



In general, Regulation is an instrument used by Governments to benefit the Public.

INDIA IS THE FIRST COUNTRY TO MANDATE CSR

How can companies ensure effective implementation of legislation.
How Boards should play a Role?

Listen to the galaxy of experts at the

9th International Conference on

Corporate Social Responsibility

on 19 - 20 January 2015
Hotel Taj Lands End, Bandra (West), Mumbai

also presentation of



Golden Peacock Awards
A Strategic Tool to Lead the Competition

for Corporate Social Responsibility &
HR Excellence Award
2014

Theme: 'CSR - An Actionable Business Agenda'



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 Kapanaiah, Indian Ambassador to United Arab Emirates at the International Conference on CSR in Dubai

Maximise Your Involvement

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and be part of this prestigious event.

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Theme: 'CSR - An Actionable Business Agenda'

OBJECTIVES

- CSR Principles, National Policy and concerned corporate laws.
- Boards to provide sound leadership and strategy for leveraging CSR for success
- Aligning and embedding CSR in business Strategy
- Diversity Disclosure and Transparency as Social prerequisites for global trust and successful team work in 21st Century.
- Social Accountability and need for an integrated Corporate Reporting System.

TOPICS

1. Policy and Legislation For CSR

- CSR principles and enabling national policy and legislation.
- Driving CSR agenda through a legal and statutory framework.
- Impact of ISO 26000 and SA 8000 on CSR landscape.
- UN Global Compact and EFQM framework for CSR
- Corporate citizenship - CSR as new agenda beyond governance.

2. Board's Responsibility for CSR

- Board's leadership and Control - CSR committee of the board
- Ensuring long term commitment for CSR policy and programs
- Maximizing CSR's contribution to development and sustainability of company.
- Social investment & Community Development – Creating social capital.
- Linking CSR budget with socially sensitive marketing and advertising.

3. Integrating CSR in Corporate Strategy – an Actionable Business Agenda

- Turning your business into a cause – alleviating poverty
- Strategy to maximize CSR value for stakeholders
- CSR – driver of social inclusion, sustainability and profit.
- Business social initiatives and community involvement strategy.

4. Social Innovation for Economic Growth and Business Sustainability

- Create an enabling environment for strategic CSR and social innovation.
- Social entrepreneurship – converting social needs into business opportunities.
- Social innovations as drivers of Business conscience & Economic Growth.
- Social entrepreneurship – Practical challenges in managing Strategic CSR.

5. CSR for Building a Socially Sensitive Brand

- CSR as driver of social inclusion, sustainability and profits.
- Civil Society challenges – social impact assessment.
- Leveraging competitive advantage through CSR and stakeholder engagement
- Performance Indicators for societal corporate benefits of CSR.
- Enhance your brand through CSR initiatives, and shared values.

6. CSR – Integrated Reporting and Social Media

- Role of Social Media, as the driver for CSR.
- Social Audit, CSR disclosure and reporting systems, Measuring CSR performance, against stakeholder expectations.
- Reporting system GRI – 4 version, and universal integrated Reporting Framework.



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 **9th** International Conference on Corporate Social Responsibility, being held on 19-20 January 2015,

in Mumbai. The theme of this International Conference is 'CSR - An Actionable Business Agenda'.

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) issue 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 Bengaluru on 'Strategy to leverage CSR, underscored the importance of social issues for Competitive Advantage'. 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 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?'

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. Venkatchaliah



Dr. 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	15,00,000	25,000
Platinum Sponsor	10,00,000	17,500
Gold Sponsor	7,50,000	12,500
Silver Sponsor	5,00,000	8,500
Associate Sponsor	3,00,000	5,000

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	1,00,000	1,670
Inside Front Cover	80,000	1,350
Inside Back Cover	70,000	1,200
Full Page Color	50,000	850

Service Tax 12.36% will be extra, as applicable



Golden Peacock Awards

A Strategic Tool to Lead the Competition



Mrs Rajshree 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.

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 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 The Rt. Hon. Sir Richard Needham, Non- Executive Director, NEC Europe Ltd. & Chairman - Advisory Group, Stern UK and Justice (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 2014.

• 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 HR Excellence Award

The above Golden Peacock Awards will be conferred during the 9th International Conference on CSR at Mumbai on 19 -20 January 2015

LAST DATE FOR SUBMISSION : 10th December 2014

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 "9th International Conference on Corporate Social Responsibility 2015" 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 _____
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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 for online payment.
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(Signature)
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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	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

* Inclusive of Service Tax

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