

CSR

T O D A Y

A Safe Pair of Hands

CSR SOCIETY
Oceans Get Eight Million Tonnes of Plastic Yearly

SUSTAINABILITY CAPITAL
New Frontiers in Development Finance

CSR LEADERSHIP
HR Should Champion CSR

SUSTAINABLE LIVELIHOODS

From a new entrant in the market to becoming one of the leading players in the energy sector, Hindustan Powerprojects has come a long way. It attributes the success to its CSR initiatives



STAY INFORMED...

SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$SAVE!!**

India's First Magazine on Corporate Social Responsibility

Subscribe to CSR Today MAGAZINE and Read the Path breaking Content lineup focusing on:

- a) Stakeholder Engagement b) Governance & Regulation
- c) Communications & Reporting d) Environment
- e) Supply Chains f) Business Ethics
- g) Socially Responsible Investing h) Sustainability

And CSR related information, news, and updates brought directly to you!

- Compelling Corporate Social Responsibility ARTICLES.
- Global CSR Best Practices
- Thought-provoking Leadership Articles
- SPECIAL FEATURES on local and national CSR events of interest, along with updates on ACTIVITIES, AWARDS, SCHOLARSHIPS, and MUCH MORE!



SUBSCRIPTION ORDER

I would like to ORDER (Please check):

- HALF YEAR (6 issues) ₹600 1 YEAR (12 issues) ₹1,200 2 YEARS (24 issues) ₹2,400

NAME:

DESIGNATION:

COMPANY:

ADDRESS WITH PINCODE:

CONTACT NUMBER:

E-MAIL:

RTGS DETAILS: A/c Name: Indian Centre for CSR, Bank Name: HDFC Bank, Nariman Point branch, A/c No. 0012560004973, IFSC Code: HDFC0000001

CHEQUE/DD No: DATE: BANKNAME:

MAKE CHEQUE PAYABLE TO **Indian Centre for CSR** and mail with a copy of this form to: **SUBSCRIPTIONS - CSR TODAY**, Indian Centre for CSR, 104, Nirman Kendra, Dr. E. Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).

PLEASE ALLOW 6-8 WEEKS FOR DELIVERY OF FIRST ISSUE.

*Does not apply to subscription orders that have already been placed.

Budgeting for CSR



Rajesh Tiwari
 Publisher
 rt@iccsr.org

To be a successful CSR professional, align the priorities of your initiative with those of your CEO. Quantify each and every value that your project would deliver.

The Finance Minister, Arun Jaitley, has acknowledged the importance of sustainability and Corporate Social Responsibility. Presenting the budget for FY 15-16, he increased the cess on coal – a welcome step in the long journey towards a sustainable future.

The initiative, which also got the country to accept there was a carbon tax in effect on dirty coal and petroleum products, ramped up the tax to Rs 200 per ton, up from the existing Rs 100 per ton. As per estimates made by the Economic Survey, taking into account the current emission factors, the country levies an inherent carbon tax of \$64 per ton of carbon dioxide on diesel and \$140 on petrol.

Undoubtedly an important measure, it will go a long way in cutting down greenhouse emissions and provide a nudge for transitioning to non-polluting fuels.

The Economic Survey provided a template for the union budget. According to the Economic Survey, the increasing prices of petrol and diesel are indicators of capping their consumption, which would in turn bring down air pollution and carbon dioxide emissions.

The last year provided the government with just the break it was looking for. With the oil prices in the international market taking a beating, the government got the window of opportunity to do away with the subsidy. Meanwhile, it increased the excise duty on both the fuels – diesel and petrol. The result was that even though the prices of both the fuel came down, the taxation on them increased.

To provide a shot in the arm for initiatives aimed at reducing, The Economic

Survey calls for an even greater increase in the cess on coal so as to further curb carbon dioxide levels and better mirror the emission costs from power plants running on coal.

The present cess on coal equals a carbon tax of \$1 per ton of carbon dioxide. Enhancing the cess three times would cut carbon dioxide emissions by 129 million tons. Meanwhile, increasing the cess five times reduce carbon dioxide emissions by as much as 214 million tons.

It is no doubt a long road that needs to be traversed. The government has, however, taken the first steps and it is just a matter of time before it reaches the destination.

While the government is playing its part in encouraging the corporate sector to participate meaningfully in the areas of CSR and sustainability, the CSR Head in an enterprise has to play his part too. In this tough economic scenario, it is not an easy task to convince the top management on the importance of spending on CSR.

To be a successful CSR professional, align the priorities of your initiative with those of your CEO. Quantify each and every value that your project would deliver. The top management, especially the CFO and the CEO, are swayed by numbers. Providing them with strong metrics and figures would make the task of getting them onboard easy.

Above all, involve the top management in the initiative. By getting the executives to interact with the stakeholders, you lend more strength to your program.

So, be innovative, and take your CSR initiative to the next level in 2015. Do share your innovative CSR strategies with us. We look forward to your responses.

Contents

CSR

T O D A Y

MARCH 2015 | VOL. 02 | ISSUE 08

PRINTER AND PUBLISHER: Rajesh Tiwari

EDITORIAL

Consulting Editor: Y Singh

INDIAN CENTRE FOR CSR

ADVISORY BOARD

Pankaj Pachauri, Ted McFarland,
Mag. Martin Neureiter, Chandir Gidwani,
Lou Altman, Kingshuk Nag, Toby Webb,
Anil Bajpai, Nikos Avlonas, Rajesh Tiwari,
Satish Jha, Amit Chatterjee, Jitendra Bhargava,
Namita Vikas, Dinesh N. Awasthi, Kapil Dev,
Dr. Kamal Kant Dwivedi, Sanjiv Kaura, Suhel Seth

PRODUCTION, CIRCULATION AND LOGISTICS

Hardik C

HEAD OFFICE

CSR Today

104, Nirman Kendra, Dr.E Moses road
Mahalaxmi Estate, Mumbai -400011
Tel: +91 22 249 03078 / 03082 / 55260
Email: editor@csrtoday.net
Website: www.iccsr.org

REGIONAL OFFICES

NEW DELHI

Regional Director: V Chopra

Assistant Vice President: Dr. Rupal Tyagi

MUMBAI

Vice President: Chaitali Chatterjee

Circulation: C.R. Tiwari

Printed, Published and Edited by **Rajesh Tiwari**
on behalf of **Indian Centre For Corporate
Social Responsibility**, Printed at **Jayant Printery**,
352/54, J.S.S. Road, Murlidhar Temple Compound,
Near Thakurdwar Post Office, Mumbai 400
002 and Published from **Indian Centre For
Corporate Social Responsibility**, 106/A, Nirman
Kendra, Plot No.3, Dr. E. Moses Road, Mahalaxmi
Estate, Mahalaxmi, Mumbai 400 011.
Editor: Rajesh Tiwari

Disclaimer

The publisher, authors and contributors reserve their rights in regards to copyright of their work. No part of this work covered by the copyright may be reproduced or copied in any form or by any means without the written consent. The publisher, contributors, editors and related parties are not responsible in any way for the actions or results taken by any person, organisation or any party on basis of reading information, stories or contributions in this publication, website or related product. Reasonable care is taken to ensure that CSR Today articles and other information on the web site are up-to-date and accurate as possible, as of the time of publication, but no responsibility can be taken by CSR Today for any errors or omissions contained herein.

10 COVER STORY

Sustainable Livelihoods

From a new entrant in the market to becoming one of the leading players in the energy sector, Hindustan Powerprojects has come a long way. It attributes the success to its CSR initiatives

CSR LEADERSHIP

06 How Walmart's Green Label Aims to Drive Supplier 'Race to the Top'

08 HR Should Champion CSR

SUSTAINABILITY CAPITAL

18 Charting Your Corporate Volunteerism Roadmap

20 New Frontiers in Development Finance

CSR SOCIETY

22 Oceans Get Eight Million Tonnes of Plastic Yearly

24 CSR is Dead, From Here, it's all About Transformation

27 Standardize, Analyze, Monetize: Big Data and a Carbon-Free Future

30 Promoting Digital Literacy

SUSTAINABILITY

40 Indus Towers Publishes First Edition of Sustainability Report

42 A Safe Pair of Hands

REGULARS

01 Publisher's note

03 CSR News

44 Book Review

India as Sports Super Power: Sonowal

Minister of Youth Affairs and Sports Sarbananda Sonowal has called upon the corporate houses to extend their CSR support to make India the super power in the world of sports, a report in India Blooms said.

Speaking at the Eastern India CSR Summit in Kolkata, he said, India is making steady progress in multi-discipline sports competitions like Olympic Games, Commonwealth and Asian Games and have won many world championships.

He said, if the Corporate Houses spend a portion of their CSR funds towards promotion of sports, India will surely emerge as the super power in sports in the World. The Minister said, in this context, he would like to quote from the Memorandum of Association of Steel Plants Sports Board which was established in 1960 by SAIL and the then TISCO which is now known as Tata Stee, the report said.

Its preamble states that 'with the abolition of Princely States which hitherto used to patronise sports in the country, a void has been created and in order to fill this void, it is essential that the industries come forward to patronise sports in the country'.

He said, the objective was not only to provide sports & recreation to its employees and their wards, but also to patronise budding talent to win medals for the country. Various Sports Promotion Boards have been created under Public and Private Sector Undertakings, the report added.

Growth With Equity

Asking India Inc to embrace the concept of 'growth with equity' as part of their Corporate Social Responsibility (CSR) motto, Vice-President Mohammad Hamid Ansari said industries should voluntarily take up community projects instead of being pushed by laws to do.

He said there was a great scope for the business community to undertake CSR efforts, a report in Niti Central said

"The answer, however, does not lie in enacting new laws to make CSR mandatory for all. It has a greater chance of success through voluntary commitments by all able enterprises, in private or public sector. This would be a win-win proposition for the businesses and the society in

which they exist and flourish," he said, addressing a financial conclave organised by the Indian Merchants' Chamber (IMC) in Mumbai.

Ansari called upon the captains of Indian industry to embrace the concept of 'growth with equity' as part of their CSR motto. "Empirical evidence shows growth without equity is not sustainable in the long run. Desired levels of equity can't be attained without rapid and sustained growth. Hence the solution is not in 'either-or' but in 'both'".

The Vice President said businesses promote growth directly by increasing production and they help in inclusion by generating employment and creating wealth.

Michael R Bloomberg at RE-Invest Forum

Michael R. Bloomberg, the UN Secretary-General's Special Envoy for Cities and Climate Change, was the keynote speaker at "The New Investment Destination for Renewable Energy" at RE-Invest 2015: First Renewable Energy Global Investors Meet and Expo. The founder of Bloomberg Philanthropies and former three-term New York City mayor commended the government of India's renewable energy targets — some of the most ambitious in the world — citing the nation's goals to increase its solar target to 100 gigawatts by 2022, to double its wind target to 40 gigawatts by 2020, and to provide clean electricity access to the millions of off-the-grid households who currently lack it.

Bloomberg urged both India's private sector and foreign investors to continue developing and investing in the clean energy market which create knowledge-intensive jobs and support the nation's goals. All of these steps, he said, are helping to position India as a crucial global leader in addressing climate change, as nations work toward an international climate agreement in Paris this December. No other country, in his view, faces an energy challenge or has seized the energy opportunity on nearly the same scale and scope.

"Prime Minister Modi is showing that confronting climate change goes hand-in-hand with smart economic growth," said Michael Bloomberg. "And from my experience, he is absolutely correct to make cities a central focus of his work. The more India invests in sustainable cities, the stronger its economy will grow."

How Walmart's Green Label Aims to Drive Supplier 'Race to the Top'

The company plans to use the sustainability program to better understand how to effectively sell products that appeal to a more environmentally conscientious audience.

BY LAUREN HEPLER

What do Tide laundry detergent, a poster covered in adorable puppies wearing headphones and a baseball hat emblazoned with the cast of Duck Dynasty have in common?

One, they're all sold at Walmart. Two, the grab bag of products are all made by Walmart suppliers included in an initial batch of 150 companies that earned the right to be included in a new "sustainability leader" section of the mega-retailer's growing e-commerce operation. Those suppliers range from consumer products giants like Procter & Gamble and Unilever to smaller businesses like California-based Musco Family Olive Co.

The new online badging program, announced recently at a company Milestone Meeting held just south of San Francisco, is an outgrowth of the company's efforts to index supply chain sustainability standards across product categories. About 1,300 suppliers participated in Walmart supplier sustainability surveys last year, and about 12 percent of those companies have received the new sustainability leaders designation, Walmart Director of Product Sustainability Robert Kaplan told GreenBiz.

"What Walmart is very excited about today is using this tool to inspire a race to the top," Kaplan said. "This is about continuous improvement." Products receiving the sustainability label aren't necessarily sustainable in and of themselves. Rather, the badges denote suppliers



that are taking a broader view of sustainability by integrating organizational changes instead of product-by-product incremental improvements – a reflection of Walmart's own quest to drill down into the most meaningful information in the field.

"The Sustainability Leaders badge does not make representations about the environmental or social impact of an individual product," a Walmart document provided to GreenBiz notes, "only that the manufacturer has scored well enough to earn a badge across all of the products they make in that category."

Evaluating suppliers – especially those operating halfway around the world – is a tricky business for companies looking to delve deeper

into the impact that their products have on communities and the environment.

Suppliers are often reluctant to fill out yet another survey on their greenhouse gas emissions, water usage or other relevant metrics, and just figuring out which questions to ask in the first place can be challenging. Even if standards are in place, verifying that corporate ideals are translating to reality is another matter entirely.

Still, supply-chain traceability and transparency is increasingly demanded by businesses looking to mitigate risks – from resource scarcity to conflict materials – as well as consumers growing accustomed to

SUSTAINABLE LIVELIHOODS

From a new entrant in the market to becoming one of the leading players in the energy sector, Hindustan Powerprojects has come a long way. It attributes the success to its CSR initiatives

With a vision of commissioning 7000 MW of power by 2020 in thermal, solar and hydro, Hindustan Powerprojects is a leading player in the energy sector in India. The company is in advanced stage of commissioning over 5000 MW by 2017 of combined power assets at an estimated investment of Rs 32,000 crores (\$5.15 bn). In addition, the company is also developing over 6100 MW of capacity using conventional and non-conventional energy sources in India, Europe and the USA.

India is the fourth largest consumer of energy in the world after USA, China and Russia but it is not replete with abundant energy resources. It must, therefore, meet its development needs by using all available resources. This understanding helped the company to focus on renewable energy in short-mid-term, and conventional energy for mid-long term. Secured supply chains, diversified customer base and focus on right



The health programs of Hindustan Powerprojects cover the entire gamut of emergency ambulatory services, outreach clinics, and health camps

technology for the geography is ensuring a risk mitigated growth.

Hindustan Power has consistently been focusing on giving maximum returns to its stakeholders through corporate growth and social responsibility. The company is head

quartered in New Delhi and has power generation assets in the states of Chhatisgarh, Gujarat, Tamil Nadu, Odisha, West Bengal, Madhya Pradesh, Punjab, Uttar Pradesh and Himachal Pradesh in India and in countries like Germany, Italy, US, UK and Japan.



Ratul Puri
Chairman
Hindustan Powerprojects

Charting Your Corporate Volunteerism Roadmap

If you feel that your program has stagnated, walk through these steps to reimagine the full potential of your impact BY RYAN SCOTT



The recession forced Corporate America to do more with less. As such, new innovations in employee volunteering developed out of necessity, and the result has been a flowering of fresh ways to engage employees and communities that are here to stay.

As more companies have prioritized corporate volunteering and brought this spirit of innovation to their programs, they have seen the results: improvements in recruiting and retention, employee satisfaction, leadership and skill development, brand value, innovation, community relationships, and more.

The Points of Light Institute, a beacon of insight amidst the wild sea of volunteering, has researched the best practices that they have seen in corporate volunteerism over the past few years. If you're involved with employee volunteering in any way, you'll want to read what they have to say about the blueprint for volunteering success.

I encourage you to read Points of Light's excellent comprehensive report, which provides specific action steps and metrics to

PHOTO COURTESY: WWW.CAUSECAST.COM

Oceans Get Eight Million Tonnes of Plastic Yearly

Researchers from CSIRO identify ways to tackle the mounting problem of plastic pollution - solutions are urgently needed, given that 8 million tonnes of plastic enter oceans each year.

BY BRITTA DENISE HARDESTY AND CHRIS WILCOX



By You might have heard the oceans are full of plastic, but how full exactly? Around 8 million metric tonnes go into the oceans each

year, according to the first rigorous global estimate published in Science today.

That's equivalent to 16 shopping bags full of plastic for every metre of coastline

(excluding Antarctica). By 2025 we will be putting enough plastic in the ocean (on our most conservative estimates) to cover 5 per cent of the earth's entire surface in cling film each year.

Around a third of this likely comes from China, and 10 per cent from Indonesia. In fact all but one of the top 20 worst offenders are developing nations, largely due to fast-growing economies but poor waste management systems.

However, people in the United States – coming in at number 20 and producing less than 1 per cent of global waste – produce more than 2.5 kg of plastic waste each day, more than twice the amount of people in China. While the news for us, our marine wildlife, seabirds, and fisheries is not good, the research paves the way to improve global waste management and reduce plastic in the waste stream.

Follow the plastic

An international team of experts analysed 192 countries bordering the Atlantic, Pacific



Global Compact Network
India

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 (SBA) 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?

With this multi-stakeholder platform, SBA conference would facilitate on disseminating knowledge around end to end solutions towards the challenges faced by sanitation project. through, highlighting the best practised models in sanitation, the platform would not only motivate but sensitise the engagement approach of various stakeholders - Government, Industry and Implementing Partners.

- 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

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

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
- 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
- Strategising approach for handling challenges in sanitation project while delivering end-to-end solutions and innovative engagement models.
- 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
- Engagement Models with 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)

Global Compact Network India (GCNI) was launched in the year 2000 and formally registered as a non-profit society in the year 2003, to function as the Indian local network of the United Nations Global Compact (UNGC). One of the oldest networks amongst its 103 peers in the world, GCNI is the first local network in the world to be established with full legal recognition. GCNI is a country level platform for public and private sector companies, civil society organizations, academic institutions and business associations, and aids in aligning stakeholders' practices towards the Ten Universally Accepted Principles of UNGC in the areas of Human Rights, Labour, Environment and Anti-corruption. At present, the India Network ranks no.1 in the Asia Oceania region and has emerged as the largest corporate citizenship and social responsibility organization in the country with a pan India membership of 202 organizations, who have strengthened their commitment to the UN's Global Compact Principles by becoming proud signatories of the local network, GCNI.

For more details please visit www.globalcompact.in

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		0900 – 0930 hrs
Inaugural Ceremony	Lighting the Lamp	0930 – 1030 hrs
Tea / Coffee		1030 – 1100 hrs
Plenary Session – I	National Plan and Policies	1100 – 1145 hrs
Discussion 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	
Q/A Session		
Plenary Session – II	Civic Sense or Civil Sense - challenge for creating a responsible system	1200 – 1245 hrs
Discussion Theme	• 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	
Q/A Session		
Networking Lunch		1300 – 1400 hrs
Plenary Session – III	Models of engagement with Implementing partners	1400 – 1445 hrs
Discussion Theme	• Action base research to facilitate the scientific approach for project implementation	
	• Devise communication strategy for the project	
	• Understanding end-to-end sanitation solutions	
	• Practical challenges in implementing the project	
	• Creating awareness, consultancy and capacity building	
Q/A Session		
Plenary Session – IV	Technological innovation in practice	1500 – 1545 hrs
Discussion Theme	• Adopting innovative technology in practices	
	• National need vs. eco-friendly sustainable designs and practices	
	• Refuse, Reduce, Reuse and Recycle and Recovery for effective waste management	
	• Accept, adopt and preserve the change for sustainable development	
	• Innovating role of media in promoting the cause	
Q/A Session		
Closing Remarks	ICCSR & Global Compact India	1600 – 1615 hrs
Networking Tea / Coffee		1615 hrs onwards

Speakers Invited



MR. ASHOK K. PAVADIA
Addl. Secretary & Adviser,
Inter State Council Secretariat,
Ministry of Home Affairs,
Govt. of India



MR. POORAN CHANDRA PANDEY
Executive Director,
United Nations Global Compact
Network India



MR. RAJESH TIWARI
DG & CEO,
ICCSR



DR. AMIT KAPOOR
President & CEO,
India Council on Competitiveness



DR. LALIT KUMAR
Hony. Senior Vice-
President, Sulabh International
Social Service Organisation



DR. MATHEW CHERIAN
Chief Executive,
HelpAge India



MR. PARUL SONI
Global Deputy Leader-Not For
Profit Organisations and Leader-
Development Advisory Services,
Ernst & Young



DR. K. K. UPADHYAY
Head CSR, FICCI Aditya Birla CSR
Centre for Excellence



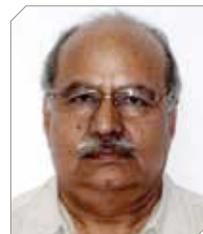
MS. GAYATRI SUBRAMANIAM
Convener & Chief Programme
Executive, National Foundation
for Corporate Social Responsibility
(NFCSR)



DR. GAUTAM VOHRA
Chairperson,
Credibility Alliance



MR. BIBHUTI PRADHAN
Chief Manager,
CSR & Sustainability, IOCL



MR. ASHWANI KUMAR
Ex General Manager(I/c),
HSE & CSR, BHEL
and Advisor, ICCSR



MS. POONAM MADAN
Founder & Managing Director
Inesa



DR. PAWAN KUMAR JHA
Chairman, Foundation for
Environment & Sanitation



MR. ADHIR KHANNA
Managing Partner,
Alfa Systems & Services



MS NANCY BUDHIRAJA
Assistant Professor,
Amity Institute of Social
Sciences, Amity University



MR. ADITYA TYAGI
Founder, i-Saksham,
PM Rural Development Fellow,
Ministry of Rural Development,
Govt. of India



MR PRAVEEN KARN
Head Group - CSR,
Spark Minda,
Ashok Minda Group



MR. KHURRAM NAAYAAB
Manager, Corporate
Social Responsibility,
Cairn India Limited



MR M. NAGARAJ
Managing Director,
NSKFDC



MR. AJIT PUNIA
GM-Projects, NBCFDC,
A Govt. of India undertaking

Sponsors

Gold Sponsor



Silver Sponsors



Alfa Systems & Services

Media Partner



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
1. Logo on Backdrop & Promotional Materials	✓	✓	✓
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	-
6. Mention on all TV & Print Media	✓	✓	✓
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

- Name of the Bank: HDFC Bank
- Name of the Branch: Nariman Point, Mumbai -400 021
- Name of the Account Holder: Indian Centre For CSR
- Account Number: 00012560004973
- IFS CODE: HDFC0000001
- SWIFT CODE: HDFCINBB
- PAN No: AACCI7071G

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:

Dr. Rupal Tyagi | Email: dr@iccsr.org | Mobile: +91-9599 851280
Nilesh Jagad | Email: nj@iccsr.org | Mobile: +91-9920 205516
Yashvardhana Tripathi | Email: yt@iccsr.org | Mobile: +91-7499 077771

RSVP:

Deep Papnoi, Global Compact
Mobile: 9718010888
Email: deep.papnoi@globalcompact.in

Indus Towers Publishes First Edition of Sustainability Report

The report serves as a management tool to help identify key sustainability issues and opportunities that the company is facing



Building on its philosophy of ‘Putting India First’, Indus Towers, the world’s largest telecom tower company, today launched the first edition of its annual Sustainability Report for FY 2013-14. In line with its vision of “transforming lives by enabling communication”, the report showcases Indus Towers’ commitment to protecting the environment, enhancing engagement with communities, while continuing to create value for all its stakeholders in a sustainable manner.

With a continuous endeavor to be the preferred partner to its customers, Indus Towers is committed to providing the highest level of responsiveness and agreed services consistently to its customer base across the country. Indus Towers’ core values ‘ExCITE – Excellence | Customer | Integrity | Teamwork | Environment’, forms the base of the Company’s journey towards creating common understanding to inculcate Value Related behaviors and their Impact on business.

Commenting on the release of the report, B S Shantharaju, Chief Executive

PHOTO COURTESY: RADIONAREU

STAY INFORMED....



SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$SAVE!!**

India's First Magazine on Corporate Social Responsibility

Subscribe to CSR Today MAGAZINE and Read the Path breaking Content lineup focusing on:

- | | |
|-----------------------------------|----------------------------|
| a) Stakeholder Engagement | b) Governance & Regulation |
| c) Communications & Reporting | d) Environment |
| e) Supply Chains | f) Business Ethics |
| g) Socially Responsible Investing | h) Sustainability |

And CSR related information, news, and updates brought directly to you!

- Compelling Corporate Social Responsibility ARTICLES.
- Global CSR Best Practices
- Thought-provoking Leadership Articles
- SPECIAL FEATURES on local and national CSR events of interest, along with updates on ACTIVITIES, AWARDS, SCHOLARSHIPS, and **MUCH MORE!**

