



FICCI – ADITYA BIRLA
CSR Centre For Excellence

Conference on Mobilising Impact through CSR

Date: August 29, 2014
Venue: FICCI Federation House, New Delhi

Shared Value Partner





FICCI-ADITYA BIRLA
CSR Centre For Excellence

Conference on

Mobilising Impact through CSR

The objectives of the Conference

- Understand the changing paradigm of CSR in India
- Better understanding on how to solve both environmental and social challenges through CSR
- New innovations in Implementing Corporate Social Responsibility at the grassroots
- Ideas on how to develop and test innovative CSR ideas and models
- Ideas for program implementation and best practice: through national and international experiences





Plenary Sessions

- **Session I: How to co-create with stakeholders to address social and economic gaps**

The impact of growth in India is remarkable. The number of India's poor fell to less than a quarter of its population in 2011-12, according to a Planning Commission estimate. Some of the Indian companies are world leaders, with a huge youth population and skilled workforce, India has become an important driver for new markets and improved productivity. An enduring democracy, India has one of the world's largest affirmative programs, yet, it is baffling why the India's growth is not able to create positive impact on social conditions. A key concern is that for empowerment and accountability interventions to reach the poorest and most marginalized, a nuanced appreciation of the context and its power relations is needed. It is essential to consider who participates, on what basis and whose interests they represent. For large-scale social change, better cross-sector coordination of specific stakeholders rather than from the isolated intervention of various stakeholders is required to create collective impact. Hence, the need of the hour is to design empowerment and accountability interventions through greater participation.

- **Session II: The New Innovations In Implementing Corporate Social Responsibility: The Revolution At The Grass Roots Level**

There is a need to develop inclusive growth strategies to incorporate the low-income and vulnerable communities. Inclusive business strategy goes beyond poverty reduction; it is about social cohesion and wellbeing as well. Business models which balance economic benefits with social benefits optimally will contribute positively towards inclusive growth. Inclusive business models aim to expand access to goods, services, and livelihood opportunities for those at the base of the economic pyramid and redefine them as valuable economic partners for business. Companies can create opportunities for skill development and capacity building for the local communities. The companies could also incorporate the locals as employees who would already be committed and dedicated to the organization. An added bonus here would be that the locals possess essential knowledge of the nature of goods and services that the market needs

- **Session III: Global and National Challenges for effective implementation of CSR**

India's challenges are multifarious: a geographically diverse growing population, corruption, an oft-apathetic general populace, lack of proper infrastructure, rapid urbanization, and inaccessibility of health care facilities to name just a few. India's approach to development cannot be one-dimensional

The failure of India's post-independence development model proves that handing the social welfare baton to the government alone is not the way forward.

Businesses are now expected to solve transboundary environmental and climate problems and of combating escalating international crime and terrorism. And CSR has been the harbinger for addressing these development needs of nations and in promoting social inclusion, particularly in developing economies. But to implement an effective CSR the issues of lack of Community Participation in CSR Activities, need to Build Local Capacities, Issues of Transparency, Non-availability of Well Organized Non-governmental Organizations, Visibility Factor and Narrow Perception towards CSR Initiatives.



- **Session IV: Way forward for the Development Agenda through CSR**

Inclusive and sustainable growth is very crucial for address the disproportionate allocation of wealth and the widening gap between the prosperity of the rich and the plight of the poor in India.

In this paradigm, no stakeholder can address them as an island hence, requires creating a collective, collaborative and convergent action of all the stakeholders for strengthening partnership for development, mlisation for effective use of all resources, public and private will be vital.

Register to Participate, Contact

Usha Bhagchandani or **Somyah Gupta** at
csrcfe@ficci.com or
call 23357243, 23487304, 23487567



How you can be involved

Be a speaker

Join the thought leaders on August 29, 2014 . Contact Nomenita Chetia at nomenita.chetia@ficci.com for more information on speaking opportunities available.

Be a partner

Bespoke partnership opportunities available. Get in touch with Nomenita Chetia to find out more about tailored packages and how to:

- Showcase your CSR initiatives
- Publicise your CSR activities and brand
- Position your brand as a thought leader
- Build brand recognition and raise your organisation's profile

You can reach **Dr. KK Upadhyay** at kshemendra.upadhyay@ficci.com or

Nomenita Chetia at nomenita.chetia@ficci.com or call +91 11 23753118/ 23357243 for more information.

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About FICCI

Established in 1927, FICCI is one of the largest and oldest apex business organizations in India. FICCI's history is closely interwoven with India's struggle for independence, industrialization and emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A not-for-profit organization, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and is the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompasses health, education, livelihood, governance and skill development.

To enhance the efficiency and global competitiveness of the Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialized services and global linkages.

About FICCI Aditya Birla CSR Centre for Excellence

FICCI Aditya Birla CSR Centre for Excellence is one of its kind CSR Centre for Excellence in India instituted by the Federation of Indian Chambers of Commerce & Industry (FICCI) and the Aditya Birla Group, to advocate, synchronize, map CSR programmes and align them with core business strategy; so as to envelope every facet of human development and environment sustainability in India.

Vision: To incubate, nurture and accelerate a paradigm of sustainable and inclusive CSR in India and across the globe, thereby raising the Human Development Index through poverty alleviation.

The Goals of the CSR Centre are - provide strategic direction to the development of inclusive and holistic CSR practices; create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas and support partnerships that add value to business and recognises and reward business enterprises contributing towards sustainable and inclusive development.



ADITYA BIRLA GROUP

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