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New Delhi

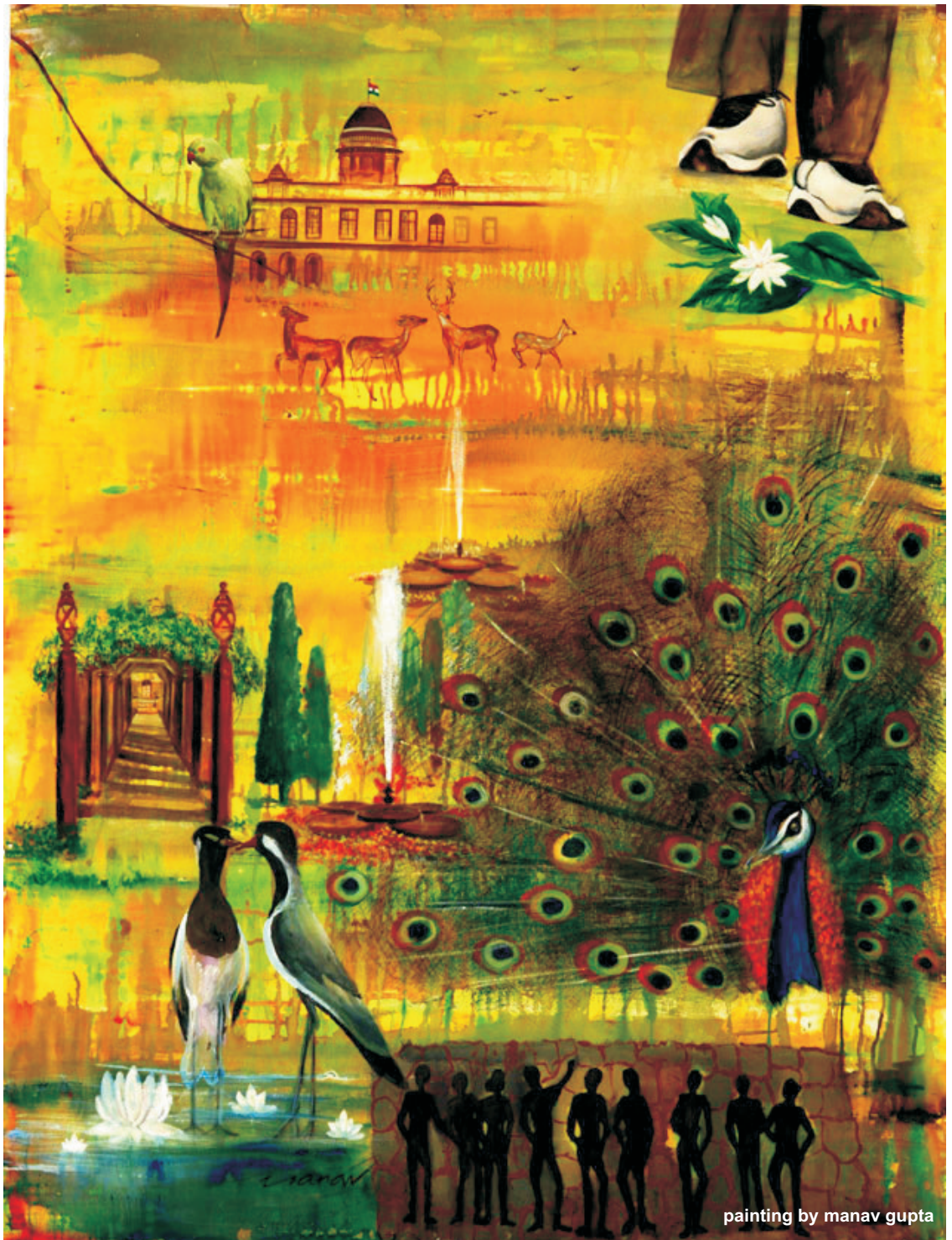
THE ECONOMIC TIMES



International Summit

# Corporate Social Responsibility

A strategy for inclusive development



**9-10 April, 2010**  
Le Meridien, New Delhi

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## Context

Economic growth is an important factor in reducing poverty and generating the resources necessary for human development and environmental protection. The past 50 years have been remarkable in terms of achieving an unprecedented global economic growth but the growth has failed to bring about inclusive development. Poverty has become a global challenge, affecting nearly all the countries in the world. According to the World Bank, in 2008 approximately 3 billion people or 45 percent of the world's population is living on US \$1 -2 a day and if inflation is taken into account, global poverty is on the rise. The basic needs of adequate food, water and shelter for survival and requirements such as medical care and education which render just about an experience of human dignity are hard to come by for this section of the society. Practices of governance, trade, technology, financing, etc determine social justice and protection of the rights of the underprivileged. It involves all actors in a society be it the government, businesses, public or private institutions, civil society or the communities themselves. Hence, bringing about inclusive development may not be possible without the support and collaborative efforts of all these actors. The emerging concept of Corporate Social Responsibility (CSR) for businesses goes beyond charity and requires the company to act beyond its legal obligations and to integrate social, environmental and ethical concerns to company's business process. CSR practiced by companies can become one of the important drivers of inclusive development. What may be needed is refocusing CSR as a strategy to promote overall human development.

## Our Event

- Stresses the ethos of underlining corporate endeavors of profit-making with responsibility and concern for its multiple stakeholders viz. investors, employees, business partners, customers, regulators, local communities, the environment and society at large.
- Showcases CSR practices with significant contributions to human development to inspire and lead change.
- Brings together policy makers, media, civil society, academic and development agencies, to discuss the role they could play in facilitating CSR practices by the corporate.

### Session 1: Corporate Social Responsibility and Inclusive Development

This session will analyze the correlation between corporate social responsibility and the promotion of inclusive development.

#### Session 2: CSR Role Models

Emphasis on CSR by corporate is continuously on the increase with some very commendable contributions coming from them. The session will showcase the best practices and innovation in this area.

#### Session 3: Role of Government in facilitating CSR

Corporate Social Responsibility is a voluntary initiative undertaken by the business sector to improve its own sustainability and that of the world it operates in. However, the Government could play a major role in facilitating CSR.

Is the traditional approach of providing fiscal incentives meeting this goal or should we be gearing up for innovative ideas such as CSR credits and mandatory resource allocation for CSR?

#### Session 4: CSR- PSU Initiatives

Off- late, the Government has been emphasizing CSR through public undertakings. The session will discuss initiatives taken by public sector units in promotion of Corporate Social Responsibility.

#### Session 5: CSR: Charity or A Business Strategy?

When budgets are constrained and returns to stockholders are dwindling, allocating resources for CSR may be a difficult proposition. What are the options before the corporate? Should resource-comforts be the sole criterion for undertaking CSR initiatives or the drivers of CSR be more strategic?

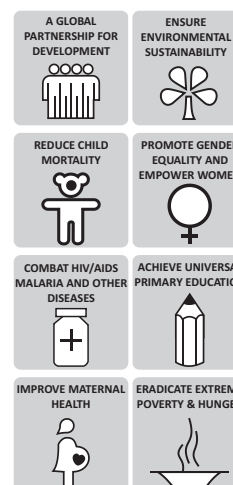
#### Session 6: Millennium Development Goals and CSR?

Corporate Social Responsibility goes beyond the purview of initiating a few welfare activities to being an instrument of social development. The Millennium Development Goals (MDGs) are an agreed set of goals which encompass universally accepted human values and rights such as freedom from hunger, the right to basic education, the right to health and a responsibility to future generations. Can MDGs be integrated with CSR?



## Day 1: 9<sup>th</sup> April, 2010

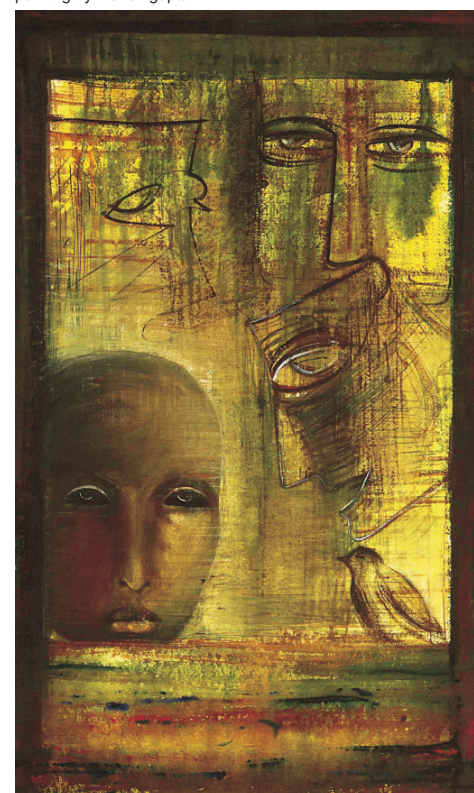
Time	Sessions	Speakers*
0930 - 1000 hrs	<b>REGISTRATION</b>	
1000 - 1130 hrs	<b>Welcome Address</b> <b>Theme of the Conference</b> <b>Guests of Honour</b>  <b>Keynote Address</b> <b>Inaugural Address</b> <b>Vote of Thanks</b>	: Dr. H. Chaturvedi, <i>Director-BIMTECH</i> : Mr. T. K. Arun, <i>Editor at ET</i> : Mrs. Rajashree Birla, <i>Director-Aditya Birla Group of Cos.</i> : Mr. Christian Schlaga, <i>Charge d'Affairs, Embassy, the Federal Republic of Germany</i> : Ms. Deirdre Boyd, <i>Country Director, UNDP</i> : Mr. Arun Maira, <i>Member, Planning Commission</i> : Mr. Salman Khurshid, <i>Minister, Corporate Affairs</i> : Dr. Anupam Varma, <i>Deputy Director-BIMTECH</i>
1130 - 1145 hrs	<b>TEA / COFFEE BREAK</b>	
1145 - 1315 hrs	<b>Session I: Corporate Social Responsibility and Inclusive Development</b>	
	<b>Speakers</b>	: Mr. Mathew Cherian, <i>CEO, Helpage India</i> : Mr. Sreeram Iyer, <i>COO, Standard Chartered Bank</i> : Dr. Ashish Dwivedi, <i>Hull University Business School, UK</i> : Ms. Swati Piramal, <i>President, ASSOCHAM</i>
	<b>Moderator</b>	: Ms. Mythili Bhusnurmath, <i>Sr. Editor-ET</i>
1315 - 1415 hrs	<b>LUNCH BREAK</b>	
1415 - 1545 hrs	<b>Session II : CSR Role Models Case Studies</b>	: Microsoft Corporation : Mahindra and Mahindra Limited : Siemens India : International Finance Corporation : Kanoria Chemicals : MSPL Limited
1545 - 1600 hrs	<b>TEA / COFFEE BREAK</b>	
1600 - 1730 hrs	<b>Session III: Role of Government in Facilitating CSR</b>	
	<b>Presentation of the Theme :</b>	: Mr. Bhaskar Chatterjee, <i>Secretary, Deptt. of Public Enterprises</i>
	<b>Speakers</b>	: Mr. Sitaram Yechuri, <i>Member of Parliament</i> : Ms. Jayanthi Natarajan, <i>Member of Parliament</i> : Mr. B. J. Panda, <i>Member of Parliament</i> : Mr. Ulrich Meinecke, <i>Counsellor, Social &amp; Labor affairs Embassy of the Federal Republic of Germany</i>



## Day 2: 10<sup>th</sup> April, 2010

1000 - 1130 hrs	<b>Session IV: CSR- PSU Initiatives</b>	
	<b>Speakers</b>	: Mr. S. K. Chaturvedi, <i>Chairman, Power Grid Corp. of India</i> : Mr. A. K. Balyan, <i>Director- HR, ONGC</i> : Dr. Rakesh Sarwal, <i>Joint Secretary, Deptt. of Public Enterprises</i>
1130 - 1145 hrs	<b>TEA / COFFEE BREAK</b>	
1145 - 1330 hrs	<b>Session V: CSR- Charity or A Business Strategy?</b>	
	<b>Speakers</b>	: Dr. Y. R. K. Reddy, <i>Consultant, Corporate Governance</i> : Mr. Richard Warren, <i>Manchester Metropolitan University Business School, UK</i> : Mr. Bharat Wakhloo, <i>Resident Director, Tata Services Ltd.</i>
	<b>Moderator</b>	: Ms. Shweta R Kohli, <i>Correspondent, NDTV Profit</i>
1330 - 1430 hrs	<b>LUNCH BREAK</b>	
1430 - 1600 hrs	<b>Session VI: Millennium Development Goals and CSR</b>	
	<b>Speakers</b>	: Mr. Sreeram Iyer, <i>COO Standard Chartered Bank</i> : Mr. Joe Phelan, <i>Head-Communications, IBLF, UK</i>
1600 hrs	<b>Valedictory Session</b>	
	<b>Presentation of the Summary Report</b>	: Dr. Vineeta Dutta Roy
	<b>Concluding Address</b>	: Shri Vilasrao Deshmukh, <i>Minister of Heavy Industries</i> : Mr. Jyotiraditya Scindia, <i>MoS, Commerce and Industry</i>
	<b>Vote of Thanks</b>	: Dr. Anupam Varma, <i>Deputy Director, BIMTECH</i>

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\*Confirmation is awaited from some of the speakers



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**Birla Institute of Management Technology** was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of B K Birla group of companies are the founders of the business school. It has progressed from a modest start to the 7th rank amongst private B-Schools in India. The Board of Governors, headed by Mrs. Jayshree Mohta, Vice Chairperson Birla Academy of Art and Culture, Kolkata, comprises eminent personalities from industry.

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