

“ India is the first country in the world to mandate Corporate Social Responsibility (CSR) spending, through a statutory provision under the Companies Act 2013. This will ensure a gradual shift from the traditional charity model to a more strategic CSR model that fits in with the long term objectives of the company. ”

8th International Conference on CORPORATE SOCIAL RESPONSIBILITY

on 17-18 January 2014
at Hotel ITC Windsor Manor, Bengaluru (India)



Also Presentation of
GOLDEN PEACOCK AWARDS
for Corporate Social Responsibility
& Innovation Management

Theme: 'Strategy To Leverage CSR For Competitive Advantage'

GALAXY OF SPEAKERS



H. E. Shri H R Bhardwaj,
Governor of Karnataka



Justice M N Venkatachaliah
National Chairman, IOD &
former Chief Justice of India



Richard Howitt MEP
Member of the European
Parliament for the East of England



R K Dubey
Chairman cum MD,
Canara Bank Ltd.



Mr. Ashishkumar Chauhan
MD & CEO,
Bombay Stock Exchange



Mr Soumitro Chakraborty,
Chief Executive, Innovative
Financial Advisors

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Hon. P. Chidambaram, Union Finance Minister of India addressing the Golden Peacock Awards Nite in New Delhi



Saleh Ahmed Janeeh, Chairman, Dubai Quality Group, Shaikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, and Chairman and Chief Executive of Emirates Airline at the IOD India's Global Convention on CSR in Dubai. Also seen Justice M.N. Venkatchaliah, Chairman, IOD India and former Chief Justice of India, H.E. Lokesh M Kapanasiah, Indian Ambassador to United Arab Emirates at the International Conference on CSR in Dubai

Theme: 'Strategy To Leverage CSR For Competitive Advantage'

OBJECTIVES

- Boards to provide sound leadership and strategy for leveraging CSR, for the success of the enterprise.
- Aligning and embedding CSR in business Strategy
- Sustainability - an ethical imperative, based on Integrity Engagement, Accountability and Social Responsibility.
- Diversity Disclosure and Transparency Social prerequisites for global trust and successful team work in 21st Century.
- Corporate Ethics - Realigning the moral compass of the board.
- Social Accountability and need for an integrated Corporate Reporting System.

TOPICS

1. Making CSR an Actionable Business Agenda

- CSR - A bridge between business and society.
- Social Responsibility Agenda - An emerging corporate strategic approach to building brands, reputation and trust.
- Business case for social responsibility
- Profiting from your business by turning it into a cause.
- Budgeting CSR - Need of Company Act 2013 & Role of Govt.

2. Strategizing CSR - Creating Shared Value

- Aligning and embedding CSR in business strategy.
- Business Social initiatives and community involvement strategy.
- Strategy and society - the link between competitive advantage and CSR.
- Business case for diversity in a social Resp Context.
- Dynamic nature of CSR Agenda
- CSR- Reaching directly or through NGO's

3. Social Innovation for Economic growth and Business Sustainability.

- Social Innovation - Practical challenges and barriers in managing Strategic CSR.
- Social dimension of business - Corporate conscience.
- CSR a journey, an 'enlightened self-interest' - not a destination.
- Impact of CSR on equitable economic and social development.
- Socially responsible lobbying and investment, for developing sustainable social programmes.
- Role of media in creating social innovations - the drivers of Economic growth.
- Social Impact Assessments & Social Media

4. Corporate citizenship - CSR as new agenda beyond governance

- How to build brand through CSR initiatives.
- Harness innovative energies of business for creating social value.
- New culture of society centered business growth.
- Business social initiatives and community involvement strategy.
- CSR - stakeholders perspectives, transparency, ethics and trust.

5. Social Accountability in 21st century

- Stake holder mapping and engagement for sustainability of business
- Engaging with stake holders and building partnerships.
- Performance indicators for the societal and corporate benefits of CSR.
- Global CSR standards : Utilizing ISO 26000, SA-8000 and AAA-1000.
- Corporate Toolkit for CSR.
- Social Programmes - Monitoring & Evaluation.

6. Integrated Corporate Reporting

- Concept and principles of integrated reporting framework.
- Interconnected nature of environmental, social economic and governance factors in organization's reporting.
- Measuring benefits of CSR and Environment Management - Universal integrated standards for reporting on sustainability.



Justice M.N. Venkatchaliah
Chairman, IOD Advisory Council and former Chief Justice of India

Invitation

Dear All,

I have great pleasure in inviting you to the **8th International Conference on Social Responsibility**, being held on 17-18 January 2014, at Hotel Windsor Manor, Bengaluru. The theme of this international conference is 'Strategy to Leverage CSR for Competitive Advantage'.

The International Standards organizations (ISO) issued the International Standard ISO-26000 in Nov, 2010, covering 'Guidance on Social Responsibility', followed by Government of India's (Ministry of Corporate Affairs) issued of National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business in July 2011. The guidelines use the term 'Responsible Business' instead of CSR. Businesses have to endeavor to become responsible actors in society, so that every action leads to sustainable growth and economic development.

The best approaches to CSR have been so fragmented and disconnected from business and strategy, as to obscure many of the greatest opportunities for companies to benefit society. If, instead, corporations were to analyze their prospects for social responsibility, using the same framework that guide their core business choices, they would discover that CSR can be more than a cost, a constraint, or a charitable deed - it can be a source of opportunity, innovation, and competitive advantage.

The deliberations of our last International Conference on Social Responsibility, held in Dubai on 'Making Corporate Social Responsibility an Actionable Business Agenda', underscored the importance of social issues in boosting the capital markets. It was noticed that companies engaged in CSR, and clean and green issues were thriving, despite a worldwide meltdown.

From drawing board to boardroom, and to shop-floor, in this Conference we would like to examine the corporate strategies of a number of companies at the forefront of strategic CSR, as well as their alliance partners, and explore the evolution of corporate citizenship, and attempt to peep over the horizon to what's next. The choice is no longer one of 'whether or not?' but rather of 'How to?' and 'To what extent?'

The reason for selecting Bengaluru as the venue is the unprecedented business opportunities offered by this fast growing entrepreneurial IT capital of India. This international conference will provide a platform to interact with movers and shakers and CSR professionals, from around the world.

There are many ways you can contribute and benefit from the Congress - presenting your Business solutions and case studies for sustainability through social responsibility or, show casing your products, profiling your brand as a sponsor, exhibitor or advertiser or becoming a partner to promote the conference among your contacts. Together, we could help promote your business strategy to include 'CSR, as an Actionable Business Agenda'.

I look forward to welcoming you, at this International Conference.

Yours sincerely,

Justice M.N. Venkatchaliah



R. Seetharaman Group Chief Executive Officer, Doha Bank, Qatar



Yogesh Chander Deveshwar, Chairman, ITC Ltd, Addressing at IOD's Conference

Guidelines For Paper Presenters

All paper presenters are required to send their papers by e-mail to sushil@iodonline.com. A brief CV of 100 words with passport size colour photograph are also required. Speaker guidelines are available on our website www.iodonline.com

Who Would Benefit

- Company chairmen, directors, presidents, CEOs, CFOs, bankers, fund managers, company secretaries, NGOs, investors, chartered accountants, management analysts, management students, financial consultants & academics
- All stakeholders interested in protection of the well-being of society, generating profits and improving the quality of life.
- Legislators, lawyers, jurists and all those concerned with efficient and ethical conduct of corporate and good governance.
- Policy makers, political leaders, government officials and decision makers in emerging and developed economies.
- Businesses - Corporate Large and Small & Medium Enterprises (SMEs)

Marketing Options

(a) Sponsorship

The International Conference offers a unique opportunity to project your organisation's commitment to Corporate Social Responsibility. The event will be attended by eminent corporate heads, social scientists, NGOs and opinion leaders from across the globe.

Sponsorship Rates are

Categories	Indian (in ₹)	International (in US \$)
Principal Sponsor	10,00,000	17,000
Platinum Sponsor	7,50,000	12,500
Gold Sponsor	5,00,000	8,500
Silver Sponsor	3,00,000	5000

A Conference Souvenir Book will be released on the Inaugural Day of the conference. These will also be distributed to, members and associates, industry leaders, concerned govt departments, decision makers, eminent persons, NGO's organizations, and standards institutions etc. worldwide.

The tariff for A-4 size paper, colour Advertisement (297mm x 210mm with 3mm bleed all round) in the Conference Souvenir, is as under:

Place	INDIAN (₹)	US (\$)
Back Cover	75,000	1250
Inside Front Cover	60,000	1000
Inside Back Cover	50,000	840
Full Page Color	40,000	670



Golden Peacock Awards

A Strategic Tool to Lead the Competition



Mrs Rashree Birla Receives Golden Peacock Lifetime Achievement Award



Azim Premji, Chairman, Wipro Limited receives Golden Peacock Business Leadership Award

Golden Peacock Awards, instituted by Institute of Directors in 1991, are now regarded as benchmark of Corporate Excellence worldwide.

Today Golden Peacock Awards Secretariat receives over 1,000 entries per year for various awards, from over 25 countries worldwide. The Golden Peacock Awards have been instituted to celebrate and honour the best of best, as recognition of their unique achievements to build a brand.

The selection of award winners is an elaborate process done by a team of professional independent assessors. The short-listed finalist applicants are then submitted to a Jury of eminent people, known for their independence and impartiality headed by Dr Ola Ullsten, former Prime Minister of Sweden and Justice P N Bhagwati former Chief Justice of India,

Currently the Golden Peacock Awards Secretariat is inviting applications for the following institutional awards for the year 2013.

• GOLDEN PEACOCK GLOBAL AWARDS

— Golden Peacock Global Award for Corporate Social Responsibility

• GOLDEN PEACOCK NATIONAL AWARDS

— Golden Peacock Award for Corporate Social Responsibility

— Golden Peacock Innovation Management Award

The above Golden Peacock Awards will be conferred during the **8th International Conference on CSR at Bengaluru on 17 January 2014**

LAST DATE FOR SUBMISSION : 5th December 2013

The application forms and self-assessment criteria can be downloaded from website www.goldenpeacockawards.com



Presentation of Golden Peacock Awards on CSR in Dubai



REGISTRATION FORM

I am interested in participating in the "8th International Conference on Corporate Social Responsibility 2014" programme as a Delegate / Speaker / Sponsor / Partner / Advertiser _____

To register, please complete this registration form in BLOCK LETTERS and return it to the Conference Secretariat at the address below by email/post/fax, together with payment of all fees. Registration will not be effective, until the payment has been received. To register by email, please fill in Registration Form and e-mail to info@iodonline.com. To book online, visit www.iodonline.com.

Name Dr/Mr/Ms _____ Designation _____
 Organization _____
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 Postal Code _____ Country _____
 Telephone _____ Mobile _____ Fax _____
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FOR OVERSEAS PARTICIPANTS (who would need visa invitation letters)

Name (as mentioned in the passport) _____
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Are you a member of IOD, India (Yes / No):

PAYMENT DETAILS

The total amount for INR ₹ / US \$ _____ may be paid by either of the following (please tick appropriate payment box):

- (A) Cheque at Par or Demand Draft payable to a bank in New Delhi, India, payable to Institute of Directors, New Delhi
- (B) Bank Transfer to Corporation Bank, M 3&4, Greater Kailash Part-II, New Delhi- 48, India, Tel No. 011- 29210667, Account Name : Institute of Directors, A/C Type: Current A/C, 9-Digit Code No of the Bank and Branch (MICR Code) : 110017005, Account Number: 028600201002954, IFSC CODE: CORP0000286, PAN No. : AAABI0002J, SWIFT CODE: CORPINBB286
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(Signature)
 Name _____

ABOUT US

Institute of Directors, India :

Established in 1990, Institute of Directors, India is an independent, non-profit apex association of professional corporate directors. It has since grown to associate with more than 30,000 senior executives representing prominent organisations from both the Private & Public Sectors and Govt. from India and abroad and is now globally, regarded as one of the premier organizations for development, training and networking of corporate directors to attain their leadership role.

Institute of Directors, India's 'Masterclass for Directors', the training for corporate directorship and Golden Peacock Awards in 12 different disciplines and other flagship initiatives aim to improve the competitiveness of individual Directors and their organizations. The 'Masterclass' programme prepares participants to become Independent Directors of listed companies. Both have become global benchmarks. No business award today receives the kind of recognition and adulation among peers that the Golden Peacock does.

Registration Package (Non-Residential Convention)

Includes: Lunch, Dinner, Tea / Coffee, Refreshments and Literature for Conference Proceedings & Souvenir etc.

Rate	Indian (in ₹)	International (in US \$)
Categories		
Delegates	12,000	250
Paper presenters	8,000	150
NGO's	8,000	150

*For Student Registration - a Certificate from the Head / Registrar / Director indicating Studentship at the Institution / University would be required



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