria and tuberculosis.

Take maternal health. India and Nigeria accounted for one third of global maternal deaths in 2013. An estimated 50,000 maternal deaths occurred in India in 2013. Although India has been able to substantively reduce its maternal mortality rate, India runs the risk of missing the MMR-target set under the auspices of the Millennium Development Goals. While the government is launching extensive interventions, it is evident that more efforts need to be taken to achieve the desired MMR-targets. The CSR Rules 2014 provide an opportunity to corporations to work with public agencies and help the nation achieve the desired MMR-targets.

Another classic example of a neglected area of national interest is tuberculosis (TB).



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Report Analyzes Global Giving by US Corporations

The study, "Giving Beyond Borders: A Study of Global Giving by US Corporations," reveals intriguing data on corporate philanthropy

BY RYAN SCOTT



As the world grows more connected, global volunteering and giving is increasing as a priority for businesses. According to a 2013 study, nearly 60% of companies reported foreign charitable donations, which seems logical when you consider two factors at play: 1) corporate philanthropy is an ever more important investment for businesses,

and 2) more businesses are entering foreign markets, which means they now have stakeholders crisscrossing the globe.

The study, "Giving Beyond Borders: A Study of Global Giving by U.S. Corporations," was sponsored by Global Impact and created by the Lilly Family School of Philanthropy. It opens by asking, "To which society should a multinational enterprise be respon-

sible – home, hosts, or all of these?" And "To which society's values does a company refer when making its principled decisions?"

The current implications of these questions can be found in the intriguing data uncovered by the report. For example, one type of international giving that is particularly popular amongst companies is disaster relief. Forty-six of 50 surveyed companies reported giving charitably to disasters since 2001; a majority donated to both domestic and international disasters.

Most companies have set policies guiding disaster response; one-third of surveyed companies have a contingency fund budget for future disasters. The highest percentage of surveyed companies indicated that the community impact (e.g., the scale of the disaster and the number of people affected) is the most important factor in determining how they respond to a disaster. The second-largest proportion of surveyed companies highlighted the disaster's impact on their employees as a key factor driving their response.

RESOLVE Announces the ReGrow West Africa Partnership, Peace Diamonds

The initiatives are designed and mandated to support the recovery and development of the private sector in three affected West African countries



At the World Economic Forum Annual Meeting in Davos, Stephen D'Esposito, President and CEO of RESOLVE, and Chair of the World Economic Forum Council on the Future of Mining and Metals, announced the launch of an initiative to catalyze sustainable economic recovery in the three West African countries most affected by Ebola – Sierra Leone, Liberia, and Guinea. The initiative, ReGrow West Africa, seeks to rally donors and investors behind a portfolio of implementation-ready economic development projects. It is being designed and executed by RESOLVE in partnership with Cordaid, a Dutch NGO, and the general membership of the Ebola Private Sector Mobilization Group, which includes more than 100 private companies operating in the region. ReGrow West Africa receives financial and technical support in its initiation phase from the German Development Agency, funded by the Federal Ministry of Economic Cooperation and Development.

PHOTO COURTESY: WWW.EDGEHILL.AC.UK

BT's Net Good Commitment

The IO Performance Spotlight focuses on how companies meet sustainability challenges through their day-to-day operations. This spotlight focuses on BT, a major provider of telecommunications networks and services in its home country of the UK and in more than 170 countries. BY **KEVIN MOSS** AS TOLD TO **STEVE ROCHLIN**

I spoke to Kevin Moss, Head of the Net Good Programme at BT about the landmark Net Good initiative BT recently launched. Net Good focuses on carbon emissions reductions. BT's 2020 Net Good goal is to help customers reduce their carbon emissions by at least three times the end-to-end carbon impact of its business.

At BT the triumvirate of climate change, carbon emissions and energy usage are our most material environmental concern. Our carbon footprint reduction activities went through an evolution. The first phase was simply measuring our carbon footprint. We started that in the 1990s. The second phase was setting targets to reduce it. The size of our early targets, though ambitious didn't really have a scientific context. To address this, our third phase was defining the carbon reduction necessary for climate stabilization without compromising economic growth. The result was the determination of a scientifically grounded carbon reduction intensity target. The intensity is expressed in relation to our contribution to GDP. The target recognizes that the world needs to reduce carbon emissions while developing economically as well. Once that target was in place we started developing our fourth phase. In addition to the emissions due to our own operational activity, this looks at our supply chain and the use of our equipment that we sell, and compares it with the opportunity for our products to abate the carbon use of our customers. In 2010-11 we had collected a lot of information. We had product carbon footprints for our three most



Kevin Moss, Head of the Net Good Programme

significant consumer products independently verified by Carbon Trust. And we had our arms around the extended footprint of our supply chain, and we had a sense of our customer impact. It wasn't easy to connect all of this to a cohesive picture of our footprint. In parallel we had been working with the Global e-Sustainability Initiative (GeSI) on Smart 2020 and others like the World Wildlife

Can Tri Marine Make Waves With Sustainable Tuna Strategy?

Was the fish in your tuna salad sustainably harvested? One of the biggest tuna suppliers in the world, privately held Tri Marine, believes it has a responsibility to answer that question in the affirmative.

BY HEATHER CLANCY



As a result, the company is investing substantially in technology and business processes to prove it, including a new commitment to an end-to-end assessment by the Marine Stewardship Council.

What's more, this month Tri Marine is reopening its processing plant in American Samoa after the \$70-million rehabilitation of an existing facility. The project was designed to optimize energy efficiency and to minimize the environmental impact of its activities on the local community.

The site will be capable of handling 1 million cans of tuna daily when operating at full capacity. It will supply some of the company's biggest customers, including private-label grocery store clients Costco and Fred Meyers – other partners include StarKist and Chicken of the Sea. It also will serve Tri Marine's own fast-growing house brand, Ocean Naturals, sold by its subsidiary The Tuna Store.

"[Samoa Tuna Processors] is a great example of how doing the right thing can also be good for business," said Renato

PHOTO COURTESY: SST-FOUNDATION.ORG



GLOBAL CSR CONFERENCE 2015

Innovating an Eco-system on **Swachh Bharat Abhiyaan**

Outlook | Symposium | Networking

Venue: India International Centre Annexe, New Delhi

Date: 19 March 2015

Overview

Swachh Bharat Abhiyan is a national programme started by our Honourable Prime Minister, Narendra Modi on 2 October 2014 at Rajghat, New Delhi. It is a Government of India initiative, to clean the streets, roads and infrastructure covering 4041 statutory towns of India. It is India's biggest ever cleanliness drive with over 3 million government employees and students from different schools & colleges participating including public at large.

With clear deliverables and a completion date, the Swachh Bharat program is a 5 year mass movement plan (to be completed by 2019). The government is committing 16000+ crores of the 62,000 crores needed and the movement will cover 4,401 towns, provide 2.5 lakh community toilets, 2.6 lakh public toilets, and a solid waste management facility in apiece township. This campaign aims to accomplish the vision of 'Clean India' by 2 October 2019, which is 150th birthday of Mahatma Gandhi. The campaign is beyond politics and is expected to reach its goal.

Why this seminar?

- A well designed platform to understand and devise the methodology for national action plan
- Appropriate researched and structured sessions put up just about the issues and opportunities nation currently face
- A medium to increase responsiveness and put together the essential systems to move forward all endeavours in sustainability of sanitation project
- Brings together the best practitioners from diversified sector to convey best of practices and knowledge
- Discover best practices in sanitation and sustainability and follow the success trail from concept to execution of social responsibility

Objectives of Swachh Bharat Abhiyan

- Eliminating open defecation and manual scavenging
- Converting insanitary toilets to clean and functional toilets
- Ensuring 100% waste collection and supporting it with scientific processing/disposal reuse/recycle of solid waste
- Training and helping people adapt to behavioural change and regard healthy practices
- Generate awareness about sanitation and public health
- Strengthening urban local bodies to design, execute and operate systems
- Enabling environment for private sector participation in capital expenditure and operation & maintenance (O&M) costs

This isn't just another event, we have put all of our efforts to make sure that it is dedicated to dialogue and for you to be part of the conversation and deliberations to make certain that you get your questions answered.

For this action plan to fructify we need focussed attention, commitment and participation of all and as such it's indeed the need of the hour needed that subject matter experts, urban planners, UN bodies, administrators, NGO's, public & private institutions and bodies all come together and deliberate to ensure we get it right!... a feat which India needs to showcase to world at large and demonstrate that we can do it!

Time to change our appalling facts and figures

- 60% of India's rural masses defecate in open often because of not enough toilets, absence of the functionality, be short of water or inapt waste management systems
- Just 32% rural families in 2011 (as per census figures) and 40% (NSSO numbers of 2013) have rural toilets
- From around 1.2 crore toilets to be developed annually just before 2011-12, the figure has drop to under 50 lac each year now.
- From the 17.19 crore rural households, about 11.11 crore do not have latrines according to Baseline Survey in 2012-13 by State.
- Nevertheless 8.84 crore are qualified to receive the incentives, toilets haven't been developed
- A lot more than 2 crore individuals, who got subsidy beneath the program /financial incentive, do not have functional toilets also today.

Key Takeaways

- Developing role for communities, private agencies and Corporates to sync in with the government machinery
- Maximizing CSR's contribution in sustainable development of the nation
- Championing the movement to create social capital through social investment
- Understanding global and national goals and directives to developing customised plan and policy on sanitation
- Craft approach towards sensitizing sanitation through creating a responsible system
- Use the key strategies for leveraging CSR in facilitating the scientific approach for project implementation and communication strategy
- Capability to promote and implement technological innovation in practice
- Adoption of innovative technology in practices

Approach

The best of the ideas are worth nothing unless they are well executed. Swachh Bharat Abhiyaan has started in a big way, it is now important not only to maintain the same zeal and commitment, but also to ensure that the change that we bring is sustainable. This change is supported by practise and eventually becomes a lifestyle. This cannot be done without understanding governments' plans and policies, deciphering between civic and civil sense, teaching and habituating the audience at large, understanding the role of implementing agencies and putting technological innovations to best use.

Theme

- National Plans and Policies
- Civic Sense or Civil Sense
- Role of Implementing partners
- Technological innovation in practice

Who should attend?

We invite your participation and solicit inputs, innovative ideas, opinion, and strategies to support the nation's initiative and make it an immense success:

- CEOs/ Strategy Leaders/ CSR Managers
- NGOs/ NPOs/ Corporate Foundations/ Trusts
- Project Leaders/ Social entrepreneurs
- Social Activists/ Philanthropists
- Business Analysts / Consultants/ Business Development Professionals
- Researchers/ Academicians/ Students
- Media Representatives
- Thought Leaders /Policy Makers
- Subject matter Experts from Sanitation, water, environment and education
- Optimistic and enthusiastic individuals in social change

Organiser

Indian Centre for CSR (ICCSR)

ICCSR is a not-for-profit global advisory and training organization. As a global organization, through our network of CSR experts, advisors and partners, we advise clients on sustainability & CSR while sharing global best practices. We have set out to formulate India's own agenda for CSR reporting standards which over time will become the standard globally. And our vision is to create a CSR standard best suited to India's corporate and enable them to be perceived as good, responsible corporate citizens while being at par with best practices on processes, technologies, tools and systems.

Partner

Global Compact Network India (GCNI)

GCNI is a platform, for businesses, private sector organisations, civil society organizations public sector and institutions. As a network, GCNI enables aligning of various stakeholders' practices towards the Ten Universally Accepted Principles of UNGC. Global Compact Network India is actively involved in promotion and galvanisation of 10 principles of the UNGC that revolve around Human Rights, Labour Standards, Environment and Anti-Corruption and has plans to expand its reach, influence and improve reporting standards of its member organisations through training, development and capacity building in the years to follow.

Media Partner

CSR Today, India's first Corporate Social Responsibility Magazine, brings to you a monthly update on the contemporary topics on CSR and an overview of global best practices to Indian audience is our Media partner. The magazine will cover articles and research on topics such as Stakeholder Engagement, Governance

& Regulation, Communications & Reporting, Environment, Supply Chains, Business ethics, Socially Responsible investing and Sustainability. CSR Today is circulated to all CSR Stakeholders such as Governments, NGOs, citizens and corporates, Trade & Industry Bodies, Global institutes and universities, World Policy Centers, Multilateral Agencies and all Foreign Consulates in India, their Mission and Commercial wings.

Presence payback

Participants would have the capacity to reinforce their reputation, strategising operational efficiency and putting innovative technology in place to drive the national movement. Understanding fashion in sanitation while addressing the need, they can promote sanitation investment. More importantly, through networking and meeting with industry leaders, they can boost the business as well enhance skills and learn something new

Speaker & Connoisseurs

We have anticipated 20 speakers and more than 200 Participants in this elite event who are absolutely most reputed and competent Indian and International orators from government and private sectors, social research scientists and pioneers from sanitation sector and commercial enterprises. They will eventually steer the ship of Clean India Movement through contributing towards the ever growing knowledge on sanitation, learning and experience on best practices involving various stakeholders.

Venue Details

India International Centre Annexe
Lecture Room – 2 (Basement)
New Delhi

Date: 19 March 2015

Session Outline

Registration & Morning Tea		0830 – 0930 hrs
Opening Session	Welcome Address by ICCSR	9.30 am to 10.30
Theme Address	Shri Rajesh Tiwari, DG & CEO, ICCSR	
Inaugural	Lighting the Lamp by Chief Guest	
Inaugural Address	Shri Ashok Pavadia, Add. Secretary (Chief Guest)	
Special Address	Shri PC Pandey, Head, UN Global Compact, India	
Plenary Session – I	National Plan and Policies	1030 – 1130 hrs
Moderator	Shri Dr. KK Upadhyaya, Head – FICCI CSR	
Focus Theme	• Developing Plan and Policy	
	• Understanding global and national goals and directives	
	• Action, policies and schemes of government for successful movement	
	• Role of community and private agencies	
	• Turning business into cause – Clean India	
Interaction with audience		
Plenary Session – II	Civic Sense or Civil Sense - challenge for creating a responsible system	1130 – 1230 hrs
Moderator	Shri PC Pandey, Head, UN Global Compact, India	
Panellists	• Long term commitment for programs	
	• Maximizing CSR's contribution in sustainable development of the nation	
	• Not just a movement but create social capital through social investment	
	• Sensitizing marketing and advertising for promoting cause	
	• Impact on cultural and social values	
Interaction with audience		
Plenary Session – III	Strategising the role of Implementing Agencies	1230 – 1330 hrs
Moderator	Gayatri Subramaniam, IICA	
Panellists	• Action base research to facilitate the scientific approach for CSR implementation	
	• Creating communication strategy for project	
	• Practical challenges in implementing the movement	
	• Creating awareness, consultancy and capacity building	
Interaction with audience		
Networking Lunch		1330 – 1430 hrs
Plenary Session – IV	Technological innovation in practice	1430 – 1530 hrs
Moderator	<Platinum Sponsor>	
Panellists	• Adopting innovative technology in practices	
	• National need vs. Eco friendly designs	
	• Refuse, Reduce, Reuse and Recycle for effective waste management	
	• Accept, adopt and preserve the change	
Interaction with audience		
Closing Remarks		1530 – 1600 hrs
Tea / Coffee		1600 – 1645 hrs

Marketing Options & Sponsorship Rates

The Conference offers a opportunity to project your organisation's dedication to Corporate Social Responsibility. The Event will be attended by eminent corporate heads, social scientists, NGO's and opinion leaders from across the nation.

Conference Benefits	Categories of Sponsorship		
	Platinum	Gold	Silver
	INR 5,00,000	INR 3,00,000	INR 2,00,000
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2. Speaker Slot in Breakouts	✓	✓	–
3. Speaker Slot in Inaugural Session	✓	–	–
4. Corporate Literature in the Delegate Kit	✓	✓	–
5. No. of Standees at Venue	2	1	–
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7. Free Passes – (As Delegate)	8	5	3
8. Website Promotion	✓	✓	✓
9. One full page Advt in CSR Today	5	3	1
10. Mention in Souvenir	✓	–	–

Registration Fee

1. Indian Participant (One):
 - a. Corporate: Rs. 13,000/-
 - b. Development Sector: Rs. 7,000/-
 - c. Academic: Rs. 3,000/-
2. International Participant (One): USD 400
3. Group of 5 Participants: 20% Discount
4. Early bird discount (before Feb 20, 2015): 10% Discount
5. Registration after March 10, 2015: Rs. 1,000/- will be additional.

Bank Account Details

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Terms & Conditions

- Registration fee is mandatory for attending the event.
- Registration benefits includes lunch and tea, conference kit, soft copy of photographs.
- Being, a non residential event, delegates have to make their own arrangement for stay and travel etc.
- Registration cost is non-refundable however participant name can be changed.

Admission for pre-registered attendees only. On-site registrations only in special cases



For further assistance, please contact:

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