



**Building  
Tomorrow's  
Boards**

**Institute Of Directors  
presents**

In partnership with

**REPUBLIC<sup>TV</sup>**

13<sup>th</sup> International Conference on

# CORPORATE SOCIAL RESPONSIBILITY

also Presentation of  
**GOLDEN PEACOCK AWARDS**

17 - 18 January 2019  
Hotel Taj Lands End, Mumbai (India)

Theme: Integrating **CSR** Mandate into **Corporate Strategy**

GALAXY OF DISTINGUISHED GUESTS OVER THE YEARS



**Sri Sri Ravi Shankar**  
Founder, The Art of Living



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



**Shri Subhash Desai**  
Hon'ble Minister for Industries  
& Mining, Govt. of Maharashtra



**Dr. Swadheen Kshatriya, IAS (retd.)**  
Former Chief Secretary, Govt. of  
Maharashtra



**Ashishkumar Chauhan**  
MD & CEO, BSE Ltd.



**Arnab Goswami**  
MD, Republic TV



A view of the audience

As like previous years, the Convention is likely to bring together a large number of **Policy Makers, Senior Govt officials, Diplomats, Jurists, Industry Leaders, Chairmen, CEOs, Directors, Subject specific experts, Heads of Depts,**

**over 400 Business Participants**

on a single platform to network and discuss & debate over the issues concerning around us and finding solutions for a better future.

*a platform to celebrate achievements of global leaders and expand business globally*

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#### Release of Conference Souvenir-2017

From (L to R): **Mr S. V. Ranganath**, IAS (retd.), Chairman, IFCI Ltd. and former Chief Secretary, Govt. of Karnataka, **Dr R. Seetharaman**, Group Chief Executive Officer, Doha Bank, Qatar, **Mrs Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group, **Shri R. V. Deshpande**, Hon'ble Minister for Large & Medium Industries and Infrastructure Development, Govt. of Karnataka, **Lt. Gen. J. S. Ahluwalia**, PVSM (retd.), President, Institute Of Directors, **Dr S. C. Khuntia**, IAS, Chief Secretary, Govt. of Karnataka and **Mr S. Chakraborty**, Chief Executive, Innovative Financial Advisors.

Invitation from the Chairperson

### Justice M. N. Venkatachaliah

Chairman, IOD Advisory Council and former Chief Justice of India



Dear Friends,

I have pleasure in inviting you to the '13<sup>th</sup> International Conference on Corporate Social Responsibility', being held on 17 - 18 January 2019, in Mumbai. The theme of the Conference is 'Integrating CSR Mandate into Corporate Strategy'.

Gone are the days when companies would adopt a Friedman-esque view and approach to CSR. Today, CSR no longer remains on the fringes, but has moved quietly into the mainstream of corporate consciousness. A consciousness derived from the 'Triple Bottom Line' approach, and adopted by organisations world over.

Today, corporations all across the globe are integrating their CSR initiatives and activities into their long-term business strategy, for sustainable development of the communities they thrive in. Increasingly, local social causes are being aligned to an organisation's over-arching business strategies, which will ensure sustained development and corporate success.

In India, CSR consciousness received a renewed impetus, when it was incorporated in the Companies Act, 2013, urging companies to spend a part of their profits on social activities. This has led to concerted efforts towards energy conservation; environment protection, education and skill development, improved hygiene, food & water conservation.

This is the rise of a 'Corporate Citizenship', one that will, in times to come, ensure continuous, sustained efforts towards the overall sustainability of our planet, the environment we and our organisations thrive in, and most of all ensure the long-term success of our corporations.

This International Conference will facilitate the exchange of many innovative ideas, concepts and methods towards adopting CSR as strategic business tool and developing a responsible 'corporate citizenship' by bringing together compassionate corporate leaders and CSR professionals. To quote William Penn, "He that does good for good's sake seeks neither paradise nor reward, but is sure to find both in the end".

Look forward to meet you, at the Convention.

Justice M. N. Venkatachaliah

### CONFERENCE HIGHLIGHTS

- Two days of information - packed sessions
- Business case study presentations by the top performers in Corporate Social Responsibility and project excellence
- Special session on CSR best practices-global experience
- Top experts loaded with professional experience
- Presentation of golden peacock awards
- Network with leading organization and experts from both public and private sectors

### OBJECTIVES:-

- Aligning and embedding CSR in Business Strategy
- Leveraging CSR for Competitive Advantage
- Value driven responsible growth and inclusive development
- Encouraging Social Innovation and Entrepreneurship
- Sustainability: an Ethical Imperative and Necessity
- Global CSR case studies to promote Innovation and Initiative
- Reimagining CSR for Societal Transformation: Innovating Initiatives

### TOPICS:-

#### 1. Board's Responsibility: Embedding CSR into Business Strategy

- Responsible Corporate Citizenship: A Boardroom Initiative between business and society
- Leveraging and Strategising CSR for Competitive Advantage
- Board's CSR policy, planning & control- Effectiveness of CSR Committees
- Giving back to the Society-Building a Socially Sensitive Board
- Integrating Key Stakeholders in the Corporate CSR Framework
- Aligning and Embedding CSR in the Business Strategy for Responsible Growth

#### 2. Corporate Governance Processes- Embedding Legislative and Financial Needs of CSR

- Responsible CSR: A New Agenda Beyond Governance
- Tone at the Top: Embedding CSR into Corporate Governance for creating Shared Value
- Codifying Good Governance Practices for CSR
- Internalising CSR and Social issues for turning Business into a Cause
- A cogent CSR Programme, aligned with the Company's Vision and Values

#### 3. CSR- The Bridge between Business and Societal Growth

- CSR: Driver for Social Innovation, and inclusive Sustainable Development
- Ushering Social Change: Business Response to Social Issues
- Business Social Initiatives and Community Involvement Strategy
- Building Responsible Brands: Effective Governance of CSR and Corporate Foundations
- Social Media and Brand Activism: Value driven CSR agenda for social and environmental issues

#### 4. Moving from Margins to Mainstream: CSR dressing up as a Business Discipline

- National Policy, Legislation and Statutory Framework for driving the CSR agenda
- Social Entrepreneurship: Converting social needs to Business Opportunities
- Linking CSR budget with Socially Sensitive Marketing & Advertising
- CSR Model: Forward-looking, scalable and sustainable
- Ushering Social Change: Business response to Social Issues

#### 5. CSR Projects- Planning, Monitoring Evaluation and Audit

- Promoting Socially and Ethically motivated Community Development Projects
- Partnering with Social Enterprises and NGOs for Scalability and Impact Assessment
- Managing large-scale CSR Projects: Professional Qualifications and Skills
- Emerging Trends in CSR Implementation: Business partnering with Social Enterprises and NGOs
- Challenges in Fund-raising for financing CSR policies and projects

#### 6. Global trends in Social Accountability and Integrated Performance Reporting

- Impact of Adopting ISO 26000 and SA 8000 on CSR landscape
- Measuring and Reporting CSR Performance: from GRI to Integrated Performance Reporting System
- Aligning CSR Strategy with UN Sustainable Development Goals (SDGs)
- Focussing on UN SDGs for Macro-societal Needs
- Corporate Social Audit: Measuring Net Impact on Society and Stakeholder Expectations





**H.E. Ahmed Bin Sulayem**  
Executive Chairman, DMCC  
(Dubai Multi Commodities Centre)

## Marketing Options

### (a) Partnership

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.

### Partnership Rates are

Categories	Principal Partner	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner
<b>Indian (in ₹)</b>	15,00,000	10,00,000	7,50,000	5,50,000	4,00,000
<b>International (in US \$)</b>	21,000	15,000	10,500	8,000	6,000

\*18% GST will be extra, as applicable

## 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.
- Businesses - Corporate Large and Small & Medium Enterprises (SMEs) and NGO's

### (b) Advertising

A Conference Souvenir Book will be released on the Inaugural Day of the conference. These will also be distributed to members 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	Back Cover	Inside Front Cover	Inside Back Cover	Full Page Inside
<b>Rate</b>				
<b>INDIAN (₹)</b>	1,20,000	90,000	80,000	60,000
<b>US (\$)</b>	1700	1300	1200	900

\*18% GST will be extra, as applicable



# Golden Peacock Awards

*A Strategic Tool to Lead the Competition*



Mr. A. M. Naik receiving the Golden Peacock Business Leadership Award



Dr. Bindeshwar Pathak, Founder of Sulabh International Social Service Organisation receiving Golden Peacock Lifetime Achievement Award

Golden Peacock Awards, instituted by Institute Of Directors, India in 1991, are now regarded as benchmark of Corporate Excellence worldwide. Golden Peacock Awards have been instituted to celebrate and honour the best, as recognition of their unique achievements to build their Quality and Brand. No award has achieved such respectability and admiration from the industry as the 'Golden Peacock Awards', which today receives around 1000 applications for various Awards each year.

The selection of Award winners is an elaborate process by a team of professional independent assessors. The shortlisted finalist applicants are then submitted to a Jury of eminent public figures, known for their independence and impartiality, chaired by Justice M. N. Venkatchaliah, Chairman, IOD Advisory Council and co-chaired by Justice (Dr.) Arijit Pasayat, Co-Chairman, IOD Advisory Council & former Judge, Supreme Court of India.

Currently, the Golden Peacock Awards Secretariat is inviting applications for the following institutional awards for 2017:

### GLOBAL AWARD

Golden Peacock Global Award for Corporate Social Responsibility (GPGACSR)

### NATIONAL AWARDS

Golden Peacock Award for Corporate Social Responsibility (GPACSR)

Golden Peacock HR Excellence Award (GPHREA)

The above Golden Peacock Awards will be conferred during the

13<sup>th</sup> International Conference on CSR on 17 - 18 January, 2019 at Mumbai

The Guidelines-cum- Application Forms and self-assessment criteria can be downloaded from website [www.goldenpeacockaward.com](http://www.goldenpeacockaward.com)



Golden Peacock Awardees of CSR in Dubai



## REGISTRATION FORM

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@iodglobal.com](mailto:info@iodglobal.com). To book online, visit [www.iodglobal.com](http://www.iodglobal.com).

I am interested in participating in the "13<sup>th</sup> International Conference on Corporate Social Responsibility 2019", programme as a Delegate / Speaker / Sponsor / Partner / Advertiser \_\_\_\_\_

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 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: 510101006113450, IFSC CODE: CORP000286, PAN No. : AAABI0002J, SWIFT CODE:CORPINBB286
- (C) Credit Card: Please log on to [www.iodglobal.com](http://www.iodglobal.com) for online payment.  
 (Please enter the amount in INR)



(Signature)  
 Name

Date:

## ABOUT US

### INSTITUTE OF DIRECTORS, India :

Established in India on 12 July 1990, the Institute Of Directors (IOD) is an apex national association of Corporate Directors under the India's 'Societies Registration Act XXI of 1860'. Currently it is associated with over 30,000 senior executives from Govt, PSU and Private organizations of India and abroad.

Institute of Directors, India is committed in its endeavour of building boards of the future. The IOD, India's activities extend from Boardroom Training, Research, Publications, Board Advisory Services, Monthly Lectures to Workshops and networking of Members, Directors and Global Leaders through various National & International Conventions and platforms to debate the issues of topical interest., held in India and abroad.

The IOD, India's 'Masterclass for Directors' covers training in Corporate Directorship, and 'Golden Peacock Awards' in 15 different corporate disciplines, both have become global benchmarks. IOD has also setup a special wing called 'Organization for Non-Executive Independent Directors' (ONEID), to look after the placement of Independent Directors in India.

### Registration Package (Non-Residential Convention)

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

Rate Categories	Indian (in ₹)	International (in US \$)
Corporate Delegate	12,000	200
NGO	10,000	150

\*18% GST will be extra, as applicable

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