

Date: 11th June, 2010

Venue: Hyatt Regency Hotel, Mumbai



Corporate Social Responsibility 2010

Creating a Sustainable Partnership with NGO's to address the social and environmental issues that plague the nation



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Dear Colleague,

The concept of corporate social responsibility has gained prominence from all avenues. Organizations must realise that government alone will not be able to see success in all its endeavors to uplift the downtrodden of society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept- Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. It stems from the desire to do good and get self satisfaction in return as well as societal obligation of business.

For Indian businesses CSR can be a source of opportunity, innovation, and competitive advantage while at the same time providing with the opportunity to actively contribute to the sustainable development. Thus, in addition to the obvious, direct, benefits of CSR enjoyed by the ultimate beneficiaries of responsible corporate practices, CSR brings benefits to the companies that practice it. Organisations considering environmental, social and broader economic questions in connection with their core operations unleash innovations and deliver better financial returns. Strategically and systematically integrated into their business, CSR helps companies to better address reputation risks, attract investors, improve relations with stakeholders and become more competitive in mature markets.

There is no 'one size fits all' in CSR as it is a flux term in itself. However, various activities can be a good example of how the companies implement the CSR principles into their business practice, by a creating a comprehensive CSR Strategy, companies will be able to address evolving social concerns of stakeholders and the community and mitigating existing or anticipated adverse effects from business activities.

We are confident that by taking part in this event, you and your company will be ready to adopt proactive CSR initiatives, which can help build a sustainable future and where everyone is part of the inclusive growth.

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CSRidentity.com

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CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

www.indiacsr.in

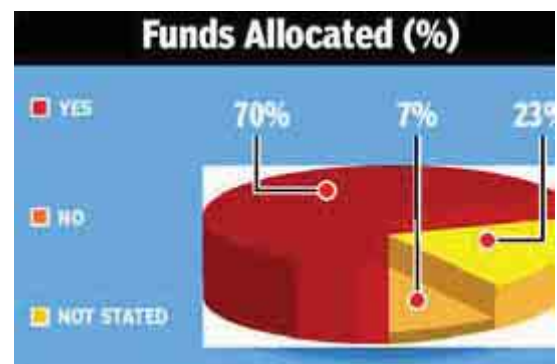
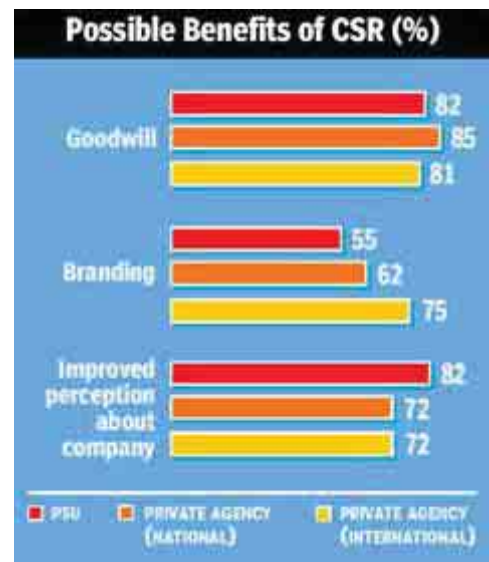
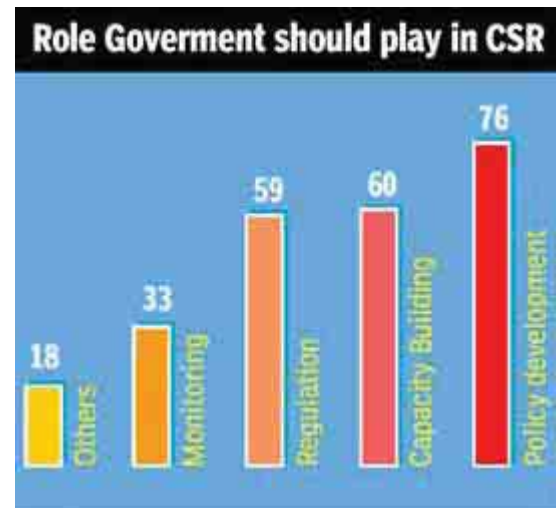
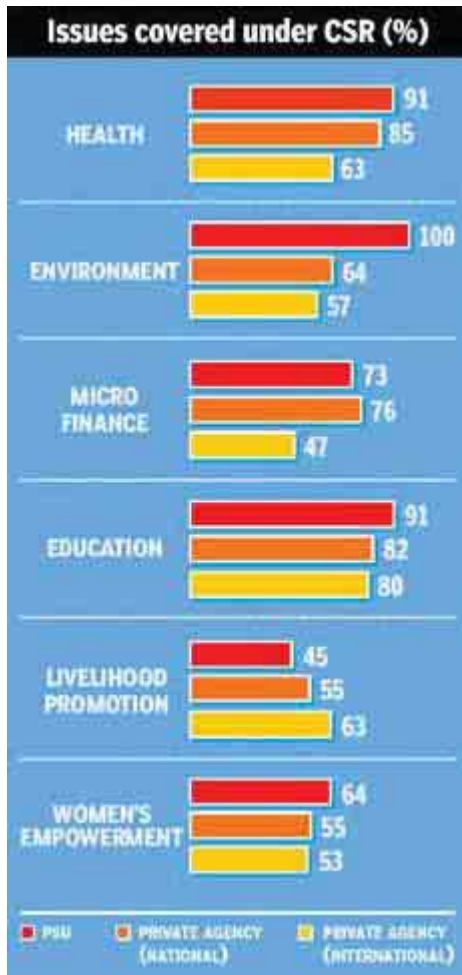
Your's Truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

TF-TNS Corporate Social Responsibility Survey 2008

The CSR survey targeted companies in three sectors, i.e. Public Sector Undertakings, Private Sector Undertakings that have been nationalised and Private Companies. The questions were addressed to the CEOs and CSR heads of the companies. More than 100 companies participated in this survey and gave their inputs on CSR policies and initiatives



Stats provided by TF-TNS Corporate Social Responsibility Survey 2008

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CORPORATE SOCIAL RESPONSIBILITY VOLUNTARY GUIDELINES 2009

By Ministry of Corporate Affairs Government of India

Fundamental Principle

Each business entity should formulate a CSR policy to guide its strategic planning and provide a roadmap for its CSR initiatives, which should be an integral part of overall business policy and aligned with its business goals. The policy should be framed with the participation of various level executives and should be approved by the Board.

Core Elements:

1. Care for all Stakeholders
2. Ethical functioning
3. Respect for Workers' Rights and Welfare
4. Respect for Human Rights
5. Respect for Environment
6. Activities for Social and Inclusive Development

Implementation Guidance:

1. The CSR policy of the business entity should provide for an implementation strategy which should include identification of projects/activities, setting measurable physical targets with timeframe, organizational mechanism and responsibilities, time schedules and monitoring. Companies may partner with local authorities, business associations and civil society/non-government organizations. They may influence the supply chain for CSR initiative and motivate employees for voluntary effort for social development. They may evolve a system of need assessment and impact assessment while undertaking CSR activities in a particular area. Independent evaluation may also be undertaken for selected projects/activities from time to time.

2. Companies should allocate specific amount in their budgets for CSR activities. This amount may be related to profits after tax, cost of planned CSR activities or any other suitable parameter.

3. To share experiences and network with other organizations the company should engage with well established and recognized programmes/platforms which encourage responsible business practices and CSR activities. This would help companies to improve on their CSR strategies and effectively project the image of being socially responsible.

4. The companies should disseminate information on CSR policy, activities and progress in a structured manner to all their stakeholders and the public at large through their website, annual reports, and other communication media.

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What you will be taking back from this conference:

- Explore cutting-edge CSR issues that matter to your business
- Understand how the CSR strategy is aligned to your business strategy and HR practices
- Learn how checks and balances can ensure that your CSR initiative reaches the grass root level
- Learn how to build effective partnerships with NGOs to facilitate Corporate Community involvement
- Understand how Cause Related Marketing can help the cause you support as well as create goodwill to your organisation's brand value
- Learn how employees can become great brand ambassadors of your CSR initiatives through training and effective communication
- Understand the direct correlation between CSR and your financial performance
- Learn how to evaluate CSR's Return on Investment
- Learn how to use the Global Reporting Initiative Guidelines for your CSR Reporting

“Corporate social responsibility must not be defined by tax planning strategies alone. Rather, it should be defined within the framework of a corporate philosophy which factors the needs of the community and the regions in which a corporate entity functions. This is part of our cultural heritage. Mahatma Gandhi called it trusteeship....I invite corporate India to be a partner in making ours a more humane and just society... We need a new Partnership for Inclusive Growth based on what I describe as a Ten Point Social Charter...first, we need to have healthy respect for your workers and invest in their welfare...” .

Indian Prime Minister, Dr. Manmohan Singh in 2007

Who Should Attend:

CEO

CSR

CMO

CFO

CSR Group Heads

Cause Marketing

Directors Human Resources

Corporate Foundations

Head Human Resources

Marketing

Reputation Management

Investor Relations

H.S.S.E Managers

HR Managers

Public Relations

NGOs

Corporate Communication

Health , Safety, Environment, HR, Admin and CSR Team Members

Asia Knowledge

CSR 2010

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Conference Agenda

9:00am

Speaker: Mr. Vinay Somani (Founder and Trustee)
- www.karmayog.org

Key Note Address

Track 1 9:30am

Speaker: Col. Prakash Tewari (Retd) (head - Rehabilitation, Resettlement and CSR) - Tata Power

Developing A CSR Strategy that Works for your Organisation

- Clarify your core values and principles.
- Get your top team on board, and know how to sell the benefits of CSR to different stakeholders.
- Understand how the CSR strategy is aligned to your business strategy and HR practices.
- Get endorsement for the CSR strategy from inside and outside your organisation.
- Communicating consistently.
- Effectively measure and evaluate CSR on a periodic basis, otherwise the time, effort and money invested are based on assumptions, not results.

Track 2 10:15am

Speaker: Ms. Puja Marwaha (Chief Executive Officer, Director West & Human Resources) - CRY

Identifying NGOs and forming Effective Partnerships

- NGOs as Facilitators of Corporate Community Involvement
- Professional Expertise of NGOs Respond to Community Needs
- CSR as a Means of Implementing Business Strategy
- NGO Partnership for the Improvement of Corporate Governance
- Effective Communication between Corporate and NGO Partners

11:00am to 11:30am Tea Break

Track 3 11:30am

Speaker: Mr. Parul Soni (Executive Director Development Advisory Services) - Ernst & Young

Transparency & Accountability of CSR Initiative at the Grass Root Level

- consequence of corruption and local mismanagement of funds
- need for more adequate incentives to confront misuse of resources
- developing grass root level volunteers to implement schemes
- The need for greater transparency in budget allocations and actual budget spending.
- Ensuring Improved Accountability on All Levels

Track 4 12:15pm

Speaker: Mr. Sandeep Goyal (Chairman) - Dentsu India

Cause Related Marketing

- Select the right cause that is a good fit both in terms of your core business and values and your target audiences
- developing a long-term partnership with a cause
- Impact of Cause Related Marketing on the corporate brand image
- Creating an increased long-term customer loyalty
- Using the power of media to spread awareness to your cause

1:00pm to 2:00pm Lunch Break

Track 5 2:00pm

Speaker: Mr. Sunil Geness (Global Director Corporate Affairs) - SAP Africa

Implementation of CSR Strategies at a global level - Case Study

Track 6 2:45pm

Speaker: Ms. Rita Soni (Country Head Responsible Banking) - YES BANK

Business Solutions to Development Challenges

- Bridging the poverty gap - involving business
- Creating wealth and opportunities - the key to alleviating poverty
- Maximizing opportunities for the poor
- Playing to each other's strengths

3:30pm to 4:00pm Tea Break

Track 7 4:00pm

Speaker: Dr. Aditi Haldar (Country Head) - Global Reporting initiative India

CSR: Reporting Standards

- The Global Reporting Initiative Guidelines
- Defining report content: What aspects of CSR activities should you report and how?
- Setting the boundaries and scope of the report
- Structuring a CSR report for maximum impact
- Using assurance and audits to check your report
- the importance of independent verification

Panel Discussion

"Building effective CSR partnerships"

Col. Prakash Tewari (Retd) (head - Rehabilitation, Resettlement and CSR) - Tata Power
Ms. Puja Marwaha (Chief Executive Officer, Director West & Human Resources) - CRY
Dr. Aditi Haldar (Country Head) - Global Reporting initiative India
Mr. Parul Soni (Executive Director Development Advisory Services) - Ernst & Young
Mr. Sunil Geness (Global Director Corporate Affairs) - SAP Africa

Moderator: Mr. Sandeep Goyal (Chairman) - Dentsu India

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Speaker Profiles

Mr. Sandeep Goyal, Chairman, Dentsu India



Sandeep Goyal, *Chairman*, has been in advertising and media for 25 years. An Honours graduate in English Literature and an MBA from FMS, Delhi (1984), Sandeep has worked over the years at HTA (now JWT), Trikaya (now Grey), Mudra's Interact Vision and at Rediffusion DY&R where he rose to be President in 1997. Sandeep was Group CEO of Zee Telefilms in 2001-02. In 2003, his Mogae Consultants (co-owned by his wife Tanya) got into joint-venture with Dentsu Inc. to establish the Indian operations of Dentsu. Sandeep has been on the Boards of AAI, ASCI, MRUC, IBF and other industry bodies. The first Indian juror on the global Emmy Awards (2002), Sandeep authored *The Dum Dum Bullet* which was published in 2004 by Penguin.

About Dentsu's CSR Initiatives

Dentsu is possibly India's first dedicated communications agency for social/ CSR initiatives. It is headquartered in New Delhi, with footprints in Mumbai and Bangalore. Driving societal communication programmes with a sensitivity and appreciation that sets it apart from commercial communications, citizen dentsu works with government/ semi-government clients, as well as for the CSR programmes of its corporate customers. citizen dentsu's roster of clients include the Ministry of Health and Family Welfare, Delhi Development Authority, Delhi Government, Hindustan Latex Lifecare Limited, Hindustan Latex Family Planning Promotion Trust, Ministry of Tourism, National Aids Control Organization (TSG), Delhi Police, Indian Oil - Corporate Communications (HQ), Refineries Division, Delhi, Corporate Communications (Marketing Division), Western Division, Mumbai and Southern Division (Marketing), Chennai.

With a robust roster of past and current work in social and CSR, **citizen dentsu** has been the think-tank behind some of the largest, integrated, far-reaching and effective social communication campaigns in India. Some of our most recent work is as under;

1. **Aircel Save our Tigers**
2. **Delhi Government's Delhi Civility campaign**
3. **Toyota Greenathon**
4. **Aircel Silence**

Col. Prakash Tewari (Retd.) (Head - Rehabilitation, Resettlement and CSR) - Tata Power



Col. Prakash Tewari (Retd.) is an alumni of National Defence Academy, India, is the Head, CSR Corporate Social Responsibility) and R&R (Resettlement and Rehabilitation) of Tata Power. He has been awarded the Global Alliance for Disaster Reduction 2005 Award for distinguished professional leadership and personal commitment to ongoing and programs in Asia by UNESCO. He was the Director Policy (Ecology) in the Integrated HQ Ministry of Defence, India, prior to joining the corporate world. He is presently nominated as the Vice President, Board of Global Alliance for Disaster Reduction, U.S.A., and Member, Working Group Indian Ocean, University of Melbourne, Australia.

Since the last 26 years he has been working actively in the field of Disaster, Conflict, Environment and Natural Resource Management. He has executed projects on Biodiversity Conservation, Wasteland Development, Groundwater Rejuvenation, Rainwater Harvesting, Afforestation, Wetland Development, Arboriculture, Protection of Global Endangered Species, Waste Management, Nonconventional Energy Resources, Environment Education and Awareness. He has also executed ecological in Himalayas for Himalayan Environment and Development aided by the World Bank for restoration of ecology.

Tata Power has a number of existing and Greenfield projects in various geographical regions. As Head of CSR and R&R, he is responsible for improving the quality of life of people in and around its current and prospective operational area. He does it by integration of environmental, social and corporate governance issues into long-range business strategy and operations to meet the expectations of customers, employees, partners, investors, communities and public at large.

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Mr. Parul Soni (Executive Director Development Advisory Services) - Ernst & Young



Parul Soni heads the Development Advisory Services within the Government Advisory function. Parul has over 14 years of experience in working with development institutions, international NGOs, grant making agencies and multi-national corporations. He is also pursuing a Doctoral Fellow Program from department of Commerce, University of Rajasthan.

In his capacity as Executive Director Development Advisory Services He has Led large multi-disciplinary teams and provided strategic and conceptual leadership to I-NGOs and companies in India, Europe and UK on development interventions and Corporate Social Responsibility (CSR).

he has also Formulated program strategies and grant making for various development programs on child survival and development, gender, quality ,microfinance ,education, natural resource management, safe drinking water and disaster risk reduction.

He has Extensive experience in brand positioning and representing the organization and target communities to the external environment; developing partnership with government and non-government organizations. Before joining EY, he was the Practice Head of Aid and Development Services for South Asia for KPMG, A thought leader and member of various committees in premier business associations such as the Associated Chambers of Commerce and Industry of India (ASSOCHAM) and National committee on Education for Confederation of Indian Industry (CII). Few of his key clients include the Asian Development Bank, European Commission, The World Bank and the United Nations.

Mr. Sunil Geness, Global Director Corporate Affairs - SAP Africa



As the Corporate Affairs Executive of SAP Africa and a member of the SAP Global Communications team, Sunil Geness leads all communications activities for SAP Africa stakeholders in Sub-Saharan Africa across 43 countries. In his role, Mr Geness acts as an advisor to the Managing Director and board of SAP Africa regarding all aspects of communications strategy.

He has more than 10 years of experience in corporate and public communications and has appeared on several local and international television networks as a political analyst and commentator.

Mr Geness has a wide range of experience in Government, Quasi-Government and the Private sector, from policy making and implementation at the South African Government to a political advisory role at the State Information Technology Agency (SITA) of South Africa. He is the former Vice President of the Information technology Agency (ITA) of South Africa and is the founding member of the African Association of Communication Directors (AACD).

Ms. Puja Marwaha, Chief Executive Officer, Director - West & Human Resources - CRY



Puja Marwaha, CRY's Chief executive officer leads CRY's work of enabling people belonging to very different stakeholder groups to the cause of children's rights. She has specialized in Human Resources Development and made a transition from the Corporate to the social sector early in her career. For the past 15 years, Puja has helped build an organizational framework for CRY that best captures the essence of justness and equitability. Her work is focused on creation of an organizational character that attempts to balance India's emerging economic identity with the country's real needs, such as that of equity.

As a parent and as a professional, Puja believes that children should be at the heart of development. This belief informs her passionate interest and involvement in children and their potential. Over the course of her work, Puja has overseen the nurturing of a large number of organizations and people, enabling them to connect at the level of individual belief, to the vision of all rights, for all children.

Puja takes keen interest in Women's Rights, especially from a standpoint of feminist anthropology. Besides children, History, Myth and Fantasy are her other interests.

Dr. Aditi Haldar (Country Head) - Global Reporting initiative India



Dr. Haldar has over 17 years experience in the areas of environment and sustainable development. In her current position she is the Director of GRI Focal Point India. Prior to her current role, she has been leading the Corporate Sustainability Management Group of the CII- ITC Centre of Excellence for Sustainable Development, an institution that aims to create a conducive, enabling climate for Indian businesses to pursue sustainability goals.

Dr. Haldar held positions in various advisory committees and network at the national and international level including the GRI Technical Advisory Committee and Stakeholder Council memberships. She had been the key speaker at various international conferences and a guest faculty at a number of Indian institutions. She has contributed to and published several international reports and papers on the subject of environment and sustainability management.

Dr. Aditi Haldar has her PhD in Environmental Sciences.

Ms. Rita Soni, Country Head Responsible Banking - YES BANK



She spearheads the pioneering business approach to **Corporate Social Responsibility (CSR) and Sustainability**.

Rita brings with her over 17 years of diverse experience in the private and non-profit sectors. Prior to joining YES BANK, she was with the American India Foundation (AIF) heading the Communications & Advocacy division for the India operations. AIF is an international development organization that was started after the 2001 Gujarat earthquake, with the mission of accelerating social and economic change in India. She has worked with NGO partners on AIF programs to execute real improvements in the lives of the most marginalized across India.

Prior to AIF, Rita was a founding team member of the **International Fellowships Program** with Ford Foundation, focused on worldwide affirmative action for communities excluded from higher education. She started her professional career with General Electric, moving from an exclusive management training program, to the elite Corporate Audit Staff, to operations finance at NBC.

Rita has done her Masters in International Affairs (MIA) from Columbia University's School of International and Public Affairs in New York and has a Bachelors degree in Electrical Engineering with honours from Stevens Institute of Technology in Hoboken, New Jersey.

CSRidentity.com Online Partner

CSRidentity.com takes CSR beyond philanthropy and covers CSR in business processes, CSR policies, Global trends in CSR, information on awards and potential award spaces, case studies in cause related marketing...

The portal plans to share CSR of top 500 Indian Corporates, Global Fortune 500 Corporates and Forbes 2000 corporate covering leading companies in about 50 countries around the world. These case studies could be searched based on the name of the company, name of the country, industry, philanthropic issues supported, based on CSR in business processes (e.g. companies having CSR in advertising or CSR in materials management), CSR policies (e.g. companies having affirmative action policy), signatory issues (e.g. banks subscribing to equatory principles), ISO, Systems and Indices.

The portal plans to give special focus to volunteering and global issues like climate change, environment, HIV and Water