

# 'Embedding CSR Mandate into Corporate Strategy'



# CSR

10th International Conference

## Mumbai 2016

also presentation of



### Golden Peacock Awards

*A Strategic Tool to Lead the Competition*

for Corporate Social Responsibility & HR Excellence

5 - 6 February 2016, Hotel Taj Lands End, Bandra (West), Mumbai (India)



GALAXY OF SPEAKERS



H.E. Shri C Vidyasagar Rao  
Hon'ble Governor of Maharashtra



Rajashree Birla  
Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group



Lord Raj Loomba  
founder and Chairman, The Loomba Foundation, UK



Hari Sankaran  
Vice Chairman & MD, Infrastructure Leasing & Financial Service Ltd.(L&FS)



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



S. Chakraborty  
Chief Executive, Innovative Financial Advisors



Ashish Kumar Chauhan  
MD & CEO, Bombay Stock Exchange



Dr. Kshatrapati Shivaji  
Chairman & Managing Director, SIDBI

## CONFERENCE HIGHLIGHTS

Two days of information packed sessions • Business case study presentations by the top companies on Corporate Social Responsibility and HR Excellence • Special Session on CSR Practices - Global Experience • Top technical speakers loaded with professional experience • Presentation of Golden Peacock Awards • Network with top leading organizations and experts from both public and private sectors

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

**Invitation**

Dear All,

I have great pleasure in inviting you to the 10<sup>th</sup> International Conference on Social Responsibility, being held on 5 - 6 February 2016, at Hotel Taj Lands End, Mumbai. The theme of this international conference is *'Embedding CSR Mandate into Corporate Strategy'*.

The International Standards organizations (ISO) issued the International Standard ISO-26000, 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.

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.

Then in 2013, India became the first country in the world to mandate Corporate Social Responsibility (CSR) spending, through a statutory provision under the Companies Act 2013, followed by Rules governing the same in 2014.

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. The choice is no longer one of 'whether or not?' but rather of 'How to?' and 'To what extent?'

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 a Legally Actionable Business Agenda'.

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

Yours sincerely,

**Justice M. N. Venkatachaliah**

**Theme: 'Embedding CSR Mandate into Corporate Strategy'**

**Tone at the Top: The role of Board in CSR**

- Boardroom leadership & control for Social Entrepreneurship- A Game Changer.
- Linking CSR budget with the corporate strategy and budget.
- CSR- Investment for Creating Social Capital.
- CSR – An Actionable Business Agenda
- CSR Plus- Strategy for building corporate brand.

**CSR Audit : The New Mandate**

- Fine tuning the CSR Reporting Mechanism
- Impact Reporting for each Stakeholder
- Simplicity in reporting standards
- Reporting can enhance "Brand Value"
- Neutrality of Assessments

**Global Standards For CSR and their relevance**

- National Policy & Legislation for driving CSR Agenda – Building a Legal and Statutory Framework.
- CSR Principles & enabling national policy & legislation.
- Impact of adopting ISO 26000 & SA 8000 on CSR Landscape
- UN Global compact, Sustainability Targets & EFQM framework for CSR
- Corporate citizenship – CSR as the new agenda for governance.

**CSR: Navigating between Rhetoric & Realty**

- Demystifying the rise of CSR.
- CSR as a means to achieve sustainable development
- Analyzing CSR trends & Impact in India
- Moving beyond schools and hospitals: The new age CSR
- Engaging SME's to Jump on the CSR Band-wagon

**Making CSR work for Business**

- Setting up a business case for CSR
- Dressing up CSR as a business discipline
- Impact of Corporate Social Performance on Corporate Financial Performance
- Corporate Reputation & Legitimacy through CSR
- Reducing Cost and Risks through CSR

**Measuring Effectiveness of CSR Programmes**

- CSR as driver of social inclusion & sustainability.
- Financial Accounting of CSR initiatives.
- Linking CSR budget with socially sensitive marketing & advertising.
- Return on Investment (ROI) –Link between CSR & Profitability
- Budgeting for CSR

**Corporations and NGOs: Creating Synergy for a Better Future**

- Role of NGOs as the ground- zero change makers
- Navigating Challenges to a successful corporate-NGO partnership
- Corporate Fundraising: What works and what does not
- The future of Corporate- NGO Partnership
- Identifying and addressing focus areas for CSR initiatives



Dr. R. Seetharaman Group Chief Executive Officer, Doha Bank, Qatar, addressing at IOD's Conference



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](mailto:sushil@iodonline.com) by 20 January, 2016. A brief CV of 100 words with passport size colour photograph are also required. Speaker guidelines are available on our website [www.iodonline.com](http://www.iodonline.com)

## Who Would Benefit

- Company chairmen, directors, presidents, CEOs, CFOs, CSR Professionals, 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), and NGO's

## 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 Partner | 15,00,000     | 25,000                   |
| Platinum Partner  | 10,00,000     | 17,500                   |
| Gold Partner      | 7,50,000      | 12,500                   |
| Silver Partner    | 5,00,000      | 8,500                    |
| Associate Partner | 3,00,000      | 5,000                    |

### (b) Advertising

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              | Rate       |         |
|--------------------|------------|---------|
|                    | INDIAN (₹) | US (\$) |
| Back Cover         | 1,00,000   | 1670    |
| Inside Front Cover | 80,000     | 1350    |
| Inside Back Cover  | 70,000     | 1200    |
| Full Page Inside   | 50,000     | 850     |

Service Tax 14.5% will be extra, as applicable



## Golden Peacock Awards

*A Strategic Tool to Lead the Competition*



Mr A. M. Naik 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. Golden Peacock Awards Secretariat receives a large number of entries, from countries all over the globe, every year. The Golden Peacock Awards have been instituted to celebrate and honour the best of best, as recognition of their unique achievements to build their brand.

The selection of award winners is an elaborate process 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.) Arijit Pasayat, former Judge, Supreme Court of India and former Chairman, Competition Appellate Tribunal & Authority for Advance Ruling (Customs, Central Excise & Service Tax).

Currently, the Golden Peacock Awards Secretariat is inviting applications for the following institutional awards for the year 2015:

### • GLOBAL AWARDS

Golden Peacock Global Award for Corporate Social Responsibility

### • NATIONAL AWARDS

Golden Peacock Award for Corporate Social Responsibility  
Golden Peacock HR Excellence Award

The above Golden Peacock Awards will be conferred during the **10th International Conference on CSR at Mumbai on 5 - 6 February, 2016**

**LAST DATE FOR SUBMISSION : 15th December, 2015**

The application forms and self-assessment criteria can be downloaded from website [www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)



Presentation of Golden Peacock Awards on CSR in Dubai



## REGISTRATION FORM

I am interested in participating in the “10th International Conference on Corporate Social Responsibility 2016” 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](mailto:info@iodonline.com). To book online, visit [www.iodonline.com](http://www.iodonline.com).

Name Dr/Mr/Ms \_\_\_\_\_ Designation \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### FOR OVERSEAS PARTICIPANTS (who would need visa invitation letters)

Name (as mentioned in the passport) \_\_\_\_\_  
 Passport No. \_\_\_\_\_ Valid up to \_\_\_\_\_ Citizenship \_\_\_\_\_

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
- (C) Credit Card: Please log on to [www.iodonline.com](http://www.iodonline.com) for online payment.  
 (Please enter the amount in INR)

Date:



(Signature)  
Name

## ABOUT US

### INSTITUTE OF DIRECTORS, India :

Established in 1990, Institute Of Directors (IOD), 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.

IOD, India's 'Masterclass for Directors', training programme for corporate directorship and Golden Peacock Awards in 13 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 \$) |
|-------------------|---------------|--------------------------|
| <b>Categories</b> |               |                          |
| Delegates         | 12,000        | 200                      |
| Paper presenters  | 8,000         | 150                      |
| NGO's             | 8,000         | 150                      |
| Students          | 6,000         | 100                      |

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

Service Tax 14.5% will be extra, as applicable



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