



“International Conference on Socially Responsible Products and Services for Sustainable Asia and Beyond

*India International Centre, New Delhi, India
Oct 18-19, 2012*

COMPENDIUM OF CONFERENCE PROCEEDINGS

हरीश रावत
HARISH RAWAT
हरिश् रावत



राज्य मंत्री
कृषि, खाद्य प्रसंस्करण उद्योग एवं संसदीय कार्य
भारत सरकार
Minister of State
Agriculture, Food Processing Industries &
Parliamentary Affairs
Government of India

2/10

MESSAGE

Dated 10.10.2012

I am delighted to know that M/S SR Asia is organizing an international conference on the subject "Socially Responsible Products and Services for sustainability in Asia and beyond" during 18 and 19 October, 2012, in New Delhi, India.

Business apart from making profits is to balance with society and environment envisioning a secure future. India has a history in leading every walk of life with responsibility, accountability and integrity. A huge number of businesses have demonstrated good practices in making profits however a systematic approach in managing business in view of the people and environment is yet to be an integral part of day to day management.

I am glad that M/S SR Asia is focusing on socially responsible products and services for sustainability in Asia. Concentrating on the sustainability aspect of resources & products will secure the problems of future generations and will help fighting against unemployment, illiteracy, malnutrition and poverty etc. It will also help to fill up the gap between the rich and the poor and increase employment sustainability of goods for longer period. I appreciate that corporate sector is taking responsibilities in driving socially responsibility and this will go a long way in ensuring the business sustainability itself.

I appreciate the international conference subjects and themes and wish for a successful conference.

(Harish Rawat)

Congratulatory Message

APO Secretary-General Ryuichiro Yamazaki



I would like to extend my sincere congratulations to SR Asia on its inaugural conference titled Socially Responsible Products and Services for Sustainable Asia and Beyond held from 18 to 19 October 2012 in New Delhi. It is heartening to note that SR Asia was the brainchild of a few APO project participants who expanded their learning on social responsibility (SR) into a professional body that has a presence in 12 countries. I commend SR Asia for providing and sharing SR solutions for shaping modern-day businesses that are based on sustainability and competitiveness.

This conference is an important event as it will also help further one of the APO's strategic directions: promotion of Green Productivity. As the impacts of global warming and the effects of climate change are becoming increasingly evident, it is clear that environmental protection alongside efforts for the enhancement of productivity is necessary to sustain the development of the Asia-Pacific region as well as to enhance its competitiveness in the global arena. The need to design a more sustainable way of social and economic life through harmonization with the surrounding environment has become imperative.

The vital discussions and interactions that will take place during this conference could galvanize further support for SR efforts at the regional level and strengthen the links among governments, policymakers, industry, and voluntary organizations. They will also provide an avenue for establishing green collaborations and partnerships, contributing to sustainable governance, and improving regional trade.

The APO Secretariat sends its congratulations and best wishes to SR Asia for a successful inaugural conference.

Ryuichiro Yamazaki
Secretary-General
Asian Productivity Organization



Dr. S.K. Chakravorty
Deputy Director General



National Productivity Council
(Under Ministry of Commerce
& Industry, Govt. of India)
Lodhi Road,
New Delhi

Message

I am glad to learn that SR Asia is organizing 1st International Conference on “Socially Responsible Products and Services for Sustainable Asia and beyond” from 18-19th October, 2012 at New Delhi. This conference is a platform for sharing knowledge and experiences pertinent to Corporate Social Responsibility and its linkage to Productivity, Products and services. The conference will also address various global practices of CSR and related policy initiatives taken in various countries.

SR Asia deserves rich compliments for the laudable initiative taken by them in organizing such a relevant event for all the stake-holders. I wish them all the success.

(Dr. S K Chakravorty)



Message

The international conference on 'Socially responsible products and services for sustainable Asia and beyond', being organized by SR Asia is a well-thought out event, that I am certain will achieve its objectives, particularly that of sensitizing participants on how Socially Responsible products can increase companies' productivity and hence can enhance the bottom line. The illustrious knowledge partners include the best of Indian and global associations and organizations that I am sure will add value to the conference participants. The program is well-structured and will be meaningful to CSR practitioners, decision-makers in organizations both in the Govt., public and private sector as well as students and academia alike.

I congratulate SR Asia and the associated knowledge partners on organizing this event, which certainly is the need of the hour.

Yours sincerely,

A blue ink handwritten signature, appearing to read 'Alphonsus', written in a stylized, cursive script.

Alphonsus Stoelinga
Ambassador of the Netherlands
New Delhi

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SR Asia

Executive Summary

Social Responsibility is an important facet of corporate strategy. Various reports of economic forums, business councils elaborate the challenges the world is facing today. Corporate sector has a potentially greater role in terms of addressing those areas and contribute significantly with other stake holders.

India, from centuries, has enviable record of CSR which is primarily Philanthropic in nature. With the changing scenario, CSR is getting into a different arena altogether and various models have been developed and incorporated into the strategic management of various organizations. Even in our country there is large focus from Ministry of Corporate Affairs on how to make development and progress sustainable with the support of the corporate and all other stakeholders.

By exhibiting socially, environmentally and ethically responsible behaviour in governance of its operations, the business can generate value and long term sustainability for itself while making positive contribution towards the betterment of the society.

Various initiatives, both regulatory and voluntary, are being undertaken to improve CSR practices across the globe. In India different bodies are coming together and trying to bring resources on responsible business, which is why, top 100 companies in NSE, BSE talking about mandatory reporting, National Voluntary Guidelines (NVG) and follow-up of the UN Convention that talks about transparency, corruption and governance etc. There is also an UN Global compact based on human rights, labour, environment, anti-corruption and various other enabling frameworks (SA 8000, ISO 26000) that can be certified. GRI guideline is another significant framework around which company's performance in the area of sustainable development is reported and communicated to all stakeholders.

When we look into policy environment across different countries, we find in European countries the focus is more on regulating the requirements of enabling framework whereas in Asian countries these enabling frameworks are voluntary for companies to adopt.

Some of the areas that can expedite the growth of CSR and sustainable development initiatives are PPP (Public Private Partnership) models based on collaboration, social entrepreneurship, accountability in reporting, socially responsible investing, supply chain management, sustainable procurement, implementing Occupational Health and Safety at workplace etc.

In order to address the challenge of harmonising availability of various enabling frameworks across the globe, both at national and international levels, there is need to work on basic principles of accountability, transparency, respect and ethical behaviour so as to achieve sustainability and the CSR objectives.

About the Conference

SR Asia International Conference on Socially Responsible Products and Services for Sustainable Asia and Beyond 2012 has been designed as a unique platform to showcase socially responsible products and services to individuals and organizations in Asia with an aim to catalyse social change, and provide impetus to development in Asia. We assure that this endeavour will have a game-changing impact nationwide on the way stakeholders work together towards the common goal of creating large partnerships in future for developing socially responsible products and in the process benefitting the nation as a whole.

The main theme addressed in the conference was Socially Responsible Products. As we feel, we may be doing various things outside the purview of the organization, which are in the context of community welfare, community buildings, education and many other initiatives in the region. But we have to do it in a more systematic manner and evaluate whether the product or services or business we offer is actually have connect with the things that we are doing?

Eventually we are consuming product & services that organizations are offering, we want to talk about whether that organizations are more responsible with respect to the products and services, in terms of product design which can have longer life cycle and lead to saving resources for generations to come.

The conference showcased how some organizations have actually gone ahead with the belief that their Products and Services, the world they work and live in actually has a deep connect with the activities they are doing within the framework of CSR.

The conference was attended by policy makers, govt, CBI Netherlands, FICCI which is a national association prominent in advocacy and policy making with govt. Also, present was Electronic Industries Association of India, which is 14 yrs old and one of the most respected associations in the country.

The conference was sponsored by IICA, established by Ministry of Corporate Affairs in 2008 as a unique institution to function as think tank for action, research, service delivery and extend capacity building support to ministries, corporate, professionals and related stakeholders

SR Asia

Lamp Lighting by Honorable Union Minister, Govt. of India inaugurating SR Asia International Conference 2012

SR Asia International Conference on "Socially Responsible Products and Services for Sustainable Asia and Beyond"

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Enabling Framework for Sustainability

Enabling Framework for Sustainability

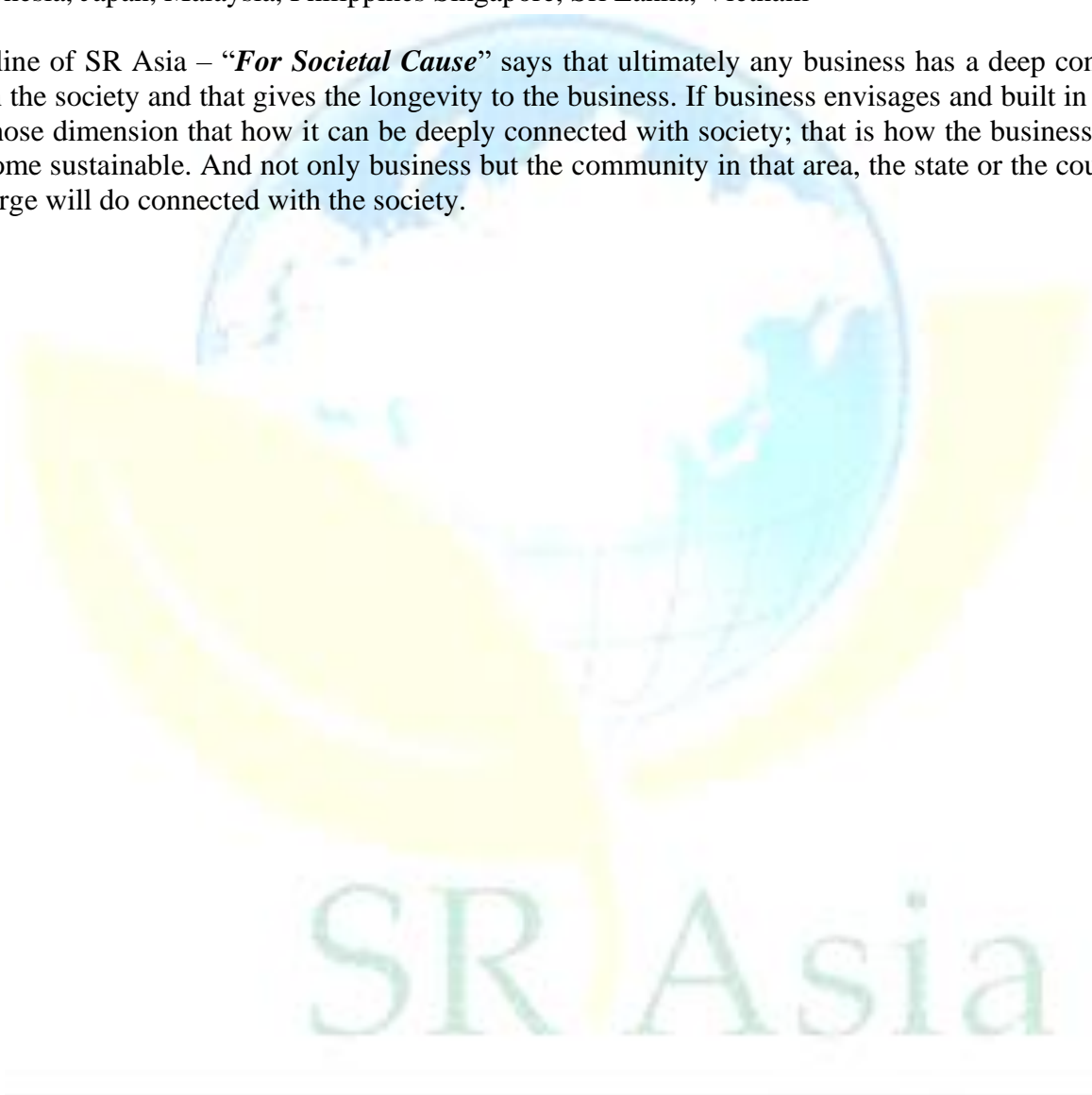


About SR Asia

The conference was organized by SR Asia, which is an international organization predominant in Asian countries in creating benchmarks and new standards in the field of sustainable product development.

SR Asia has footprints in more than 11 countries and follows the principles and approach of APO Japan and NPOs of its member countries. SR Asia is active in countries including Bangladesh, Fiji, Indonesia, Japan, Malaysia, Philippines Singapore, Sri Lanka, Vietnam

Tagline of SR Asia – “***For Societal Cause***” says that ultimately any business has a deep connect with the society and that gives the longevity to the business. If business envisages and built in with in those dimension that how it can be deeply connected with society; that is how the business will become sustainable. And not only business but the community in that area, the state or the country at large will do connected with the society.



Dignitaries and Esteemed Speakers

 <p>Harish Rawat</p>	<p>Shri Harish Rawat a politician from <u>Indian National Congress</u> party and a member of the <u>15th Lok Sabha</u>. Previously he was a Member of the <u>Parliament of India</u> representing <u>Uttarakhand</u> in the <u>Rajya Sabha</u>, the upper house of the <u>Indian Parliament</u> (2002–2008). He was a Minister of State in the Union Cabinet in the Ministry of Agriculture and Parliamentary Affairs but was given cabinet rank and charge of Water resources in cabinet reshuffle that happened on 28th October 2012.</p>
 <p>Mr Bart Slob</p>	<p>Presently, he is Sr. Program Manager at CBI, the agency of the Dutch Ministry of Foreign Affairs for developing and implementing CSR policies. He also manages CBI's market intelligence on private sector standards and buyer requirements in EU countries</p> <p>He is a guest lecturer at various universities, business schools and research institutes like University of Geneva, Lund University and VU University Amsterdam, Bocconi University, the German Development Institute (DIE), the Complutense University of Madrid and the Federal University of Rio de Janeiro.</p> <p>He has been actively engaged in developing the ISO 26000 Standard on Social Responsibility, and also manages a Linkedin Group which now has over 6,000 members. He is a member of the Post Publication Organization (PPO), established by ISO to monitor the use of the ISO 26000 standard.</p>
 <p>Dr. K K Upadhyay</p>	<p>Dr. Upadhyay is heading Aditya Birla Centre for Excellence, FICCI, New Delhi. He is Sr. PPP Specialist at Population Foundation of India. He has been a State Project Manager of JK Trust. He has varied experience of 30 yrs in development sector.</p>
 <p>Prof Ashish Bhattacharya</p>	<p>Prof. Bhattacharya is a Head, School of Corporate Governance and Public Policy, Indian Institute of Corp Affairs, New Delhi, He has 20 years of experience in academia and in Industry. He also served as Prof in Kolkata and SP Jain Institute of Management and Research, Mumbai.</p> <p>He is an expert in Corporate Governance, IFRS, Corporate Financial Reporting and Management Accounting. He also holds position of Technical Director at Indian Institute of Chartered Accountant, New Delhi.</p>



Dr. Uddesh Kohli

Presently, he is the Chairman of several non-government / professional bodies. He s Senior Adviser, UN Global Compact and has been Chairman & MD of Power Finance Corporation (PFC), Adviser, Planning Commission, Chairman of Standing Conference of Public Enterprises (SCOPE), President of the Council of Indian Employers (CIE), President, All India Management Association and Chairman of Consultancy Development Centre and Construction Industry Development Council.

Also he has been Adviser and Consultant to Asian Development Bank, UNDP / UNIDO / UNOPS, for various countries such as Papua New Guinea, Tanzania, China and Maldives.



Mr. Venkatram Arabolu

Mr. Venkatram is the Managing Director for British Standards Institution (BSI) for India. He is one of the pioneers in formal management systems implementations starting with ISO 9000. He is India's first Lead Auditor for ISO 14001 and QS 9000 certification. He has been involved in construction of oil gas and chemical plants and worked with Simon Carves for 5 years and later joined Det Norske Veritas (DNV).

He has spent 6 years in Iraq in various oil and gas projects. Back in India he worked in several projects. such as ONGC, IFFCO Aonla, NFL Guna.and other sites. He has been the Regional Director for Middleast, South and South East Asia with countries starting from Egypt, through Middle East, Iran, India and its neighbours , Singapore, Indonesia, Malaysia, Thailand and Vietnam reporting to him.

Before leaving DNV he was holding a global position as Director New Certification Business for a re-engineering the organization. He is a frequent speaker at several important seminars in India and abroad.



Dr. Srikanta K. Panigrahi





Dr. Panigrahi is a Civil Engineer and also received other degrees in Environment Planning, Management & Business Administration from credible Universities of India and abroad including Technical University of Dresden (TUD), Germany and School of Planning & Architecture, New Delhi.


He is also an UNEP/ UNESCO Fellow and delivered Guest Lectures prestigious Universities of Europe at Humburg, Dresden, Prag, Vienna and Zurich. He was the Member-Secretary of Working Group at Planning Commission, to prepare the historic "National Action Plan for Operationalising Clean Development Mechanism (CDM) in India" under the Kyoto Protocol at PMO. Dr Panigrahi is known as " Chief Architect of Indian Carbon Market.

Presently he is the national Vice-President Indian Society of Remote Sensing (ISRS) & Chairman, Delhi Chapter, Fellow Members of Institute of Town Planner's (India) & Institute of Engineer's (India), Governing Council of Solar Energy Society of India (SESI), Director General, Carbon Minus India (CMI), New Delhi – the premier Organization, engaged in stabilizing Planet's Climate.

 <p>Mr. Anil Bhardwaj</p>	<p>Mr. Anil Bhardwaj is Secretary General of the Federation of Indian Micro & Medium Enterprises (FISME) from 1996. Mr. Bhardwaj is well versed with industrial and trade issues as well as promotional and regulatory environment in India.</p> <p>His expertise on SME issues and on bilateral, regional and multilateral trade agreements is widely acknowledged. He has served on a number of high profile committees formed for promotion of SMEs at national and international fora. He has been advisor to several SME development projects supported by multilateral and bilateral donor agencies. Widely quoted in media, he contributes regularly on SME issues through books, research papers and articles.</p>
 <p>Mr. Wijnand Broer</p>	<p>Mr. Broer is Deputy Director at CREM BV and a CBI Expert on Corporate Social Responsibility (CSR) and Market Access Requirements. He has almost twenty years of experience on corporate social responsibility. CREM BV is a Dutch consultancy company working on Sustainable development issues, with a strong focus on CSR and international supply chains.</p> <p>Mr. Broer has worked with companies, government organizations and civil society organizations on a wide range of sustainability issues and CSR, including projects on CSR Business strategies, Business & Biodiversity, Eco-labeling, Environmental management and Green public procurement. He has worked as a trainer on CSR in a variety of countries around the world, including India, Indonesia, Brazil, Colombia, El Salvador, Peru, Tanzania and Uganda.</p>
 <p>Mr. V. A Eshwar</p>	<p>Dr. V. A. Eshwar is PhD. From Indian Institute of Science, Bangalore. He is former Professor of IIT , New Delhi. Chairman cum Managing Director at SAAI Consultants , New Delhi Working/Currently Scientific Applications for the Advancement of Industries with respect to US SMEs to tie up with Indian SMEs and start up their business activities in India</p>
 <p>Mr. Sanjay Nagi</p>	<p>Sanjay in his 25 years of industry exposure including 12 years as an entrepreneur and principal consultant to the company he founded and then sold out has been involved with preparing large and small companies to anticipate the future, and training them to be prepared in advance to the challenges of a changing global market place. He has trained many organizations in Market Planning as well as Customer Satisfaction.</p> <p>He was selected by CBI Netherlands for their Train the trainers programme and out of the batch of 26 trainers has been selected as one of the 3 Master Trainers. Based on this training, he is qualified to train and consult in helping facilitate trade between Europe and India. He has trained companies under platforms of CII, IEEMA, ELCINA, PHD Chamber, FISME aside of his own firm.</p>

 <p>Mr Tamal Sarkar</p>	<p>Dr. Tamal Sarkar is D. Phil in the Economics of Cluster Development. He has 20 years of experience in industrial development, with special reference to MSME. He has extensive hands on experience in cluster development and specializes in cluster development and poverty alleviation. He has authored a number of policy and methodology documents in the area of cluster development, poverty alleviation and resource based planning. He is also a pioneer trainer in the area of cluster development</p>
 <p>Mr. Manoj Arora</p>	<p>ADG, Ministry of Finance, Govt of India, Manoj Arora is a career bureaucrat and belongs to the Indian Revenue Service. He has worked in various positions at the Department of Customs and Central Excise, including anti-smuggling operations and as Additional Director at the National Academy of Customs, Excise and Narcotics, holding responsibility for supervision of training, including international training. He is a recognized expert of the UNEP for training of customs officers on issues related to smuggling of environmentally hazardous products and has conducted several training workshops on this subject in India and abroad.</p>
 <p>Dr. Aditi Haldar</p>	<p>Dr. Haldar is the Director - GRI Focal Point India. GRI is an international not-for-profit organization whose vision is a sustainable global economy where organizations manage their economic, environmental, social and governance performance and impacts responsibly and report transparently. She represents GRI primarily in India and also in the South Asian region to make sustainability reporting standard practice by providing guidance and support to organizations, create an active and dynamic multi-stakeholder network of reporting organizations and report users, and facilitate greater participation of the regional network into the global community of sustainability and transparency.</p>
 <p>Dr. S.K. Chakravorty</p>	<p>Dy. Director General With National Productivity Council India, He is Ph.D. in Production Engineering from Jadavpur University, Kolkata, India. And Post Graduate in Plant Engineering from Training Institute of Productivity & Industrial Engineering, National Productivity Council, India. He is M.Tech. in Chemical Engineering from Indian Institute of Technology, Kanpur.</p> <p>He is trained in Advanced Industrial Maintenance Systems & Techniques from Swedish Employers Confederation (ALIRATI), Stockholm. Underwent advanced course on Risk Assessment and Hazard Analysis from Manchester University, U.K. and Indian Institute of Technology, Kanpur. Worked in projects on Green Productivity, Sustainable Development and Eco-Products.</p>
	<p>Mr. Sunil Kumar Dy Director at National productivity Council an Engineer from REC Bhopal. Proven experience in the field Quality Management Systems, Project mangement, Productivity related issues and of Course Training</p>

<p>Mr. Sunil Kumar</p>	
 <p>Mr. Rajitpal Singh</p>	<p>Managing Director, Reach Potential consultants Pvt. Ltd. An expert and CSR (CBI Netherlands Trained) ,Change management, Organisational Development, Business management & Strategic HR, Capacity Building for Exports, Market Entry Strategy, Sustainability audits, Leadership development, Coaching and Mentoring</p>
 <p>Mr. Jaiveer Srivastava</p>	<p>Chairman & Managing Director HPL</p>
 <p>Mr. Pooran C Pande</p>	<p>M.A in Philosophy, M.Phil in International Studies and a diploma in Public Diplomacy from Swedish Institute, Stockholm. Also obtained advanced training and global mid career management programs from IIM, Ahmedabad, and Asian Productivity Organization, Tokyo, JAPAN.</p> <p>He is also a British Chevening Scholar at the prestigious London School of Economics and Political Science, London, UK besides being a visiting professor at the University of Technology Sydney in Australia and a visitor at the University of Deakin in Melbourne, Australia.</p> <p>He has held over the years include: Executive Assistant to Vice Chairman, Ispat Industries Limited, Chief Executive Officer of Voluntary Action Network India, Director of Times Foundation, Times of India Group. He currently heads UN Global Compact Network India as its Executive Director based in New Delhi and travelled globally and sits on boards of a number of non-profits in India.</p>
 <p>Mr. Sadanand Bhawe</p>	<p>Mr. S. V. Bhawe got associated with the FINISH Programme from November 2008 and joined it as Programme Director from May 2009. Mr. Bhawe who is retired I.A.S Officer had an opportunity to work in all the three regions of Jammu & Kashmir namely Ladakh, Kashmir & Jammu. He also served as a Faculty member in “The LBSNAA Massorie-the Apex” institute for the training of Group-A Service officer of the Govt. of India. He also worked in GAIL for two years and as Joint secy. in Department of Heavy industry Govt. of India for 5 years. Mr. Bhawe carries with him rich experience in dealing with Development issues as well as Regulatory Administration.</p>

 <p>Ms. Ashima Saini</p>	<p>Director Helpage India, She is Master from faculty of Management Sciences Delhi University. She was a consultant and a faculty with business schools before joining in Helpage. She works with Help Age India Since April 2010 until now.</p>
 <p>Mrs. Amita Joseph</p>	<p>Amita Joseph Director with Business and Community Foundation Amita Joseph has a background in management, a degree in law from Delhi University & postgraduation in Human Rights from the Law Institute. She has worked both in the corporate, legal & development sectors over two decades. Amita is on a number of non profit organisation boards and is associated with BCF (Business & Community Foundation) a leading Civil society organisation in India working on promoting responsible business practise through education, advocacy, open public discourses, work with management institutes, training, lectures, publications, etc</p>
 <p>Dr. Sunita Chauhan</p>	<p>Dr. (Mrs.) Sunita Chauhan has been working as an R.A. (Biotech.) at Kumarappa National Handmade Paper Institute (KNHPI), Jaipur since Mar.2000. Before joining KNHPI, she had worked at Central Pulp and Paper Research Institute (CPPRI), Saharanpur for about one and a half years. She has played a pivotal role in setting up of the Biotechnology laboratory at KNHPI, pioneering R&D work on biotechnological applications for handmade papermaking, designing and conducting Specialized Training Programmes in Biotechnology at KNHPI. She has recently been recognized as Research Co-Supervisor for PhD in Microbiology/Biotechnology by the IIS University, Jaipur.</p>
 <p>Mrs Renu Gupta</p>	<p>Presently Scientist 'E' and Director in Bureau of Indian Standards. Looking after standardization activity for Social Responsibility, Management and Productivity besides coordinating with related international Technical Committees through sending national comments on the ISO standards and interaction through participation in these committees. Am mainly coordinating with international committees on Social Responsibility; Risk Management; Asset Management; Project Management; HR Management; Prog., Project and Portfolio Management.</p>
 <p>Dr. T K Joshi</p>	<p>Tushar K. Joshi, currently the director of occupational and environmental medicine programme at Centre for Occupational and Environmental Health (COEH), MAMC, specializes in occupational and environmental medicine (OEM). He was a visiting Research Fellow at the London School of Hygiene and Tropical Medicine before returning to India. He is also currently a Visiting Professor in occupational health at Drexel University, School of Public health, and Philadelphia.</p>
 <p>Mr. Jithin Mohan</p>	<p>Dy, Manager Sustainability, PHILIPS , Jithin has 8+ years of rich and varied experience in the field of Sustainability. He is currently designated as Supplier Sustainability Expert at Philips Electronics India Ltd. He is responsible to drive the performance to ensure that all the strategic suppliers become Green, aligning</p>

	with the Company's objective of being a Leader in Sustainability, thus improving the quality of people's lives across all sectors (Consumer Lifestyle, Healthcare and Lighting).
 <p>Mr. VK Sharma</p>	<p>Former Chief Inspector of Factories, Govt. of Delhi , Mr. V K Shrama Academic from IIS Bangalore and IIT Delhi . Over 35 years of Experience in dealing with Act and legislation. He was last as Chief of Factories New Delhi.</p> <p>He has worked with many international agencies like ILO and has presented in many international conferences world over. He is an authority on the subject and currently helping organizations through training and counseling in capacity building.</p>
 <p>Dr. Heena Bijli</p>	<p>Assistant Professor, IGNOU , Dr. Heena K. Bijli has done her Masters in Home Science with a specialization in Community Resource Management and Extension, and Ph.D in Home Science, from the University of Delhi. She has done extensive work in the areas of Community Development, Extension Education, Gender, Women's Empowerment, Resource Management and Corporate Social Responsibility. Prior to joining IGNOU, Dr. Bijli has worked in the Aligarh Muslim University, University of Delhi, Jamia Millia Islamia, SNDT Women's University and Bhavan's S.P.Jain Institute of Management and Research, Mumbai. She is the recipient of the 'Platinum Woman Award' for outstanding contribution to the field of Home Science, from the University of Delhi in 2007.</p>
 <p>Ms. Sumaya Rashid</p>	<p>Country Director SR Asia, Bangladesh, Sumaya Rashid has extensive experience in diverse sector from 2006, of which 04 years in Consulting. She is working has been exploiting her expertise in international and national assignments. She has conceptualized and developed several strategic planning and Integrated Service Delivery model. Several training programs for local and multi-national have been developed and conducted by Sumaya Rashid. She has started her career since 2006 in Human Resource Management and continued her know-how in same field including corporate social responsibility and knowledge management. Since September 2011, Sumaya Rashid has taken responsibilities to represent SR (Social Responsibility) Asia Bangladesh</p>
 <p>Mr. Uday Gosian</p>	<p>Sr. Manager with FieldFresh Sustainability Framework & Responsible for Business Excellence in Agri Supply Chain across locations - Gurgaon, Ludhiana, PuneBusiness Sustainability Initiatives/Corporate Responsibility:-Working on multiple solutions for Sustainable Agriculture and Precision Farming</p>
	<p>Managing Director, DEKI, Mr. Vinod Sharma is a successful entrepreneur. He has spent 17 passionate years in shaping Deki Electronics Limited into a world class "Film Capacitor" manufacturer. Enthusiastic, value based participative management and high levels of customer orientation have ensured an annual average growth in excess of 30% over the last seventeen years. He plays a very</p>

	<p>active role in the electronics community – investing a reasonable amount of time and effort in serving Industry associations and representing the industry at several stake holder interventions. Mr. Sharma is a keen trainer and consultant. He allocates a part of his time towards enhancing competitive management skills in managers and entrepreneurs around the world. He is a retained expert at CBI, Centre for developing imports from developing countries – Ministry of Foreign Affairs, Netherlands. As a CBI expert, he has undertaken several training, audit and consultancy projects – in India, South Africa, Vietnam, Rwanda, Mozambique, Egypt, Kenya, Tanzania and Uganda</p>
 <p>Mr. Rajib Debnath</p>	<p>With an experience of over 18 years and over 300 clients served across various industry sectors, and with a professional background in Civil Engineering from Regional Engineering College, Silchar and a Post Graduate Qualification in Environmental Management, Rajib Kumar Debnath has been associated with the Big 4 Firms – Deloitte and Ernst & Young, for over a decade now. He is presently serving as a Director with the Climate Change and Sustainability Services of Deloitte Touche and Tohmatsu India Private Limited</p>
 <p>Mrs Alka Kapoor</p>	<p>Alka Kapoor is a Fellow Member of the Institute of Company Secretaries of India and a Post Graduate in English Literature. She is presently working as Joint Director (Academics & Professional Development) in the Institute of Company Secretaries of India and is leading the Corporate Governance, Corporate Laws, Sustainability and International Affairs division of the Institute.</p> <p>She has over 20 years of experience in the areas of Corporate Laws and Corporate Governance. She has contributed immensely in the drafting of the New Company Law in India.</p>

SR Asia

Messages

Key Note Address by Mr. Harish Rawat, Minister of State Agriculture, Food Processing & Parliamentary Affairs.

Good morning,

I would like to complement SR Asia and FICCI for organising this conference on socially responsible products and services for sustainability. The Indian companies have adapted their business and management model to break the challenges posed by global financial crises and made us confident of our growth trajectory in coming years.

However, there are other challenges that have arisen during this period and one such significant challenge is sustainability. The society and business community are at cross roads where one path leads to sustainable inclusive growth while other may lead to the unsustainable future. Where first path requires innovative business models that nurtures inclusive of communities with in which a business operates.

The Government is trying to undertake extensive developmental initiatives through a series of sectoral programmes, I am glad to acknowledge that the business sector has also started taking responsibility by adopting socially responsible business practices that ensure the distribution of wealth and wellbeing of the communities in which the business operates. Some of these initiatives would be shared by the corporate leaders during this conference.

The Indian business has traditionally been socially responsible from inactive philanthropy to the incorporation of the stakeholders into the business model. The Indian business sector practices various methods of discharging its social responsibilities. The subject of CSR has evolved during last few decades from simple philanthropy activities to integrating the interest of the business with that of the community in which it operates. By executing socially, environmentally and ethically responsible behaviour in governance of its operations, the business can generate value and long term sustainability for itself while making positive and huge sense in betterment of the society.

Also, we have seen an increase in sustainable economic growth in the current decade. We still continue to face major challenges on the human side of, in the India. Problems like poverty, illiteracy, malnutrition. It has resulted in a large section of our corporation remaining as excluded from the main stream. We need to address this challenge through such suitable efforts and interventions in which all the state and non state actors need to partner together to find an innovative solution.

As a minister of Ministry of Agriculture, I would ask corporate India to aggressively undertake CSR activities in agriculture sector. The production to consumption system output will have to be extended for better integration of income and poverty alleviation objective in market context. Development of rural entrepreneurship is required to be linked to successful rural livelihood improvement approach. There is a big gap between intellect and labour profession. It is essential that we kept alive on the emerging market base entrepreneurial initiative in the agriculture sector, more so for the poor farmers and farmers of disadvantage area.

Development of new technologies for rural development is an urgent necessity and is far more important. However the process through which new technologies are researched, developed and

disseminated are becoming complex including the obligation of the regulatory aspect of research. It has become increasingly resource intensive complex and difficult to comply. We hope that the CSR initiatives of corporate India in agriculture sector would act as much needed catalyst for development of the fusion and use of new economically useful knowledge with enhanced innovative process

At the end I would like to thank SR Asia and FICCI for organising this conference and all distinguished guest here for taking out time to attend this much needed conference for synergising initiative of Govt., corporate India and NGOs.

Thank you.







Releases

SR Asia Journal

SR Asia Journal is the outcome of the concerted efforts of SR Asia on the compilation of the high quality research carried out by various authors on Corporate Social Responsibility and Sustainability in the Asian regions. Release was done by Hon'ble minister

Project Report on Corporate Social Responsibility by CBI

The project on Corporate Social Responsibility is done by CBI, Netherlands which is implemented in 10 companies in India. The project report was realised by Hon'ble minister and all dignitaries.

Session Proceedings

The two day conference had total of 8 sessions covering the various dimensions of Corporate Social Responsibility, Social Responsibility, Corporate Responsibility, Socially Responsible Products and Services, Sustainability etc. The each session was chaired by designated session chairman and included presentations by eminent speakers in their field followed by a question and answer session.

Also, there was one panel discussion each day where all the speakers and audience participated enthusiastically.

The conference was inaugurated by welcoming all dignitaries, guest speakers and the participants by International Director of SR Asia, Mr. Birender Raturi followed by lamp lighting ceremony by Mr. Harish Rawat, Minister of state, Agriculture and Food Processing Industries & Parliamentary Affairs.

Day 1: October 18, 2012

Session 1: Inaugural Session

Prof Ashish Bhattacharya: Indian CSR and Policy View on CSR

At the beginning of the conference, Prof. Bhattacharya welcomed the Chief Guest, dignitaries and all participants and thanked them for attending the conference. While asserting that making profits is important for companies to grow, businesses are required to deliver products and services needed by the society because companies gets legitimacy from the society for its establishment in their country / territory.

While commenting that Corporate Social Responsibility (CSR) was not popular in past, he shared various challenges involved in CSR, the first being stakeholder engagement. He stated that SR Asia 1st International Conference, 18-19 Oct 2012

whenever we talk about stakeholders we say that managing stakeholders are important. Also we categorised stakeholders based on their bargaining power and if a stakeholder has strong bargaining power, we involve them. However, this was not enough for effective corporate governance even 20 years back. Therefore, stakeholder engagement became important with the involvement of civil societies, NGOs.

Citing the example of the Mining industry, he continued to share that we have reached a stage where, as an organization or company, we need to realise our social responsibilities. Although it is difficult to find a successful business case in CSR, but over a period of 10 long years significant changes can be seen. Another issue is the focus on external and not the internal shareholders, whereas, both internal and external stakeholders are covered in National Voluntary Guidelines (NVGs) on social environmental and economic responsibility of the company.

Further he shared his assessment of CSR in India. Although, India has made much headway in corporate governance, it lags behind in environmental and societal responsibilities. While appreciating the CSR in real estate industry, he said that in very simple terms, CSR should take into account the socio economic and environmental impacts in all decision making activities.

Highlights:

- Company need to deliver SR product and services.
- It is not managing stakeholders but engaging with stake holders that is important.
- Involvement of management and employees are necessary
- Corporate Governance shall be Strengthened
- Socio-economic and environmental impacts shall be considers in all decision we make for process, supply chain etc

Further commented upon the performance of both public and private sector in CSR in India, He said that in public sector before the Company's Bill, there were guidelines on CSR which compelled public sector enterprises to spend a part of their profit in CSR activities. The impact of this was more developments in the society. It also helped in sensitizing the board of the public sector enterprises about CSR as it is not something that can be mandated but requires passion about the projects and involvement of everyone in organization. In order to involve our employees in identifying CSR projects, it is important to sensitise them on CSR. The projects can also be identified from Tata Institute of Social Science (TISS) which has a hub of CSR projects.

“Companies Bill will be a significant step in improving CSR in India, and same step shall be taken by other Asian countries”.

As a suggestion to accelerate the process of improving CSR in India, he stressed on IICA initiative on corporate governance and national foundation for CSR which is under the umbrella of the Centre for Responsible Governance. He expressed the need for better synergy between business goals of making money and CSR activities. Also the requirement to look at the process like supply chain and consumers, and assess, how it impacts the environment and living conditions of people of this generation and the future generations.

He also informed that although India is ranked as “2” in the international rankings just after Korea in CSR and corporate governance, there is still a long way to go.

Dr. KK Upadhyaya – Corporate Views of India on Social Responsibility

Professor Upadhyay started his presentation with the observation that association of FICCI and SR Asia to promote activities in the area of CSR and Sustainability is needed for the community, country and stake holders

Building on the statement of Mr Ashish Bhattacharya regarding the shift from shareholders to stakeholders, he remarked that with looming climate change effects, issues of carbon emission, pollution etc, it is very important for everybody to contribute. For businesses to survive, they have to contribute to CSR. This is why, over last ten years, these issues have gained importance at United Nations. The Company Bill 2012 also talks about utilising 2% of company's net profit for the last three years For CSR programme, which country needs.

While thanking Mr. Harish Rawat, Hon'ble Minister of State Agriculture and Food Processing to grace the occasion, he stated that corporate and various bodies are coming together and trying to bring resources for Responsible Business, and this is the reason, NVGs, top 100 companies in NSE, BSE are talking about mandatory reporting. Also, UN Convention that talks about transparency, corruption and governance etc. are working with community.

Further, he said that there are many bills in the parliament like Company Bill, Mining Bill, and Prevention of Corruption Bill. As a chamber, FICCI has associated with all those bills and supported most of them and trying to make their members adopt them. FICCI is also working with companies doing CSR, and awards and recognises them. It works with academia, govt, civil society so that it becomes more a more environment conscious society.

In the end he offered his appreciation to Mr. Harish Rawat, Mr. Ashish Bhattacharya, and Mr. Birendra Raturi for their association with FICCI

Dr. Uddesh Kohli – Social Responsibility in Asia

Dr Kohli complimented SR Asia and FICCI for this conference in association with Ministry of Foreign Affaires, Netherlands, as good initiative to focus on Socially Responsible, Sustainable Product and Services in Asia and beyond.

As representative of UN Global compact (UNGC), he talked about the Global Compact (GC) initiative as largest initiative in the world which is aimed at Corporate Sustainability, Corporate Citizenships and also shared various initiatives undertaken by UNGC towards sustainability.

UNGC calls upon corporate to behave in an ethical and transparent manner, support the principles of global compact based on human rights, labour, environment, anti-corruption and also to work for broad UN goals. This is similar to the case in European countries and is aimed at poverty, bring more health and educational services, helping the society and community at large through organised effort from corporate side.

He said, in India there is a tradition of corporate giving for more than 100 years. Many organizations that have philanthropy as their objective, have helped in development of schools, colleges, health services, recreational facilities, religious facilities etc. To be really effective it has to be done in an organised manner, CSR and Sustainability are becoming a buzz word so that corporate can meet not only their commercial objectives but also social objectives and take care of the society at large.

This is why Global Compact is having several initiatives and programmes to help the corporate to plan their strategies. For e.g. Programme on Anti Corruption to create awareness on how corporate can develop and implement practices to remove corruption at work and bring transparency. On Human Rights a separate forum is developed to guide corporate to promote human rights for everyone including children and women.etc. Through these initiatives of Global Compact, corporate can understand that before considering their business activities they have to consider human beings involved. There are many other initiatives related to environment like climate, water, carbon foot print for sustaining the environment.

Global Compact is implemented in more than 130 countries and more than 8000 participating corporate. In India Global Compact started in 2000 and at present have 250 organizations participating. He suggested that corporate must support some of these initiatives of international level on international platforms to showcase what they are doing, planning for CSR and also learn from other organizations.

Mr. Bart Slob - CBI Initiative in India

Mr Bart Slob introduced CBI to all as a leading organization that helps organizations in developing countries to export to Europe since 1971. CBI started focusing on CSR as major concern from past two years and now CSR is the leading principle in CBI's mission and vision in order to contribute to sustainable economic development.

He spoke about the CSR Standard landscape in Europe, and said that it is basically of two types- as legislation and as buyer requirements. The legal side is the voluntary but now as buyers are asking for it more and more, there is another aspect of CSR introduced into law in EU which is environmental aspect. Now, there are many guidelines and directives on how to package, on waste reduction, on hazardous substances etc. Also for environmental issues there is Environment Management System ISO 14001. Also, there is Social Accountability since 1990 to address issues of labours federacy. The first level was introduced as code of conduct is SA8000 which is certifiable system. Its voluntary not mandatory but may become mandatory in near future. There are many other initiatives such as ISO 26000, the UN Global Compact, and GRI global reporting initiatives etc.

Further, he shared various kinds of policies that have been developed in EU in the past few years. They are categorised as follows:

- Legal instruments,
- Economic and financial instruments such as incentives, expert credit, guarantees.
- Informational instruments like databases, reports on CSR.
- Partnering instruments like PPP in which companies are joining in various initiatives with govt. NGOs or setting up multi-stakeholder initiatives.
- Hybrid instruments

Regarding latest trends in CSR in Europe, he emphasised the importance of

- **Supply Chain Responsibility with emphasis on Human Right:** This aspect was getting more important as international principles on business and human rights were approved by UN and codified in European legislation and transformed them into policies.
- **Accountability Reporting:** Big companies are producing sustainability reports, and NGOs are seeking such reports.
- **Climate change:** although much information is available to minimise the impact of climate change however, it is still a huge issue to reduce CO2 footprint.
- **CSR and SMEs:** it is getting popular especially in many big countries.
- **Socially Responsible Investing (SRI):** It is very relevant for consumers as they want to know whether their money is being utilised responsibly.
- **Sustainable procurement:** organizations need to consider social and environment aspects of all procurement processes and buy sustainable products.

Further he brought to notice of everyone that European governments have started regulating CSR, defining goals and establishing limits and boundaries that entails both voluntary and mandatory aspects. European companies are now getting very conscious of doing business with right kind of companies in developing countries.

However, CBI's approach is to support and think of existing irregularities at the suppliers end as opportunity to work with them so as to improve the circumstances and making them responsible.

Recommendations

- Exporters, business associations and policy-makers in India should pay close attention to changes and trends in European legislation regarding CSR.
- Be prepared to address more and more questions about labour conditions, waste management, packaging, ecological footprints etc. Quality is not enough anymore.



Prof Ashish Bhattacharya



Mr. Bart Slob



Dr. Uddesh Kohli



Dr. K K Upadhyay

Session 2: Corporate Social Responsibility and Socially Responsible Products and Services

Prof. Ashish Battacharya: Socially Responsible Products and Services

Professor Bhattacharya chaired the session and began with his observations that corporate have huge potential to create awareness about influencing consumer preferences regarding Socially Responsible products and services. While asserting that even marketing research proves that there is segment of customer who value Socially Responsible Product & Services, he said that corporate have a huge responsibility towards such consumers to deliver Socially Responsible alternatives. Secondly, it is important that the company's strategy should be towards buying and managing supply chain based on their CSR, i.e. they need to buy not only based on economy of product and services but also on whether they are Socially Responsible or not.

Mr. Venkatraman Arabolu- What's Happening Around the World

He commenced his presentation with the comment that India is always in limelight for child labour and forced labour etc. The challenge is when people buy products they do not have complete visibility and picture about the supplier to determine whether they are Socially Responsible, or material used is coming from ethical sources.

Across the world there are many companies, including big brands, which are careful about ethical sourcing and supply chains otherwise they have to face penalties due to litigation, allegations leading to deterioration of brand value

Thus there is need for Social Accountability Standards. Although GAAP, BSGI or code of conduct audits etc are checklist based audits where after audit the supplier or organization goes back to their existing way of operation and there is no value creation. Hence there is a strong need to have audits in systematic manner like in SA 8000 that addresses the challenges of many different types of existing mechanism that were operational but none of them were sustainable. Also, organizations can't demonstrate equal responsibility with many definitions. That is why the standard SA 8000 was evolved as collection of best practices in book form and currently supported by around 25 leading companies around the world. The objective of SA 8000 is to improve the working conditions of the workers globally.

Further he shared why SA 8000 is important and relevant to India. He said that lot of companies providing low cost manufacturing which requires lots of labour, prefer shifting their manufacturing to countries with low cost labour like India, Vietnam, Myanmar etc. In this situation it becomes important for such countries to take care of social, health and safety issues. Especially in India, some of the issues that need to be addressed are as follows:

- **Child labour:** it is in use from many years but it's getting much regulated and controlled with stakeholder awareness around the world including shareholders like media, NGO, employees, international organizations etc. getting conscious. This aspect is becoming an international requirement.

- **Forced and compulsory labour:** people have been exploited when they take small loan and work for years without getting paid. In India it's very common even in city like Delhi.
- **Health and Safety:** India is not very good as nation in terms of health & safety. Labourers and worker should be protected and health and safety issues should be appropriately addressed.
- **Collective Bargain:** people must be allowed to form unions to collectively bargain and project their requirement to their employers.
- **Discrimination:** it should be avoided in terms of racial, individual, religious, caste etc which is predominant in India.
- **Disciplinary Practices:** it should be exercised reasonably for e.g. instead of firing women, they should be allowed to take leaves during pregnancy.
- **Working hours:** they should be controlled to 48 hours and also have provision to take care of personal needs in the family.
- **Fair Wages:** fair wages must be given to all people.

All these issues are consolidated in Management System which takes care and ensures that whole organization participates; there is fairness, transparency and practices on checks and balances. This system is evaluated by third party for certification which inducts much better control, regular monitored leading to continuous assurance to the buyers.

Ms. Renu Gupta - Product Certifications and labelling of SR Products

At the outset of her presentation, Ms. Renu Gupta raised a concern that not many companies are following SA 8000 and disclosing it to consumers. Therefore, govt. or state should provide a disclosure norm for such companies.

She introduced Bureau of Indian Standards (BIS) and various initiatives undertaken by BIS i.e. SA 1600, Good Governance Guidance Standard and Standard Guidance on Fraud or Corruption Control in an Organization

Introduction to BIS

BIS is a National Standard Body (NSB) that carries out standard formulation. As National Standard Body, they have a mandate to formulate Indian Standards and to coordinate with ISO committee for formulating International Standards. With regards to CSR, there are quite a few social issues being taken by ISO in Standard ISO 26000. Recognising the importance of subject, BSI also has constituted a section committee and a technical committee called Social Responsibility Technical Committee (SRTC), headed by Chairman who is also Joint Secretary-Consumer Affairs for maximum outreach to consumers who are actually at the tail end and suffer the most.

SA1600

Prior to actions by BIS, under MSG10, Technical Committee had formulated three standards. One of them was Social Accountability at Work Place Standard called SA 1600, which not many people know about it. This is a certifiable standard, not a guidance standard. The reason for not adopting SA 8000 and formulating own standards is that for Social Accountability, there are very India specific issues which need to be incorporated and which SA 8000 did not have. Some of the differences between SA8000 and SA 1600 are as follows:

- **Legality of Work Place - Ceiling of Work Place:** it has been incorporated as many people or employees have lost their jobs because of ceiling.
- **Community Engagement:** It was felt that corporate are in favour of the community because of their very existence and they have a duty towards the community.
- **Humane Working Conditions.** There was addition of 11 clauses including child labour.
- **Health and Safety,** it is important for some prominent sectors and was thus highlighted.

Good Governance Guidance Standard

She also introduced another recent development of BIS, i.e. **Good Governance Guidance Standard** that BIS has published. It is available on website www.bis.org.in or one can be obtained online. Some of the features of the Standard are

- It is applicable to all organizations including corporate.
- Its is primarily based on four principles or pillars **Transparency, Accountability, Integrity, Ethical Behaviour** and also **Legal Compliance** as a separate fifth pillar.
- It talks not only about the accountability and duty of the directors or independent directors but also about the liabilities.
- It includes stakeholders expectations and method for corporate to address them.
- It has various wage maturity levels and it can be started from bottom of pyramid and gradually transform through various structures, parameters, applications, from level 1 to level 4.

Standard Guidance on Fraud or Corruption Control in an Organization.

She clarifies that although all standards are not prescriptive, organization can develop their own guidelines. Standard Guidance on Fraud or Corruption Control in an Organization explains what and how should company be looking at corruption susceptible areas, how to address it, risk analysis, how can a whistle blower system or mechanism be developed.

She highlighted that all standards in the series in last 6 years in BIS are focused on the above mentioned issues and now BIS is concentrating more on social issues. She also stressed on another important standard at international level which is ISO 26000, guidance for Social Responsibility. She remarked that India has some issues, that's why it has not been adopted in totality but BIS is in process of bringing out guidance standard which has similar aspects on social responsibility and social accountability.

Dr. Srikant Panigrahi – Socially Responsible Product and Climate Change

Pondering on the various definitions of Social Responsibility, Corporate Social Responsibility, various practice of CSR and existing trend of maximising the profits, Dr. Panigrahi shared that there is a lack of social or environmental responsibility in the industrial process. Further he elaborated the three elements that complete sustainability i.e. economic wellbeing, environmental and social responsibility.

“Three Pillars that complete sustainability are Economic Wellbeing, Environmental & Social Responsibility.”

Regarding Economic wellbeing he clarifies that if all the stakeholders are not economically sound, things will not progress. It's a basic and most important requirement that runs parallel with Social Responsibility and Environmental Responsibility, hand in hand and can't be ignored. Environmental sustainability or environmental protection is a important paradigm for society to sustain. Also, basic social requirements of fulfilling and enhancing social objective are extremely important for a healthy society. He illustrated this by giving examples of big Indian business houses that have always thought of the world they are living around and giving something back to society.

While discussing about the ongoing debate on defining environmental responsibility in India, he informed that Ministry of Public Enterprises has come up with excellent guidelines for public sector on how to create value and meet the social requirement in particular. Also Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs (MoCA) has developed excellent guidelines with 9 principles in addition to CSR, economic and environmental responsibility that stress upon the extent of responsibility and accountability that need to be fulfilled.

He also clarified that in his personal opinion its voluntary requirement for companies to contribute 2% for CSR, Govt. of India has not come out with any such strict or mandatory guidelines. Also, there is a voluntary form 21 of MoCA, which the industries formally submit. It has a column of declaration, under CSR, which states whether company is doing CSR or not and to what extent, its views and opinion, strengths and weakness. Moreover, in country like India of free democracy, it's very difficult to come out with mandatory guidelines and it might take almost a decade.

Regarding **Environmental Accountability and Environmental Responsibility**, he presented his approach on Social Responsibility through Environmental Accountability & Environmental Responsibility. Through the example of TATA and leading companies in India he explained the evolution of CSR practices from independence to post independence, from major thrust on public health to the community, basic education, giving employment and necessary training etc.

He shared the background of emergence of environmental concerns that began around the world in 1972, with first international conference on Human and Environment in Stockholm. Whole world started realising that environment is going to be biggest threat for human existence unless we address it with right measures. It is important to understand what are socially responsible products that address climate change and the minimum balance in nature to be maintained for the sustenance of the planet. For Climate Change, emission reduction shall be done at individual level by adopting a climate friendly life style. At the organization level, since industries are responsible for emissions to a bigger extent than individual and in that context carbon foot printing, water foot printing, carbon reduction, carbon accounting become extremely important.

Further he explained the CSR model that Carbon Minus India has developed with the collaboration of UNEP. Carbon Minus India is the only constituent of UNEP in India to promote tree plantation programme at very large scale called ‘**Billions Tree Programme**’ as a part of the global climate reduction network and is extended through 121 NGOs through out the country. UNEP is the knowledge partner for guidance and other partners includes industrial, govt, NGOs.etc.

He concluded his presentation by stressing that when one thinks about Social Responsibility, Social Accountability, Environmental Responsibility or Accountability one must think about the triple bottom line and lead a climate friendly lifestyle.

Dr. Sunita Chauhan -KNHPI- Towards Production and Promotion of Socially Responsible Products.

Dr. Sunita Chauhan represented the Paper Industry. She presented KNHPI as a case on producing and promoting hand made paper as socially responsible product and their efforts towards achieving sustainable development.

She began her presentation by commenting on the significance of paper as the most indispensable part of modern life style today, followed by overview of Industry and per capita consumption of different countries. The statistics show that India has per capita consumption of 8 Kg, china of 64 Kg, North America of 227 kgs. The average per capita consumption in the world is 55 Kg and in developing countries it is 23.55 Kgs. 60% of Asian population is consuming 34% of world consumption. Also, the paper industry is most polluting industry in world. It requires 27 mature eucalyptus tree for producing 1metric ton of paper. To increase 1kg consumption, 32 million additional trees are required. It's a concern for global warming, deforestation, ozone depletion.

The sustainable option is Handmade Paper which is tree-free, clean and environment friendly. Handmade paper industry has the potential to provide employment to more number of people than that the traditional paper. There is negligible usage of chemical and promotes women empowerment with a potential of 35 women participants. So Handmade Paper is Socially Responsible product.

The basic process of making Handmade Paper that include cotton hosiery waste from textile companies includes chopping, beating, sheet making, couching, pressing, drying, calendaring and cutting.

While sharing the handmade paper industry in Global scenario, she told that Asia is the major player with China contributing 27% and India 24% to exports. Also, in India, out of total handmade production KNHPI is exporting 30%.

KNHPI, it as an autonomous body in KVIC, MoMSME, 1991 and is a part of UNDP-KVIC Project. It is ISO 9001:2008 organisation and is recognised by Department of Scientific Research Organization.

“ Paper industry is most polluting industry in world where for producing 1metric ton of paper 27 mature eucalyptus trees are needed.

Sustainable option is Handmade Paper which is tree free, clean, environment friendly.”

KNHPI is committed to provide state of art technology management to Indian Handmade Paper Industry through continuous research, Human Resource development and support to entrepreneurs in bringing up sustainable rural industrialization, ensuring environmental friendly practices, maintaining social and communal harmony, revitalization of ancient arts and crafts with modernization at affordable cost.

KNHPI undertakes range of activities that includes research and development activities, consultancy and technical services, pilot plant activities, troubleshooting activities, dissemination & transfer of technology, it has also conducted extensive research in using certain natural fibre available in different countries in making hand made paper and found various like jute fibre, banana waste, stem fibre etc.

As challenge to the company she shared the concerns of use of cleaner production technique in the process of making hand made paper. Also, Bio technology has been identified as most potential for this challenge and applications is found like Bio enzymatic pulping of shredded currency waste of RBI, bio-bleaching etc. that can be incorporated immediately. Using certain enzymes KNHPI has developed a technology, where they are recycling the shredded currency waste of RBI, for making good quality hand made paper for making cost effective carry bags as a substitute of polythene. Also, KNHPI has worked on natural dyes as it provides a good potential for reducing the BOD, COD value in case of effluence of natural dyes.

KNHPI is also working on effluent treatment management using simple measures like fly ash treatment for conservation of resources. Recycling 80% of water consumed in different stages of the paper making. Energy saving upto 40% can be achieved by determining the appropriate size of the cotton hosiery waste, chopping, maintenance of beater etc in processing.

KNHPI has filed patent for four technologies and also runs training programme from basic to entrepreneurship level, dissertation training for microbiology/ biotechnology/ biochemistry/life sciences/environmental sciences student as their curriculum. The institute has recently signed a MoU with The IIS University Jaipur for starting PhD. in Biotech/Microbiology/Life Sciences.

As a Mandate of its very existence, KNHPI is serving the handmade paper industry and thereby contributing towards the production and promotion of Handmade Paper as a socially responsible product while emphasizing on

- Capacity utilization at the best level
- Adoption of alternative raw materials
- Adoption of cost effective bio-technological applications
- Adoption of natural dyes
- Resource utilization in the most conservative way
- Quality production and standardization of the same
- Exploration of exports across the globe
- Exploitation of domestic market

KNHPI is also giving services to corporate sector in assisting them for providing jobs to weaker sections of the villages they have adopted and thereby providing them training.

Towards the end she recommended that Sludge produced from Indian Paper Industry that creates problems for its disposal can be utilized for manufacturing handmade paper board and thereby

disposed in a sustainable manner; provide employment to the local public. Also, Non-degradable polythene can be replaced with biodegradable handmade paper bags.

Lastly, as a future prospects, KNHPI can play a very crucial and instrumental role for the overall promotion of socially responsible products not only in the country but also in the neighbouring Asian countries and thereby leading to greater sustainability among the Human society. Number of small scale handmade paper units based on locally available non-forest based raw materials can be set up using fewer amounts of capital investments with the training imparted to the entrepreneurs and the consultancy services on turn-key basis by KNHPI all over the world.

Mr. Bart Slob – CBI Initiatives in India

Mr. Bart Slob shared various initiatives by CBI, Netherlands undertaken in India as follows:

- **Capacity Building Programme on CSR** in 2011 for Indian consultants to train the companies supplying to Dutch market to integrate CSR in their business model. The programme benefited all including consultants for providing training and knowledge, companies to improve its CSR performance, Dutch buyers to do business with the socially responsible supplier in India.
- **Introductory Workshop in June 2011**, New Delhi in close cooperation with FICCI, the consultants were trained on CSR consultancy skills based on ISO 26000 standard.
- **Research on Performing a CSR Baseline Assessment** in Jan 2012 for 10 Indian companies. It followed by consultant visits to identify, design company's specific CSR programme, gap analysis etc. Later in April 2012, there was exchange of experiences and follow-ups for the company's CSR ambition, objectives and resulting action plan.
- **Release of Project Report on Corporate Social Responsibility:** gives the glimpse on the achievement and the practical experience in process of CSR implementation where Indian companies explain how CSR Baseline Assessment programme supported them in dealing with sustainability issues in exports to European buyers. The buyers explains how they benefitted by the programme.



Mr Ashish Bhattacharya



Mr. Venkatraman Arabolu



Dr. Srikant Panigrahi



Mr. Bart Slob



Dr. Sunita Chauhan



Mrs Renu Gupta

Session 3 - Panel Discussion on CSR Practices in Medium and Small Scale Industries

The focus of the panel discussion was CSR practices in Small and Medium Enterprises. Experts involved in panel discussions were Mr. Wijnand Broer, Sanjay Nagi, Mr V. A Eshwar, Mr. Tamal Sarkar and Mr Anil Bhardwaj. Each speaker shared his views for 10 minutes each followed by question and answer session.

Mr. Sunil Kumar on behalf of Mr. Ryuichiro Yamazaki, SG APO, provided the focus to the panel discussion around two issues of CSR in MSMEs in India. First, difference between MSMEs and Corporate and second difference between dictionary meaning of responsibility and CSR

Dr. V. A. Eshwar on Technology and innovation in employability and education:

Dr. Eshwar began with the background of sixty years of education in India. As per the statistics, there is 50% dropout in 5th standard, 70% in 8th standard, 90% by 10th standard and 12.5% by 12th standard. Despite the syllabus designed by VC committee, they themselves feel only 10% are employable. Some of his important observations include:

- Employability is more important. US have more technologically advanced while India is agricultural base. Employability must be created strategically in India as 50% of population which is approx. 500 million youth is waiting for job. In order to bring youth to the forefront, govt need to change the education system to improve the employability and skill development
- As per Asian Development Bank (ADB), 90% income in India is equal to \$1 and 95% at \$2. Although it will take 150 years for India to reach to level of US, it is necessary to compete. Innovation and technology shall be used vigorously to compete.
- Barely 10% of people are employed in corporate and govt. sector rest 90% are employed in informal sector. MSME sector is very important. There has to be business responsibility in MSMEs.

Mr Tamal Sarkar on Business Responsibility Issues in MSME

He began by stating the significance of MSMEs in India and that. 97 % of manufacturing is Micro companies that exist in clusters. There are challenges and so does hope. Although challenges like employment has gone down, units are closed down because of pollution, finances, unskilled labour etc., are there, govt. has started doing a lot for MSMEs. Also there is hope to integrate the Business Responsibility issues in MSME. Further, he made following recommendations

- There should be policy to start a cluster of unit considering the future issues in mind.
- Although, NVG guidelines, ISO 2600, are good and handy tool, we need to have micro enterprise friendly tools like Factory improvement program of ILO with tool of promoting business responsibility in micro enterprises with pictorial measures for better understanding.
- Today's Micro enterprises will be tomorrows small, therefore they should be guided well

Mr. Sanjay Nagi on Corporate Social Responsibility Practices

While sharing three example of CSR models - Coke's single indicator of "loss per case", Maruti's 3M Model and Hindustan Uni Lever's "Shakti Programme", he shared while doing CSR companies are also getting profits. Further, he recommended MSMEs for following:

- **Higher involvement of CSR** in MSME: addressing issues like segmentation as it's a diverse segment in terms of product, geography etc.
- **Strengthening Awareness:** as people are not aware of these kind of information
- **Expansion in Vision:** older generation has vision around production, support, reservation, privileges not globalisation.
- **Allocation of Responsibilities:** so far there is one man show where owner is too much operationally involved.
- **Selling CSR:** in manner understood to MSMEs while understanding MSME and behaviour change

Mr. Wijnand Broer on CSR and SMEs in India and Europe

Mr. Broer commented that MSME in India is bigger than in Europe. He shared few concerns for following:

- **Running out of natural resources:** UN has calculated that in next 50 years we need to produce as much food as we have created in 10000 years. Alternative resources shall be researched through innovation and solution.
- **Business case for SMEs:** it is difficult to find as they are not able to see beyond 30 years.
- **Buyer and Supplier Relation:** in India there is strong focus on certification, whereas in Europe more cooperation in supply chain is seen.
- **Commitment for Code of conduct:** There has to commitment between buyer and supplier. There should be focus on Supply Chain
- Today's free natural resources might have cost implication in future if we do not use it responsibly.

Conclusion

There is a need for more public and private partnership. We need to identify the best way to market CSR to SME sector in India and developed country and unleash market forces, communicate to SMEs in effective manner. In other words, brand architecture needs to change. Also Multi stakeholder engagement with key players in supply chain around the world must be promoted in order to have long term results to work more ethically and to have sustainability.



Mr. Anil Bhardwaj



Mr. Wijnand Broer



Mr. V. A Eshwar



Mr. Sanjay Nagi



Mr Tamal Sarkar

Session 4 – CSR as a Window to European and International Market

Dr. Avedesh Mathur - Global Market and SR Products

Dr Mathur started his presentation by stating that both company and the product should be socially responsible. Also, if Socially Responsible Products are not being communicated to the consumers then it has no value. He highlighted some examples of good CSR practices like Philips that initiated a product to reduce the hazardous material and follows required compliances, “Paryawaran Mitra” programme of Bajaj Ltd. in western UP to give awareness and training on use of controlled pesticides, Anil electronics has employed 10% of their manpower from physically handicapped people and planted 20000 trees in rural and Himanchal area.

Mr. Sunil Kumar on SR Products in Asia for global acceptance

On a lighter note Mr. Kumar mentioned a myth in global market scenario that there is normal business discrimination between export quality and normal products. Export quality is good due to high value of dollars where domestic is less due to low value of rupees.

He described Socially Responsible product based on ISO as green, eco friendly, standard and labelled product. However, ISO does not address the social, economic and environmental aspects. He emphasised that products shall be produced considering Social, Environmental and Economical needs in addition to quality, cost and functionality for long term.

Although the product of company may be socially compliant but it is not necessary that company is Socially Responsible. It is a challenge to make the balance. Now, consumers are aware of such products and want to know more about the company, its compliance level, their ethical practices etc. Therefore there is a need to look into all attributes of product life cycle from concept, design, manufacturing, packaging, delivery and use. Companies should follow cradle to cradle approach instead of conventional cradle to grave approach. These dimensions shall be integrated into business operation and stakeholder in voluntary basis for sustainable business.

He commented that although Socially Responsible products are now demanded in India, there is still huge market which does not value it because of low purchasing preferences. Further, he gave the glimpse on what's happening in Asia. Most of the countries have started to follow the practice of socially responsible products way back, whereas some countries like Japan, Korea are moving faster in producing Socially Responsible products. Also, Socially Responsible products are available under different names like green products, eco friendly products, energy efficient, recycled, organic, but still needs to be strengthened at the moment through various initiatives in Asia.

“Produce and use of Socially Responsible products is major path of Social Development for all of us.”

While commenting that where there are buyers there are market not the vice versa, he shared various initiatives in Green purchasing in Asia like Green Purchasing Network in Japan, that came

in 1996, Green Purchasing Law in Korea in 2005, Green Purchasing by govt. department since 2009 in Thailand. In India it is still growing.

Lastly he shared some critical drivers as follows:

- **Policy as an institutional framework.** Everything can't be left on voluntary basis. There has to be some rules.
- **Facilitating and integration of sustainable development** at all procurement level. For e.g. in many countries govt. has 10% of all purchases from green vendors only.
- **Developing and implementing visible SR products.** Visibility is important.
- **Promoting the use of SR products through conducive schemes.** There are many ways to promote like subsidy.
- **Consumer awareness** through media, awards, conference and developing sustainable key practices.

Some example of CSR practices in India is National Voluntary Guidelines (NVG) by Ministry of Corporate Affairs, scheme pertaining to energy saving by Bureau of Energy Efficiency several etc.

Mr Rajoo Goel – CSR Initiatives in Indian Electronic Industry for Global Market Access.

Mr Goel, Secretary General of ECLINA gave overview of Electronic industry and its linkages to CSR in last 10 years. CSR is important and higher objective. There is a need to developed and encouraged eco system that enables CSR.

About the electronic industry, there is a huge growth. Global Electronics is growing at the rate of 7% per annum where global economy growth rate is 2 %. Indian market is US\$ 170-180 and it is projected by Govt study to reach US\$ 400 Billion by 2020.

All electronic products consume the resources that are scarce, that is why all stakeholders needs to be taken care by the company including investors, workers, suppliers, consumers, govt. and society at large. He pointed that CSR has to start from home and take care of people who are directly linked with us.

While sharing the background of regulatory compliances in the electronic industry, he informed that India signed IT Act in 1997 and implemented it in 2005. However, it affected investment coming to industry leading to rise in imports whereas manufacturing remains stagnate. He elaborated, global industry has initiated Electronic Industry Citizenship Coalition for Electronic Industry Code of Conduct that outlines standards for working conditions in the electronics industry supply chain so that

- Workers are treated with respect and dignity,

- Manufacturing processes are environmentally responsible. Although it is not implemented in India but is led by US and European companies.
- It largely comprises of Original Equipment Manufacturers (OEMs), Electronic Manufacturing Services (EMS) firms and Original Design Manufacturers (ODMs)

The Code of Conduct is made up of five sections including LABOUR, HEALTH & SAFETY, ENVIRONMENT, MANAGEMENT SYSTEM and ETHICS

Also, last year government approved e-waste guidelines which include the ROHS guidelines and other initiative called Laws for Safety as a part of CSR.

Mr Bart Slob – CBI Initiatives on CSR in Developing Countries for Export

Mr. Slob re-iterated the CBI's initiative to help developing countries to export to Europe. CBI has developed a CSR road map that has following considerations and activities:

- Considering OECD guidelines for multinational enterprise, Declaration from Dutch Socio – Economic Council. Followed by consultation from stakeholders, experts and companies.
- Adopting Plan Do Check Act cycle beginning from understanding own responsibility, integrating with business, communicating CSR strategies, and monitoring.
- Considering ISO 2600 as guidelines for value addition and considering its seven core subjects including governance, human rights, labor practices, anti corruption and environment.
- Changing Audit Criteria and provide trainings or guidance while including CSR criteria in audits.
- Establishing performance criteria, so that companies can improve and score like promotion of quality, environment and social requirement in their value chain.
- Establishing marketing intelligence unit to provide latest insight of market to Europe and also about CSR.
- Organising Seminars and activities in collaboration with UNIDO and ITC on private standards as they are becoming important in face of tariff barriers.
- In house magazines and article on sustainability.
- Focusing on aspect of CSR in internal procedure, in public procurement through tenders. For example, CBI aims to reduce flight by 50 % each year order to reduce CO2 emission, thus reducing ecological footprint.

Day 2: October 19, 2012

Session 5 - Enabling Framework for Sustainability

Mr Manoj Arora, ADG, Ministry of Finance initiated the session with his concern that although there are large number of initiatives on business responsibility, it's a difficult for a company to choose from many guidelines available in different countries, especially for multi locations. So the session revolved around two focus area:

1. How do we develop a common understanding of various terminologies of Social Responsibility, Sustainability etc.
2. Where is the common thread among enabling frameworks as practitioners.

Mr Wijnand Broer – Sustainability and ISO 26000

Mr. Broer reconfirmed the challenge by saying that it is an issue of different enabling framework and finding solutions accordingly. There are different labels for different compliances for same product. While explaining about CSR based on National Voluntary Guidelines or ISO 26000, he mentioned that companies can decide to deviate from the standard as it is accepted by it. Since ISO 26000 is difficult to use for SMEs, it should be made easier in the form of checklist or reference. In case of any deviation, justification shall be given.

Sharing about ISO 26000, he said that it is developed in a worldwide stakeholder process, to assist in contributing to sustainable development, to promote a common understanding in the field of social responsibility. It is not a management system standard for certification.

Schematic overview of ISO 26000 explains the core subjects of human right which is at the basis of Social Responsibility, labor issues, its definition, what can be part of Social Responsibility and expected outcomes. It's a framework to see what is important for business, to integrate with organization, to use as guide to identify stakeholders and their requirement, like its selection, engagement etc.

Values of ISO 26000 includes understanding of underlying principles, to understand what (C)SR may include in company's strategy, what may be expected out from an organisation, to use it as a guide to identify impacts, stakeholders, priorities, identify deviation, to decide on what you will not cover, to use it to develop other/simpler tools, to make you aware of the choices you make, *"You know what you do, but you may not know what you do not do..."*

ISO26000 should be used as a reference for baseline assessment, GAP analysis, finding priorities and objectives, to develop action plan. While using we should identify stakeholder expectations (incl. market), impact (activities, products & services), relevance, influence, significance as company, steps already taken and Gap analysis.

He shared few metrics that can be made using NVG or ISO26000 as basis followed by a sample of certification for ISO 26000 provided by Swiss company.

Mrs. Aditi Haldar: Sustainability Reporting and its challenges and opportunities.

Before Mrs Haldar commenced her presentation, there was a question raised that if a company is 60-70% compliant to National Voluntary Guidelines and other regulatory requirement, than what percentage of GRI report it will produce.

She began with sharing that India and Asian countries are undergoing tremendous change in to the extent Social Responsibility, Social Accountability is adopted. She stressed on to remember three points in face of various definition and scope, framework design. They are:

1. **Real Intent:** whatever initiative is taken, real intent, purpose and objective needs to be clarified and understood. At times organization be it business, profit or non profit, forget the real purpose of existence.
2. **Five Capitals:** Are five capitals i.e. Natural, social, human, infrastructure, financial being valued? We can turn resources as real values and turn them into capital if it is understood that they are not free. They can be conserved across the value chain of our activities
3. **Accountability:** we shall really be accountable to all our stakeholders across the value chain and leaving something of value to our future generations.

The common thread for GRI is all about **Measurement, Management Change and Reporting**. When the company talk about its authority, does it also considers responsibility and accountability? She clarified her vision for GRI and Sustainability Reporting that companies needs to be blatant and courageous to say in Sustainability Reporting that company have taken the journey of sustainability and striving for not just financial turnover.

Reporting is about measurement, management change, reporting and disclosure. There is trend of making disclosure on what is perceived by others, which is not correct. That is why communication is important. As, there are stakeholders outside, to judge you, that is why common understanding is very important otherwise it will lead to a big gap and conflicts. That is where GRI came into existence 14 years back and started developing a common framework of sustainability reporting.

While addressing to the need of having common framework both global or national, she said that although the core values and principles across sustainability and social responsibility remains the same, there may be differences in prioritising these aspects in the sustainability context and the gamut of triple bottom line could be different based on the stakeholders need, economic, geographical conditions. Therefore it is important to use common objectives to measure, manage change and disclose based on stakeholder requirements.

She added that some company use GRI guidelines but uptake is low as we do not have enough driving force to move the concept of SR. Only big companies like Tata and ITC were trying to disclose out side the country. GRI guideline is the only guideline that has common framework

developed through multi-stakeholders consensus based process, considered across many countries, thus most valued for large companies to use.

She emphasised that reporting is becoming central element in most of the guidelines in last 2 years like NVG, MoCA along with IICA. It will become mainstream because world is also demanding, stock exchange are putting SR as listed requirement like South Africa, Brazil, China etc, In India, SEBI is giving directives to Stock Exchange to have Sustainability Report for top 100 companies. Also, Department of Public Enterprise in their MoU with each company and respective ministry have made sustainable guidelines where reporting is one element to see how companies are moving in Sustainable Development.

To answer the question of whether to use global, or national guidelines, she emphasised on the principle of materiality that shall be considered As it is most relevant to company and stakeholders. Also, it acts like sieve that distils many irrelevant parameters to company existing in particular country.

The GRI guidelines are very profound. It has management principle, standard disclosure on strategy, profile and 79 indicators that are growing. It is not a prescriptive guideline and can easily be assessed. for whatever is more relevant for business to grow and stakeholders demand and out of 79, focus accordingly.

Also, regarding GRI guidelines for small scale companies, she mentioned that soon project is being started for three years on aggregate reporting on how small and micro enterprises can go through putting the practice of reporting – measure, management change and reporting across environment, economic and social dimensions.

Mr. Manoj Arora- National Voluntary Guidelines

Mr Arora shared the background of the National Voluntary Guidelines (NVG). It was developed by Ministry of Corporate Affairs at time when debate of sustainability and business responsibility became loud across the world. While doing so the Indian businesses were considered including old range of model from philanthropy to principle of trusteeship, where giving back to society little bit and owing from society were present with strong religious tone.

At the time of development of NVG, there were large numbers of models, codes, guidelines standard available some of which were general, product and sector specific. There was a need to have it in Indian context due to growing market as supplier of goods to world. It was needed to pitch across the world. Therefore ISO 26000, GRI and large sector specific codes, triple bottom line, aggregation of common thread suitable for emerging Indian sector were taken into account.

NVG is made simpler and smaller than ISO, GRI and G4 document so that it can be followed across board including SMEs. The guidelines consist of core elements and principles which have been developed with objective after reading and understanding business and can be put into practice immediately. For e.g. Principle of Stakeholder Engagement, business should identify stakeholders., Principle of Responsible Policy Advocacy that says business must use the established platform for policy advocacy means Industry Association, Chambers etc and not to start lobbying individual with govt and political entity etc.

It also takes into account the level of preparedness for implementation. It can be started with only one element unlike the other standard that comes as package. SMEs with workforce of 4-5 employees can pick up responsibility towards workers and improve work conditions, wages etc. they can implement substantive part of NVG that are useful to live like energy conservation, sustainability. Also principle of materiality is ingrained into NVG.

The future policy initiative going to come include provisioning in companies act that make company above certain level of operation, spend certain amount of profit on various Business Responsibility activities and project and report accordingly. Another is mandatory reporting.

Due to the time constraint, Mr Arora concluded his presentation with his expectation that MoCA should mandate reporting for all categories of companies' irrespective size. Also to receive many reports so that footprint of what corporate does in area of Business Responsibility is completed and forms, reports filed by companies shall be made public online for all to see.

Mr. Rajit Pal Singh : Corporate Perspective on Different Framework Exists in Different Countries.

Mr Singh began with comment that the consistent challenge in CSR implementation strategy for decades is the cultural variation in the company, different approaches to sustainability both well intended and not well intended.

Further, he briefed on the evolution of business objectives in different decades. Starting from 60-70s, when all organizations were working on better utilization of machines, all system and process were oriented to that. 80-90s eras were of quality, cost, resource utilization, resource optimization. 90- 2000 IT interface came that made resources less, then entrepreneurs created system processes to get out of investment and lately it is the Human Resource, especially, in SMEs its critical area.

In order to make company sustainable, a company should be well intended that means it doesn't want to take short cut like corruption, communicate well and decide to get best out of people.

In order to make company sustainable, he stated that a company shall be well intended means it doesn't want to take short cut like corruption, communicate well and decide to get best out of people. Now, we have to move a step forward to culture where people are made responsible for the core issues to get results. If people can't understand stakeholders, thing will not be sustainable.

Thus, the power of middle management is realised and all of sudden SA8000, ISO 26000 started to getting applied. These are great guidelines, involving the human capital, everybody and helping them understand the stakeholders and making them responsible is our way of going for sustainability.



Session 6 – CSR Policy Initiatives and Public Private Partnership Model

In the beginning of the session an audio visual was played on volunteer initiatives undertaken by Hindustan Prefab Limited (HPL) during Ladakh cloud burst by Mr. Jaiveer Srivastavaa (Chairman and Managing Director) HPL . it was enlightening presentation on how HPL have supported the people during the period of crisis. The initiative was deeply appreciated by all.

Dr K. K. Upadhyay – PPP Model Engaging Civil Society Organizations

Dr. Upadhyay shared that Public Private Partnership(PPP) is an old concept and the example is FICCI which is old organization advised by Mahatma Gandhi that has strong working with govt, corporate and is now linked with civil society.

PPP is Contributory partnership with shared responsibilities, risks, revenues & cost. It can be profit and not for profit. The various kinds of PPP Models existing as per India health sector working papers are as follows:

- Contracting –In/out, single/multiple levels,
- Franchising- full/Partial/branded clinics,
- Social marketing,
- Joint ventures/SPVs/partnerships,
- Vouchers schemes,
- Hospital autonomy,
- Build, Own, Transfer,
- Health insurance- community based

The three models FICCI works on is Swiss challenge, Competitive Bidding and Competitive negotiation. The critical success factors of PPP model are as follows:

- **Organic factors:** There has to be Visionary leaders in public sector and also should be social entrepreneurship
- **Systemic Factors:** Clear policy/Law climate and Definitive TOR that includes
 - Risk and responsibility sharing
 - Cost/revenue sharing
 - Pricing/subsidy mechanism
 - Clear operating definitions of beneficiaries
 - Clear exit strategy
 -

Lastly while sharing an example of successful PPP model called Karuna Trust in health sector in Karnataka, Arunachal Pradesh, he conclude with the basic problem faced as chamber is lack of trust between the two (Public and Private Organizations).

Mr PC Pandey – Corporate Initiatives to Promote CSR for Business Sustainability

He initiated with the history or evolution of PPP Model. It began with First Plan Panel Report at the time of independence in 1947. First planned document came out in 1951 and circulated where it was mentioned that the development is not going to be sole propriety of state of India, it will also have private, public and civil society. It also said development process will involve everybody.

During that period since, India needed money and sought from multilateral agencies, by 60-70s multilateral agencies made it a mandate that every project will have a civil society component to keep check and balance on state where this project is being implemented and also have inclusive participation of people. This is being followed till today.

Later, when Government of India decided the liberalization, three things happened – privatisation, liberalisation and globalisation. In 1991, PPP model began to build that will stand to deliver goods to people. In 9th five year plan institutionalisation became important.

In 1997-98, PPP model started to evolve with first dialogue that took place with planning commission focusing on its importance as resources to govt. First domain considered was infrastructure sector. From 1990-2000, good progress is recorded due to PPP model in infrastructure sector.

Then civil society began to initiate the model through dialogue in social development area around how urban facility can be extended to rural people. With this first systematic approach in PPP was adopted. The Govt involved the private sector to help and support themselves in social relevant area like education, health etc. Companies began to see how to redirect their resources and competence in human resource to be able to bring competence on same table.

Following that many enabling frameworks were worked out by govt in close collaboration with civil societies and private sector, like National Policy in Voluntary sector in may 2007 to involve people from private sector and civil society to write a framework of collaboration between govt and others, NVGs for CSR and Company Bill.

Lastly he remarked that it's important to remember these enabling frameworks. We need to provide institutionalised system to PPP model and put them in social sector domain. Unless we do so we will fail in our objective.

Ms Ashima Saini – Case Study on Varisthjan Swasthya Sewa Abhiyan, ONGC.

Ms Ashima presented the case study of innovative and wonderful project recently taken up by Oil and Natural Gas Corporation (ONGC) in association with Helpage India for serving 21 areas across country by providing primary health services in those areas. The key highlights of project are the partnership approach followed.

In order to understand how NGOs or social organization and corporation should ideally partner to make CSR actually CSV (Creation of Shared Value) which creates value not only for organization but to community they live in, to create positive impact on social, economic aspects of the community, she shared the overview of charitable giving in India. It was found that India lags behind as compared to developed countries like US, UK, Canada in social giving but marginally better than that some of the developing countries.

As per graph shared in her presentation, in US 2.2% of GDP goes to charity whereas in India its only 0.6%. Also in India, corporate and individual form very small charitable giving pie of only 10% of total giving. Primarily it comes either from Govt or foreign grants. 65% of govt giving is utilised for disaster relief activities. So individual and corporation giving which should be the backbone of the charitable giving within a country is actually forming a very small part of pie of total giving

Although, there has been growing interest in CSR, for which charitable organization coming under focus, there are governance issues with organization, NGOs, like utilization of funds and programme execution. Growing NGOs mistrust, loss of credibility is something which is an issue quite serious and needs to be addressed.

As far as PPP model is concerned, there are four kind of model exists-

1. **Sub Contracting:** most common in CSR where corporate sub contracts NGOs. In this there no control by NGO. Complete control lies with corporate, NGO is just executer.
2. **Visionary Patronage:** little open where senior management with in corporate have certain vision on work of the cause like for women, children that they dictate to NGOs. This may not fit in the mandate of charitable organization as the vision of two is not aligned.
3. **Mutual Governance:** more open where the NGO and corporate members in the board partnerships.
4. **Collaborative Partnership:** here both are equal partner; it's a joint venture with equal interest, role, planning, execution, and outcome and impact in terms of sustainability. This is what we are doing with ONGC.

The ideal model is where both corporate and NGO collaborates together and work in partnership, because both have their unique strengths. NGOs are strong in execution at the ground level. But in many cases CSR is not seen. The value creation is only seen as activity for publicity and branding. So rather than looking CSR from greedy angle, we have to something to help the communities and improving societal value. Thus community would be more accepting.

All public sectors follow the DP guidelines issued by the Department Of Public Enterprises about how PSU should approach CSR and list of focus area is given. Ideal approach for CSR is project based approach, planned, where beneficiaries and outcome has been defined, methodology and set of deliverables are identified.

She concluded by sharing 12 focus areas that ONGC has as follows:

1. Education including vocational courses
2. Health Care
3. Entrepreneurship (self-help & livelihood generation) schemes
4. Infrastructure support roads, bridges, Schools, hospitals in around our operational areas
5. Environment protection, ecological conservation, promotion
6. Protection of heritage sites, UNESCO heritage monuments etc.
7. Promotion of artisans, craftsman, musicians, artists etc. for preservation of heritage, art & culture.
8. Women's empowerment, girl child development, gender sensitive projects

9. Water management including ground water recharge
10. Initiatives for physically and mentally challenged
11. Sponsorship of seminars, conferences, workshops etc.
12. Promoting sports/sports persons; supporting agencies promoting sports / sports persons

Varisthjan Swasthya Sewa Abhiyan in last two years has treaded 5 lacs people through mobile health centres and we have reached out to 40,000 beneficiaries.

Mr. Sadanand Bhawe: Socially Responsible Investment - PPP model.

While stating that sanitation is the basic need of every human being he said that if not provided in proper manner can results in public disorder, hazards and other health problems. As on today it is the greatest and biggest need. Safe sanitation does not only mean that excreta matters and safe disposal of waste but also, convenience, comfort, security and squatting with dignity.

He regarded investment in sanitation as social sector investment – Socially Responsible Investment, which is being undertaken by FINISH, an NGO that aids and financed by Govt., DGIS of Netherlands.

While sharing the Indian statistics, 2011 for percentage of house holds practicing open defecation, it was found that states like Jharkhand, Odessa and Bihar it is more than 80%. It's a very serious matter and needs serious attention.

FINISH is abbreviation of FiN for Financial Inclusion, I for Improves, S for Sanitation, H for HeIndia. It has philosophy that sanitation and health are closely related and sanitation can be achieved only by the financial inclusion of the lowest stratum of the community. This project of FINISH is for the period of 2008 - 2014 and is partnered with organisations like WASTE, SNS REALL, UNU MERIT , TALIC and BISWA, Netherlands.

Vision of FINISH project is to see India with visible Change in sanitary, hygiene and health standards. Mission is sanitation awareness, enable credit access to financially excluded. The Goals is to construct improved sanitation (Safe Toilets) for 1 million Households by 2009-2014. About 50% population is India goes for open defecation, i.e. 60crores. Thus 120 million sanitation systems are required. FINISH is going for only 1 million in the beginning.

The objectives of this project are

- Safe household sanitation led by awareness and enhancing implementation capabilities through training inputs.
- Leveraging grant funds for commercial funding –Sustainability and Micro–Finance products for habit change and improved off take and Percentage of sanitation micro finance portfolio.
- Building knowledge/Resource base to Integrate academic validation into project.
- Supplying side aggregation, Sanitation for all

FINISH has concept partners like L&T Insurance Company India for rural/social and micro insurance division, SNS REAAL Netherlands for micro finance and water fund division, UNU-MERIT Netherlands for applied research in development studies, Rural Development Organization Trust, Ooty, WASTE, Netherlands for consultation for sanitation interventions.

The Govt partners are NABARD, NHB, DGIS, Netherlands for providing funds. NABARD and NHB provide access to credit to different implementation partners. Local implementation partners are engaged to work as management.

Regarding the challenges of the project, he said basic problems in Indian village include lack in demand for sanitation, tradition and habits, fixed mindset about location, unimaginative implementation of sanitation programme. Constructing toilets is not difficult but making them to use a toilet is a difficult. Total sanitation campaign got large number of toilets, records connected covering 60% of population with toilets, but half of these are used as stores, sheds of even temple. The other problem includes cost and designs, availability of space, lack of freedom of choice. All these things need to be taken care of to address the challenge of the programme.

Also other significant challenges includes Lack of access to credit. Construction of latrine is not an income generating activity leading to higher risks in recovery of loans for latrines, therefore bank and financial institutions are reluctant to advance for sanitation. FINISH has used the strategy to involve the MFIs to generate the awareness but so far they have also been hesitant to support.

Still, 1,10,000 toilets in 700 villages in 10 states have been made in last three years. Its small achievement but the journey has just begun.. Earlier there were 6-7 implementation parties, now 35 implementation parties are there in different part of countries and expected to increase to 70 in years to come. There are different kinds of partners like NGOs, Trusts, NGO SHG federations etc.

The cost of toilets varies from 4000-12,000 depending on terrain, types, local situation, construction material etc. As way forwards, there is option of tapping resources from CSR budgets of cooperate houses, coordinating activities with NBA (Nirmal Bharat Abhiyan) by way of leveraging subsidies components, encouraging activities like Sanitation Marts, tapping potentials of Panchayat Raj Institutions for mobilization of sanitation finance.

Mrs. Amita Joseph – Innovative PPP Model

Starting with examples of various failed PPP models like Delhi Metro airport link, Vedanta with Orissa PSU, and few success like Satyam with GVK, Cisco model in MP, Ms Joseph began with question that in weak regulatory environment in India and most developing countries, can transparency and accountability as prerequisite for PPP, be made part of enabling environment?

The basic premise to start with in CSR, PPP is that we must not harm anyone. Ethical conduct must prevail. She shared that in Transparency Index, India is featuring at 95/183 whereas Bhutan is at 38. Therefore there are four –five principles must be kept in mind for of PPP model that include Transparency, Accountability and Respect in partnership. Unless these preconditions exist, PPP won't work. In India CSR is maturing, we must insist every PPP model align with these principles.



Mr. Jaiveer
Srivastava



Dr. K K
Upadhyay



Mr. Pooran
C Pande



Mr. Sadanand
Bhave



Ms. Anita
Saini



Mrs. Amita
Joseph

Dr T k Joshi chaired the session. He shared that Occupational, Environment and Health is a discipline that has bankrupted many companies in west as they do not take care of workers and had to pay huge amount of compensation to workers. He commented That one of shocking thing is that proponents are not clear about CSR. Since he had to leave for some unforeseen reasons, Mr. V.K Sharma chaired the session

Mr Jithin Mohan – Good Story

Mr. Mohan started with Mission and vision statement of Philips that says *“Improving papers life through meaningful innovation. We strive to make the world healthier and more sustainable through innovation. Be the best place to work where all share their passion. We want to improve the lives of 3 billion people by 2025 and deliver a superior quality to our shareholders and customers”*.

At Philips, Sustainability is not an add-on process rather its integral part. Philips has started a programme called **“Eco Vision Programme”**, divided into care, materials and energy efficiency. Since, Philips has three core sectors including Healthcare, Lighting and Consumer Products; they mapped these three KPIs into each sector.

Healthcare is driving the programme of “CARE” to provide affordable health care services to 2500 million people at their place. in Lighting to bring the average product portfolio to be more energy efficient at least by 50% as compared by 2009 and in Materials Consumer Lifestyle Product to double global collections and recycling by 2015 as compared to 2009.

He further shared the performance of Philips in 2011 in sustainability and mentioned that 39% of total sales is in green products with an investment of approximately 480million Euros in green product innovation and technology and which is expected to be accumulative figure of 2billion Euros in coming five years, successfully reduced the carbon footprint by 4% and increased the energy efficiency by 4%.

Next he shared through various initiatives Philips has touched the lives of 460 million lives. Some of the sector wise initiatives shared were:

Lighting Sector

- Recycling Pilot Project in India, Brazil and Argentina, Netherlands.
- In Lighting sector a project along with Dutch govt. to give solar lighting lamps.

- In Green building initiative, upgradation of lighting system with energy efficient in IT sector, Jewellery etc, and reduced the energy consumption by 50%.

Under Jawaharlal Nehru National Urban Renewal Mission (JNNURM) in Vijawada is association with municipal commissioners, provided lighting in colony, reducing the energy consumption by 30%.

Health Sector: Through PPP, in association with NGO called Red Aid, Govt, APJMIR, developed a programme through which we bring health care to northern part of India. Especially, we integrated the mammography into mobile van to diagnose breast and cervical cancer in women. The project is well appreciated in Punjab and other region

Consumer lifestyle Products: stats say 1.6 million people die due to respiratory illness arising due to bio fuel. India is accounting 25%. Philips has developed a smokeless “chullah” designed to reduce indoor air pollution, CO2, and fire hazards.

Other Initiatives include:

- Recycling in different part of countries along with local public. In 2012, they upgraded old television for recycling through pollution control board approved process.
- Developed Simply healthier schools programme for kids of 7-10 years in which children are taught on air, light, water, exercise, environment and waste management in daily life through fun activities. Also upgraded old lighting with energy efficient lights for the betterment of school.
- Developed Green products like Econova TV, solar base remote control, paper bags, coffee machines made of 100% recycled material etc.

He concluded with achievement of Philips as super sector in personal and household category 2011 by Dow Johns Index, recognised as top 50 global brands in world, 9th greenest brand in world.

Dr. Heena Bijli – Social Entrepreneurship

Highlighting on NVG’s principle for inclusive growth and equitable society as mandatory for every corporate or business house to be Socially Responsible, she emphasises that one area needs to be accorded with great priority is maternal health in India. Since women are the major stakeholders of development and in United Nations Million Development Goal (MDG) No 5, maternal health and universal access of reproductive health has to be achieved in order to achieve rest of MDG goals. She clarified that this issue has been given importance and addressed at various national and international platform. Like CAIRO conference on population and development, reproductive health and child care programme in India (formally known as family planning programme and safe motherhood programme), National rural health mission that was revamped by UPA1 and UPA2 govt to achieve the MDG in 2015.

Shockingly the Annual Health Survey says that there are nine high states of India that accounts 62% of maternal death and 75% of under 5 age mortality, illiterate women bear child 1.2 more than the literate. UP and Bihar has been rated there as higher fertility levels. There is absenteeism in public health service system in rural areas. However, subsequently private health expenditure

has increased as compared to the public health expenditures. There is problem of child marriage, poverty, ignorant disease etc.

One common thing is reproductive health, most deaths happen when a woman is approaching the public health service centre at time of labour. There is no skill attention, facility to stabilize the condition, despite Janani Suraksha Programme, Mamta Scheme, Sabla scheme, ICD scheme etc. Further she moved on to the topic of Corporate Social Entrepreneurship (SE) and said this concept gained momentum, when some people called change maker of society or global change fought to provide a platform to disadvantaged people. They are also called Social Entrepreneurs. The first Social Entrepreneur grew out from established patterns of charity, reinventing the structure, tearing the institutional barriers and reconstructing the all kind of policies and generating major systemic impact. The second wave of Social Entrepreneur are setting new global agendas and network between voluntary organization, business, social movement and progressive charity.

They empower people to carry out the mission forward. Media is defining social entrepreneurship as venture philanthropy, social enterprising, social investing and social capital engineering, social innovation, etc. There are three originations for Social Entrepreneurship

1. Motivation Factors; these people are motivated by social value to be added to social entrepreneurship. They give more weight age to social value than financial gain.
2. Through Outcomes
3. Through kind of organization they run like not profit.

Bill and Melinda Gates foundation is a good example of social entrepreneurship. Its grant making model in which they see measurable outcome, social impact of the social value creations etc. They have agenda of global health equity and try to achieve through six thematic areas including infectious diseases, aids, TB, reproductive health, global health strategy and global health technology. They have asked global partnership ranging from leadership roles in their activities and incorporating research to prevent disease. What makes them successful they give emphasis on impact.

Another example is Victoria Hales, a researcher who developed an institute on “One World of Health” for addressing challenging diseases in developing world. She stressed on partnership with national and international research institutes and got major grant rating from Gates foundation, thus was able to create a cure for Leishmaniasis (parasitic disease). She further gets grant to promote her venture.

Next she talked about Social Entrepreneur in health and the way it should operate in India. They basically get social capital by extending social activities from the view point of India, Social Entrepreneur needs to see the health goals and responsibility of public health system in making health care reach the needy and to view diseases and problems from cultural, socio economic perspective and taking the benefits of technology to masses.

On reaching to the Social capital through extension, she mentioned that Extension and Community development are synonyms. Rural development started with extension. Extension is science, a two way process where problems of client system are dealt with change maker approach. Technology, participatory and empowerment are the important approaches in extension that help to build social capital. And Social Entrepreneur chose an activity not just supported by social capital but also create a place where social capital uses the same social capital to generate benefit for society. It

has many positive effects, reducing transaction cost, social spill over, less capital intensive intervention, most of all its people centric perspective.

She also shared few success stories like

1. Abhay and Rani for reducing maternal and child mortality in kutchrouly district of Maharashtra.
2. Prasanth Tripathi, Nirmala Nayer in Jharkhand in Odessa for reducing the levels of maternal and child deaths.
3. Nandu Madhva in association with airtel created a website in area diet and nutrition, family planning etc.
4. Life Spring Hospital committed to reduce the mother mortality
5. Indu Kapur, Chetna focusing on health, education and training in nutrition. Advocacy for young adolescence girls in village and reach the benefits of health programmes to rural people.

People are more empowered by these kinds of activities at the grass root levels. So Social Entrepreneur shall be promoted in big way. Lot of areas where public provisioning and fund utilisation is very low has to be mobilised through partnership and collaborations. There is a need to converse the development programmes and leverage partnership through extension activities, promote self employment where these groups become a platform for discussion health issues. We need activist behaviour. SE visionary, stubborn, dynamic, we need these kinds of people in this area.

Mr V K Sharma- Mining Industry and CSR

Mr. Sharma commented that Mining is hazardous profession. Moreover, India is blessed with all kinds of minerals, fertile lands, rivers and bounty of natural resources. If we are not managing with in our resources, it's our fault.

Salient features of Mines Act to amendment of law, is the law relating to regulation of labor and safety in mining.

- It has 12 chapters and 89 sections.
- It's a centre legislation and enforced by govt. by Director General of Safety at the Ministry of Labor and extends to whole country
- Mines Rules 1955, 1958 act have been framed, every act has power

Mines have two portions under ground working to extract the minerals, and above ground working where all workshops power stations to generate electricity are located, So, two legislations are applicable; for above the ground units Factory Act 1948 was applicable that provides health and safety at work place. For under ground activity Mining Act was made applicable. Factory Act is enforced by States Factory Administration under Ministry of Labor and responsibility of states. DG mines are responsibility of central govt.

Some of the highlighting requirements in the Act are as follows

- The Act provides the definition of owner, who will provide occupational, health and safety, appoint the inspector for certification, certified surgeons for medical, function of committee.
- Central govt is responsible for framing of the acts, investigation of accidents, survey and making recommendation to govt.
- Appointments of managers, duties and responsibilities.
- Section 19 for safe drinking water, 2 litres of cold water per day for 100 and above.
- Conservatives and latrine shall be made as per ratio of 1 in 15 male/ female.
- Medical applications must have a first aid box equipped with prescribed and should be charge with trained medical attended.
- Notice of accidents shall be given to the inspector of mines with in 12 hours, for fatal accidents notice has to be displayed at the gate of mines and shall be investigated within two months by inspector.
- Certain diseases (7 diseases) identified under the act. If anyone contracts any disease, manager shall report to inspector of the factory. As it is general problem that if one contract any occupational disease, worker try to conceal it instead of medical approved doctor, he will go to some private doctor.
- Hours and limitation of employment to 48 hours/ week, weekly rest, hours of work below and above ground, extra wages for over time, notice regarding work hours is provisioned.
- Every worker in mine during first entry shall be medically examined and then allowed to work in mines. No women are allowed to work underground and from 6pm-7am.
- Provision of presence of person below 18 years of age.
- Records of employees shall and annual leaves be kept at par with factory act. One paid leaves after 15 continuous working days.
- Provision of workman inspector for more than 500 workers in mines to carry out the safety inspection with respect to electrical installation, mechanical and mining operation, maintain records of observation and recommend to management.
- Provision of composition of safety committee to formulated the national environmental health policy to provide humane condition at work place and involvement of safety management with 5 workers for each management.
- Welfare committee to provide shelter for more than 50 employees, for 250 provide canteen, standards of canteen, welfare officer etc.
- Disability allowance shall be given for occupational disease shall be given as per workman compensation act 1923,

Mr. Uday Gosain – OHS Best Practices in CSR and SR by Company Involved in Agriculture

Mr Gosain shared about Fresh Foods as company, its origination, its alignment towards CR and CSR principles, OHS practices with in agriculture.

Fresh Foods was founded eight years back with vision to link the Indian fresh food to the world and with concept of outsources farming. As Bharti Group, Fresh Foods try to get into businesses that impact millions of people's lives as an opportunity in very un-served sector. however, later many challenges were realised like Seeds, water, pesticides, fertilisers, etc. Company has considered them as things to learn, adopt and change.

For CSR, company has adopted Corporate Responsibility as taken care by Bharti Group in certain sectors and is taking forward to improve it with objective to build a model Agri Business which enables economic uplift of small and marginal farmers through sustainable Agri practices and profitable business. The company has social wing where employees are engaged with community like going to some orphanage, child shelter, take care of schools etc.

Fresh Foods are focusing of sustainable and Agri business. Over the period the company has been able to change certain running value chain. For e.g instead of trading from mandis to pick up the best produce, we started selection of field, farmers, variety for best produce. Company has also been able to address this problem by creating its own knowledge base through the use of ICT like lack of cold chain in our country, lack of knowledge to grow the produce without the use of pesticide control etc.

Fresh Foods partners include customers, NABARD, IFC, Universities etc. so as to impact, takes care of farmers livelihood through contract farming, price and pick up guarantee to the farmers. The company believe in Technology innovation, employment generation, respect and involvement of employee.

The good agricultural practices have allowed the company to export through global certification that enables to follow lot of good process within growing business. Also OHS principles like Factory Act, Pollution Control Recertification, Product Safety, Personal Safety and safety of our planet. There are process like pack house, return to work after illness, pesticide handling through PPU - a list of exercise to be created before cropping in which all pesticide has waiting and pre harvest waiting period needed to be finished before harvesting.

This business is knowledge driven. Their extension services is to bring produce to certain level of processes in association with Punjab Agricultural University, Ludhiana where there is a set up 300 acre R&D centre that has, open, sprinkle irrigation, glass house etc. a showcase of our farming.

Ms. Saumaya Rashid - CSR Initiative in Bangladesh.

While glancing at the status of Bangladesh and comparing countries in Asia, doing business in Bangladesh is pretty risky. We found some currency rates, business life cycle waste, and political unrest. Floating exchange rates and sophisticated currency, hedges techniques, some degree of changes in currency volatility is accepted but balance is risky.

As per World Bank, GDP of Bangladesh is below the standards compared to developing Asia, glancing at the exports and imports trends, demographic growth -2010-11, we find that import rate is high and export is low. It's threatening. There is a need to encourage Bangladesh exporters and people to develop Socially Responsible Product and Services otherwise we will be prohibited to export to other countries.

Till 2008 govt had no guidelines, but now Bangladesh has taken some initiatives and mandates. Local banks started to implement CSR activities in several sectors and spend at least 30% on CSR especially in basic education. By 2010 there is a sharp change.

However, the problem is businesses think CSR as donation. There is strong need to train and educate the top management on CSR. The model to improve CSR in Bangladesh is interconnection between govt, consumers, customers and private sectors as they are doing good CSR activities. When consumer, customer are aware of Socially Responsible product and services they will automatically push the govt to take up CSR activities. Thus private sector engagement in CSR is must.

Some CSR activities being undertaken by Grameen phone with three focus areas- Health, Education And Environment. There are good initiatives like providing Information technology services in health sector, providing technical support for skin care treatment for women, children and poor people. There is mechanism to provide online medical services to poor people.

From ILO record we found that 117000 suffer from fatal accident, 24500 work related disease in all sector in Bangladesh. ILO has developed a national profile on analysis of available information on current state in area of worker health. There are five factors including OHS, national review mechanism, occupational health, statistic of other reported occupational and health hazardous diseases.

Some of the highlighted areas can be human rights, climate change, governance, poverty, green products and green manufacturing, basic education, national policy on CSR, waste water and mineral energy. Also policy, advocacy, seminar, conference can be done. Some surveys on green productivity have been conducted to find what people want from consultants. It was identified that people are unaware of CSR but interested for campaigning and training. So, our next activity is campaigning and awareness.



Dr. T K Joshi



Mr. Jithin Mohan



Mr. VK Sharma



Dr. Heena Bijli



Ms. Sumaya Rashid



Mr. Uday Gosian

Session 8 – Panel Discussion on Enabling Framework for Action, Innovation, and Implementation, Facing Next Generation Question and Aspiration.

Ms Alka Kapoor, Director ICSI- way forward

She shared following observations;

- Although we made great economic strides resulted in unequal world. Rich person controls 43% of asset; rest bottom 50% has access to 2% of world asset. In equity is great issue
- Environment- attaining sustaining growth, social equity, and environmental growth seems to mutual but it is still a challenge. It is not about lifestyle choices, it is about finding life changing solution required for poor and vulnerable.
- This challenge shall be taken by all, consumer, govt, company society at large. Indian govt trying to mandate the concept of sustainable business through company bill.
- Business need to fulfil their responsibility in supply chain management.
- Reputational asset needs to be differentiated discreetly between SR business and non SR business. One of the method could be trust mark, eco mark by govt. or association etc. incentives and rewards is another method of differentiation for purchase preference and trust marks.
- Bank and financial may lend to the companies with trust mark
- There has to be a trend in which investor, institutional investor invest in companies listed in sustainability.
- Awareness generation to consumer through civil society and consumer bodies so that buying preferences is channelized towards sustainable products. Media can make multidirectional contribution.

There is need to address how competitive force can be unleashed that favour SR business, how innovation can spur creativity, ignite entrepreneur dynamism, how sustainability can be imbibed in business and corporate DNA for going further.

Mr. Rajib Debnath – Measuring Sustainability

There has been growing mistrust. People including heads of the company do not go through SR report. If reports are not being read than the entire exercise is wasted. We need to format these reports to get both financial and non financial driven interests and eventually make shareholders and stakeholders informed about the benefits derived from taking action around those indicators.

It's also important to measure in terms of perception, the impact of those measures and thus rated them as SR company. When the consistent sustainability is addressed in report, monetized, recharged/ given back to environment or community, only then the entire cycle of sustainability is achieved. We also have to find a mechanism to translate the qualitative indicators to quantitative indicators and monetized.

Mr Vinod Sharma, DEKI

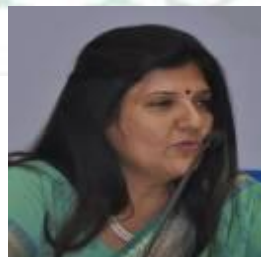
- Customers are getting aware about green products. That is why their stated and perceived needs are to be taken care.
- Employees shall be taken care
- Priority shall be given to CSR and not only to business, profit.
- Environment needs to be created so that all employees think about sustainability.
- Comparison between workers' benefits in India and China shall be considered.
- There shall be flexibility in the legislation to take care of the needs of workers.
- Scrap shall be given to registered scrap dealer.



Mr. Vinod Sharma



Mr. Rajib Debnath



Mrs Alka Kapoor

Recommendations and Conclusions:

1. Socially Responsible (SR) products are of vital importance and it is beyond the green concept. The parameters and benchmarks are required for the future reference.
2. SR Products shall also be part of the national guidelines for CSR and Reporting.
3. Businesses need to deliver the products and services that are needed by the society because it gets legitimacy from the society to establish the business in any country / territory.
4. Core issues of ISO 26000 are of vital to address by the organisations to attain the global problems and issues.
5. Issues like climate change, poverty, labour and fair operating practices, energy and water crises shall be part of the organisational program for sustainability.
6. Environmental accountability and Environmental Responsibility needs to be well integrated for inclusive growth of community and society where corporate operates.
7. Corporate Governance needs to be strengthened in all public and private companies, NGOs and other civil societies.
8. There is a prime need for more public and private partnership to significantly achieve the objectivity in the direction of socially responsible products.
9. Development of new technologies for rural development is an urgent necessity and is far more important.
10. Export market of SR products is increasing and thus government and corporate shall revisit their business plan to demonstrate actions and inspiration to the large numbers of MSME and SME world over.
11. There is need to work on basic principles of materiality, transparency, respect and ethical behaviour so as to achieve sustainability and CSR objectives.
12. There is need to focus of Accountability Reporting by the organizations.
13. Areas like Socially Responsible Investing, SR Supply chain Management, Sustainable Procurement, Social Entrepreneurship needs to be promoted.
14. Good Governance Guidance Standard and Standard Guidance on Fraud or Corruption Control in an Organization. Shall be considered in organization's planning of CSR Strategy.
15. Govt need to generates awareness to consumer through civil society and consumer bodies so that buying preferences is channelized towards sustainable products.
16. Policy issues shall be addressed to start a cluster of unit while considering the future in mind in order to cater to the needs of MSMEs.
17. European buyers are asking for CSR related issues and compliances, as is evident from CBI project run in India, this can be further replicated through BSO or government to have cascading effect.
18. Best marketing strategies shall be identified for CSR in SMEs in India and developed country and unleash market forces, communicate to SMEs in effective manner in a way it's a win-win manner. In other words, brand architecture needs to changed

19. Multi stakeholder engagement with key players in supply chain around the world must be promoted in order to have long term results to work more ethically and to have sustainability.
20. Reputational asset needs to be differentiated discreetly between SR business and non SR business through trust mark, eco mark by govt. or association etc,
21. Incentives and rewards shall be considered for differentiation for Purchase preference with trust marks like Bank and financial may lend to the companies with trust mark
22. There is a need to format the Sustainability Report in a manner that it addresses both financial and non financial driven interests with mechanism to translate the qualitative and quantitative indicators.
23. SR Asia Conference shall be done in all states of India thus maximum stake holders participation takes place.
24. Govt shall support and promote SR Products through initiatives like SR Product Zone (SRPZ) , focusing on export market as we see a clear demand from European market.
25. Focus to train and educate on social responsibility through government participation.



SR Asia