

13th International Conference on

CORPORATE SOCIAL RESPONSIBILITY

also Presentation of
GOLDEN PEACOCK AWARDS

17 - 18 January 2019, Mumbai

Theme: Integrating CSR Mandate into Corporate Strategy

The Institute Of Directors, India held its 13th International Conference on 'Corporate Social Responsibility' in Hotel Taj Lands End, Mumbai from 17th – 18th January, 2019. The theme of the Conference was: 'Integrating CSR Mandate into Corporate Strategy'.

The response was very encouraging, and more than 500 delegates from all over India and abroad participated. Ten foreign countries were represented - UK, USA, UAE, Denmark, Austria, Thailand, Qatar, Malaysia, Oman & Nigeria. The local State Government was represented at the highest level. **Mr. Praveen Pardeshi**, IAS, Additional Chief Secretary to the Chief Minister, Govt. of Maharashtra and **Hon'ble Justice Kurian Joseph**, Chairman, Golden Peacock Awards Jury & former Judge, Supreme Court of India were the Guests of Honour. A large number of senior State & Govt. of India officials also participated and addressed the international Conference, prominent amongst them being **Mr. R. M. Mishra**, IAS, Additional Secretary & Development Commissioner, Ministry of Micro, Small and Medium Enterprises, Govt. of India, **Mr. Arvind Singh**, IAS, Principal Secretary (Energy), Govt. of Maharashtra, **Dr. Kavita Gupta**, IAS, Managing Director, The State Industrial and Investment Corporation of Maharashtra, **Mr. Deepak Pandey**, IPS, Spl. IGP and Jt. Managing Director, Maharashtra State Police Housing & Welfare, **Prof. Colin Coulson-Thomas**, Director-General, UK & Europe Operations, Institute Of Directors, and President,

Institute of Management Services, **Mr. Eugene Mayne**, Founder and CEO, Tristar Holdings, UAE, **Mr. Martin Neureiter**, President & CEO, CSR Company International, Austria, **Mr. Abdul Dewale Mohammed**, Board Chairman, Founder & Group Executive President, AASGON, UK et al.

Mr. Prakash Mehta, Hon'ble Minister for Housing, Govt. of Maharashtra was the Chief Guest at the Golden Peacock Awards Nite function.

Mr. Praveen Pardeshi was the Guest of Honour at the Golden Peacock Awards Ceremony along with **Mrs. Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group who delivered the Special Address. **Mrs. Rajashree Birla** gave away the Golden Peacock Award for Social and Cultural Leadership - 2019 to **Mrs. Sangita Jindal**, Chairperson, JSW Foundation, who received the Award in person, along with her family.

DAY-1: Thursday, January 17th, 2019

The Conference was held over two days. In the Inaugural Session on 17th January, **Mr. R. G. Rajan**, Chairman, IOD Mumbai Region and former Chairman & MD, RCF and former Chairman, SCOPE & FAI, welcomed all the delegates and highlighted IOD's 28 – year journey with a glimpse



Hon'ble Justice Kurian Joseph along with other dignitaries Ms. Helen Brand OBE, Global Chief Executive, ACCA, UK, Mr Crispin Simon, British Deputy High Commissioner, Mumbai & HM Trade Commissioner, India and South Asia and Lt. Gen. J. S. Ahluwalia, PVSM (retd.), President, Institute Of Directors lighting the lamp at the inaugural ceremony of the conference. Mr Prabhat Singh, MD & CEO, Petronet LNG Ltd. can also be seen.



Hon'ble Justice Kurian Joseph releasing the Souvenir at the inaugural session of a two day conference on Corporate Social Responsibility along with other dignitaries. From L to R:- **Mr R. G Rajan**, Chairman, IOD Mumbai Region and former Chairman & MD, RCF Ltd. and former Chairman, SCOPE & FAI, **Mr Crispin Simon**, British Deputy High Commissioner, Mumbai & HM Trade Commissioner, India and South Asia, **Mr Ashish Kumar Chauhan**, MD & CEO, BSE Ltd. (Bombay Stock Exchange), **Lt. Gen. J. S. Ahluwalia**, PVSM (retd.), President, Institute Of Directors, **Mr Prabhat Singh**, MD & CEO, Petronet LNG Ltd., **Mr Praveen Pardeshi**, IAS, Additional Chief Secretary to Hon'ble Chief Minister, Govt. of Maharashtra and **Ms. Helen Brand OBE**, Global Chief Executive, ACCA, UK.

of future activities. He mentioned how the **Masterclass** has emerged as a pioneering initiative of IOD in training Corporate Directors all over India. He further elaborated that CSR is more than corporate charity, "CSR has truly emphasized on stakeholder interests and focuses on inclusive growth. Environment focus is an important element of CSR", meant to remedy economic injustice. "Don't give fish to hungry, rather teach them how to fish".

Lt. Gen J. S. Ahluwalia, PVSM (retd.), President, IOD in his opening remarks gave an overview of the theme. He said that CSR has now become a way of life and not just philanthropy. CSR highlights enlightened self-interest of serving the society, focusing on market-driven solutions. Much more needs to be done in this direction, as out of 8 lac companies in India, only 15,000 fit in under this mandate. There is a potential for Rs. 20,000 crore of CSR funds that can flow annually for CSR projects. "CSR has become a game changer today. It has moved from backroom to boardroom. There are 3.3 million NGOs, which can contribute significantly for CSR, provided they can overcome their trust deficit".

Mr. Prabhat Singh, MD & CEO, Petronet LNG, in his Special Address narrated his own experience that focused on CSR design to attain

Sustainability. He emphasized that CSR has been practised in our country in different forms for ages. It should be a part of CEO's mandate. "The essence of CSR is compassion, which should be the foundation of business models". He emphasized the importance of work-life balance.

Mr. Crispin Simon, British Deputy High Commissioner, Mumbai & HM Trade Commissioner, India and South Asia stated that his Govt. is fully conscious of CSR responsibilities, along with private corporations and had set up the British Asia Trust in this connection. Four million societies in UK, mostly 'not for profit' were involved in these activities. "CSR is a kind of social finance". The focus of BAT is on women and children. His govt. has also launched the Development Impact Board (DIB) last year in India, to train unskilled labour and prevent child trafficking.

Ms. Helen Brand OBE, Global Chief Executive, ACCA – (Association of Chartered Certified Accountants) UK in her Keynote Address emphasized that the economic disturbances of 2008 ensured that ethics were legislated, and ethical and moral inclusion were to be ensured in practice. She added that we live in challenging times. She described SDG (Sustainable Development Goals) of the UN as "new opportunities for CSR". She also stressed the importance of integrated reporting. This was a method of radical surgery, to check how public funds are spent. She



Mr R. G. Rajan
Chairman, IOD Mumbai Region and
former Chairman & MD, RCF Ltd. and
former Chairman, SCOPE & FAI



Mr. Prabhat Singh
MD & CEO, Petronet LNG Ltd.



Mr. Crispin Simon
British Deputy High Commissioner,
Mumbai & HM Trade Commissioner,
India and South Asia



Ms. Helen Brand OBE
Global Chief Executive, ACCA - Association
of Chartered Certified Accountants, UK
delivering her Keynote Address



Speakers during Inaugural Session. From L to R:- **Mr Crispin Simon**, British Deputy High Commissioner, Mumbai & HM Trade Commissioner, India and South Asia, **Mr Ashish Kumar Chauhan**, MD & CEO, BSE Ltd. (Bombay Stock Exchange) and **Lt. Gen. J. S. Ahluwalia**, PVSM (retd.), President, Institute Of Directors

quoted from the Adelman Report how people and business were losing trust in the government, although India was in the forefront of people reposing trust in Govt. "Action is needed to address Climate Change & promote a circular economy, which can reduce claims on scarce natural resources".

Mr. Ashishkumar Chauhan, MD & CEO, BSE Ltd. (Bombay Stock Exchange) emphasized that corporates are figments of our imagination. They allow people to pool resources and contribute hugely to human progress. "Without compassion, corporates can become machines". The BSE supports new enterprises and conducts training activities that contribute to job creation. Under CSR, compulsion has become compassion. "The entire financial system being worked and supported by BSE depends upon trust".

Mr. Praveen Pardeshi, IAS, Additional Chief Secretary to the Chief Minister, Govt. of Maharashtra in his Inaugural address, gave a video presentation about CSR being done by his Govt. He explained that CSR is embedded in regular Govt. policy. "It is the mainstream of govt. welfare

working". He further described the setting up of the Village Social Transformation Boards, which were functioning on 'not for profit' basis. It is a form of private-public partnership (PPP) module where the govt. puts in a matching grant of rupees 10 crore. The involvement of leading private corporates is a unique model and they have started with 1000 villages in selected economically undeveloped areas. "Each of the programmes is monitored by a third party".

Hon'ble Justice Kurian Joseph in his 'Guest of Honour' address, described CSR as an act of compassion on the part of corporates. "It is an institutional concept", wherein we are returning to society what we have taken from it. "It is the right of people, who have been left out in the development process of the state-the least, the last and the lost". The CSR will lose its meaning, unless it is followed up by an independent assessment.

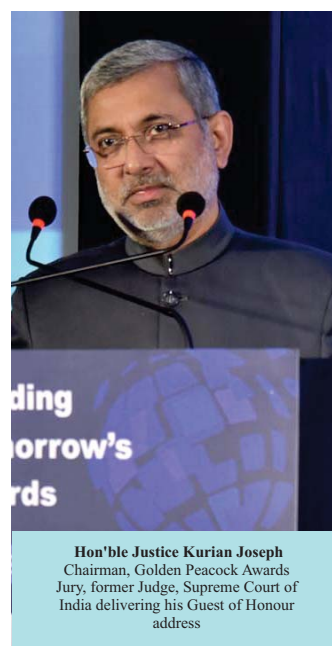
The Convention Souvenir, Winners' Digest of CSR and Winners' Digest on HR and Handbook on Ethics were also released on this occasion by Hon'ble Justice Kurian Joseph



Mr. Ashishkumar Chauhan
MD & CEO, BSE Ltd. (Bombay Stock Exchange)



Mr. Praveen Pardeshi, IAS
Additional Chief Secretary to Hon'ble Chief Minister, Govt. of Maharashtra delivering his Inaugural Address



Hon'ble Justice Kurian Joseph
Chairman, Golden Peacock Awards Jury, former Judge, Supreme Court of India delivering his Guest of Honour address

The next Plenary Session (II) was on the sub-theme: **'Board's Responsibility: Embedding CSR into Business Strategy'**.

It was chaired by **Mr. Arvind Singh, IAS** Principal Secretary (Energy), Govt. of Maharashtra.

The co-panelists included: **Mr. Shailesh V. Haribhakti, FCA** Managing Partner, Haribhakti Group and also serving as Board Member on multiple boards

Dr. Kavita Gupta, IAS Managing Director, the State Industrial and Investment Corporation of Maharashtra Ltd.

Prof. Colin Coulson-Thomas Director-General, UK & Europe



Lt. Gen. Surinder Nath, PVSM, AVSM (Retd.)
Vice Chairman, Institute Of Directors and Former
Chairman, UPSC & Vice Chief of Indian Army



Mr. Vikesh Walia
Regional Director - West Region
Institute Of Directors

Operations, Institute Of Directors, India and President, Institute of Management Services, UK &

Mr. Prasad Chandran

Board Member on multiple boards and former CMD, BASF India.

Mr. Arvind Singh emphasized that the problem of climate change and global warming must be tackled through renewable energy. He gave the example of his Government's determined efforts in this direction, whereby prices of the same have been declining over the years. He laid great emphasis on health and education under CSR.

Mr. Shailesh V. Haribhakti, FCA, stated that the use of non-renewable resources must be discouraged and renewable resources must be promoted. Non biodegradable products must not be used such as plastic bottles. He gave the example of school girls in Bangalore who had taken to the streets in large numbers to promote efforts on Sustainability and draw attention to widespread urban waste, which is spoiling our environment. He also outlined some of the SDGs with special emphasis on education and healthcare.

Dr. Kavita Gupta, IAS gave the example of CSR as a kind of selfless service, drawing upon her deep knowledge of Indian mythology and its Holy Book- **Bhagwat Gita**. She likened it to some kind of effort at



Mrs. Sangita Jindal, Chairperson, JSW Foundation with her family during the Golden Peacock Award Ceremony, **Mrs Rajashree Birla** can also be seen.



Distinguished guests during the award ceremony



Distinguished guests during the Award ceremony. From L to R:- **Mr R. G Rajan**, Chairman, IOD Mumbai Region and former Chairman & MD, RCF Ltd. and former Chairman, SCOPE & FAI, **Mr Eugene Mayne**, Founder and CEO, Tristar Holdings Ltd., UAE and **Mr Abdul Dewale Mohammed**, Board Chairman, Founder & Group Executive President, AASGON, UK



Distinguished guests during the award ceremony



Session on 'Board's Responsibility: Embedding CSR into Business Strategy', From L to R:- Prof Colin Coulson-Thomas, Director-General, UK & Europe Operations, Institute Of Directors, India and President, Institute of Management Services, UK, Mr Shailesh V. Haribhakti, FCA, Managing Partner, Haribhakti Group and also serving as Board Member on multiple boards, Mr Arvind Singh, IAS, Principal Secretary (Energy), Govt. of Maharashtra, Dr. Kavita Gupta, IAS, Managing Director, The State Industrial and Investment Corporation of Maharashtra Ltd. and Mr Prasad Chandran, Board Member on multiple boards and former CMD, BASF India Ltd. Mr Arvind Singh, IAS, chaired the session. Lt. Gen. Surinder Nath, PVSM, AVSM (Retd.) can also be seen on left.

collective good that promotes social harmony and puts 'We' before 'I'. The ultimate objective of CSR is collective prosperity which is a concept more profound than just making profits for your company. She gave the example of her State govt. which has created trust for the welfare of most deprived villages in the state. Here, CSR is funded by a joint effort of the govt and the private corporate sector. Each such Trust caters to about 1000 of the poorest of the poor villagers.

Prof. Colin Coulson-Thomas stressed the importance of respecting Nature and involving the youth in the effort. A time has come when business must expand its vision from pursuing a business purpose into a broader social purpose. A Corporate Board must keep its aspirations very high, and try to take up those problems that are chronic such as leprosy or burning issues that are troubling humankind today such as Climate Change. He drew upon the ancient Indian wisdom which had always advocated 'simple living and high thinking' and a respect for nature. "We must learn to manage more with less".

Mr. Prasad Chandran said that CSR cannot be treated as a competitive advantage but must be embedded in the company's higher purpose. "It is not just a target, but a basic business philosophy". It is the CEO's job to develop a larger prospective.

The presentations were followed by detailed audience interaction.

The next Plenary Session (III) was on the sub-theme '**Responsible CSR: A New Agenda Beyond Governance**'.

It was Chaired by

Mr. Deepak Pandey, IPS

Spl. IGP and Jt. Managing Director, Maharashtra State Police Housing & Welfare Corporation. The other fellow speakers included:

Prof. R.K. Mishra

Director, Institute of Public Enterprise, Hyderabad

Mr. Eugene Mayne

Founder & CEO, Tristar Holdings Ltd. , UAE and

Ms. Smita Anand Chawre

GM (Legal), MIDC.

Mr. Deepak Pandey stated that CSR is a way of supplementing govt.'s effort towards welfare of the society and private companies can practice this through their available resources. The companies doing CSR should shoulder ethical responsibility to take forward the govt.'s priorities. The corporates with large turnover should have the highest CSR spend and



Mr. Shailesh V. Haribhakti, FCA
Managing Partner, Haribhakti Group and also serving as Board Member on multiple boards



Dr. Kavita Gupta, IAS
Managing Director, The State Industrial and Investment Corporation of Maharashtra Ltd.



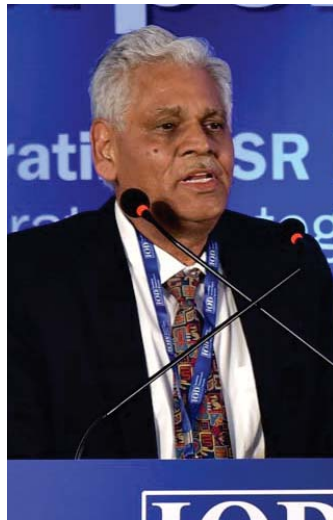
Mr. Prasad Chandran
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Prof. Colin Coulson-Thomas
Director-General, UK & Europe Operations, Institute Of Directors, India and President, Institute of Management Services, UK



Mr Deepak Pandey, IPS
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Maharashtra State Police Housing &
Welfare Corporation



Prof R K Mishra
Director, Institute of Public Enterprise (IPE)



Mr Eugene Mayne
Founder and CEO, Tristar Holdings Ltd.,
UAE



Smt Smita Anand Chawre
General Manager (Legal), Maharashtra
Industrial Development Corporation
(MIDC)

take into account the poorer sections of society and concentrate on underdeveloped areas.

Prof. R. K. Mishra stated that the outlay on CSR is a very small percentage of national GDP. The Govt. should interact with all boards and specify areas, that should be focus of CSR activities. Secondly, CSR is being handled at a lower level but it should be handled at higher levels.

Mr. Eugene Mayne emphasized that SDG's should be embedded in CSR activities of the boards. He dwelt on one particular aspect of CSR, that is road accidents and their prevention. It was the eighth highest cause of death round the world, and it will be the fifth by 2030. Currently, one person dies every 30 seconds in the world. In India alone, 400 people die every day. "Road safety is all about attitudes, and one must give up bad habits, and adopt a safe lifestyle like not using mobiles while driving".

Ms. Smita Anand Chawre, who was substituting for Dr. Anbalagan outlined the achievements of MIDC and its efforts towards reducing pollution load and to achieve zero tolerance for environmental degradation as part of CSR. Whenever land is acquired, as a compensation, people get an alternative site. MIDC has a policy of favouring women entrepreneurs, as a part of its CSR.

The presentations were followed by detailed audience interaction.

The next Plenary Session (IV) was the launching of **MSME Centre** by IOD in partnership with Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India. The welcome address was delivered by **Lt. Gen. J.S. Ahluwalia, PSVM (retd.)**, President, Institute of Directors. The 'Guest of Honour' was **Mr. R. M. Mishra, IAS**, Additional Secretary & Development Commissioner, Ministry of MSME, Govt. of India. **Mr. Ron Chandiramani**, Owner & Group President, Al Midas International Group of Companies, UAE delivered his special address on 'Integrating Social Strategies in Investment and Development Business'.

Lt. Gen. J. S. Ahluwalia stated that 40% of India's GDP is contributed by MSMEs. IOD has already started providing governance training for MSMEs for last 2 years but more is required. Today, an MoU was being signed between IOD and the Ministry of Micro, Small and Medium Enterprises, Govt. of India. IOD will be providing training and publishing guidelines for MSME processes, governance & management. He announced that the IOD is opening a new division to cater for MSME requirements, and also setting up an MSME centre.

Mr. Ron Chandiramani stressed the importance of 'responsible strategy'. His company has conducted research to show that a wrong strategy creates barriers between consumers and brands. "Online consumers have problems, because they do not have direct contact with



Session on 'Responsible CSR: A New Agenda Beyond Governance', From L to R:- **Smt Smita Anand Chawre**, General Manager (Legal), MIDC, **Prof R K Mishra**, Director, Institute of Public Enterprise (IPE), **Mr Deepak Pandey, IPS**, Spl. IGP and Jt. Managing Director, Maharashtra State Police Housing & Welfare Corporation and **Mr Eugene Mayne**, Founder and CEO, Tristar Holdings Ltd., UAE. **Mr Deepak Pandey** chaired the session. **Mr R G Rajan** can also be seen in the middle.



Mr. R. M. Mishra, IAS
Additional Secretary & Development
Commissioner, Ministry of Medium, Small
and Micro Enterprises, Govt. of India
delivering his Guest of Honour address on
Launch of MSME Centre by IOD



Mr. Ron Chandiramani
Owner and Group President, Al Midas
International Group of Companies, UAE



President IOD, Lt. Gen. J S Ahluwalia presenting memento to Mr R M Mishra, IAS

the branded products. They find it easier to give up the deal, causing loss of business to the corporates”.

Mr. R. M. Mishra warned of the implications of focusing only on “I, Me & Mine”. One's first thought should always be on what he can do for the society/consumers. “CSR is not just giving, but doing business in a way that is least harmful, sharing knowledge, having access to finance & latest technology, access to the right markets-CSR can help all these”. He stressed the importance of networking. For this reason, his Ministry works closely with MSMEs all over India.

The next Plenary Session (V) was on the sub-theme '**Global trends in Social Accountability and Integrated Performance Reporting**'.

It was chaired by

Mr. Martin Neureiter

President & CEO, CSR Company International, Austria.

The other fellow speakers included

Mr. Abdul Dewale Mohammed

Board Chairman, Founder & Group Executive President, AASGON, UK

Mr. Jignesh Sanghvi

Chief Financial Officer, Dubai Multi Commodities Centre (DMCC) and

Mr. Anirban Ghosh

Chief Sustainability Officer, Mahindra Group.

Mr. Martin Neureiter gave a presentation about his Company, which is a pioneer in Austria and has a presence globally. He stated that CSR is not about soothing your conscience but being genuinely concerned about the less privileged members of the society. CSR should be undertaken with a clean conscience and with a genuine belief and good impact. “CSR can bring material change in the society once you involve the youth who are our future”. CSR should be more about tackling adverse ground realities rather than a media-savvy exercise. “Today's business can no longer be run on old concepts, without adapting to new realities”. He gave the example of Nokia & Kodak that did not adapt to changing times and meeting the aspirations of the stakeholders.

Mr. Abdul Dewale Mohammed stressed the importance of involvement of women in CSR activities. It is important to benefit from innovation. He

also advocated that other members of the panel to study and research on the ways to benefit (local) people, and how to improve the lives of these people.

Mr. Jignesh Sanghvi introduced DMCC (his organization), UAE and their efforts to implement UN SDGs. He also announced that DMCC has signed the agreement with the UN to adopt and to participate in the Global Reporting Initiative. The DMCC's focus is on people, environment, community and work place. “CSR really means being a responsible corporate entity”.

Mr. Anirban Ghosh cautioned against spending money on unwise schemes, which would be money down the drain. He gave an example of his company (Mahindra Group) helping (local) farmers, who were in need. Once they were empowered financially, they would spend money on company's products and enhance their purchasing power. He further gave the example of urban landfills, which were a storehouse of food waste but which have the potential of generating renewable energy.



Mr Abdul Dewale Mohammed
Board Chairman, Founder & Group
Executive President, AASGON, UK



Mr. Martin Neureiter
President & CEO, CSR Company
International, Austria



Session on 'Global trends in Social Accountability and Integrated Performance Reporting'. From L to R:- **Mr Jignesh Sanghvi**, Chief Financial Officer, Dubai Multi Commodities Centre (DMCC), **Mr Abdul Dewale Mohammed**, Board Chairman, Founder & Group Executive President, AASGON, UK, **Mr Martin Neureiter**, President & CEO, CSR Company International, Austria and **Mr Anirban Ghosh**, Chief Sustainability Officer, Mahindra Group. **Mr R G Rajan** can also be seen in the middle.

“Providing useful employment (through CSR) is perhaps the biggest contribution that his company is making”.

The presentations were followed by detailed audience interaction.

The next Plenary Session (VI) was on the sub-theme: '**Dressing up CSR as a Business Discipline**'.

It was chaired by

Dr. Waddah S. Ghanem
Senior Director-Sustainability,
Operational and Business
Excellence, Emirates National Oil
Company Ltd.(ENOC) LLC,
UAE.

The other fellow speakers included



Dr. Waddah S. Ghanem
Senior Director - Sustainability,
Operational and Business Excellence,
Emirates National Oil Company
Ltd.(ENOC) LLC, UAE

Mr. Ashok K Sethi
COO & Executive Director, Tata Power Ltd.

Mr. Malay Patel
Independent Director, HDFC Bank Ltd.

Mr. Manish Batra
Director-Customer Support, Hewlett-Packard and

Mr. Vinod Kulkarni
Head-CSR, Tata Motors Limited.

Dr. Waddah S. Ghanem stated that all organizations exist for socio-economic development whether they are profit making or 'not for profit'. His company follows UN SDGs, to develop socio-economic value. “The world needs more Responsible and Sustainable Capitalism”.

Mr. Ashok K Sethi said that his company's main aim was to provide meaningful employment to the local people. His company's second focus was on climate change and skill development. In this connection, he said that skill development relating to power transmission (Tata Power) had trained almost 25,000 workers. Another priority for his company was to support farmers, and empower them to enhance their employability and increase farm productivity. “What comes from society should go back to it in a large measure”. His company's aim was also to work to fulfill SDG goals.

Mr. Malay Patel emphasized the importance of empowering women. Another priority of his company (HDFC Bank) was to encourage promotion of sports and other physical activities. He stressed the value of healthy debates, and reaching out to marginalized communities. The other priority areas are the scheme for drip irrigation and rehabilitation of war widows.



Session on 'Dressing up CSR as a Business Discipline'. From L to R:- **Mr Manish Batra**, Director, Customer Support, Hewlett-Packard, **Mr Ashok K. Sethi**, COO & Executive Director, Tata Power Ltd., **Dr. Waddah S. Ghanem**, Senior Director - Sustainability, Operational and Business Excellence, ENOC UAE, **Mr Malay Patel**, Independent Director, HDFC Bank Ltd. and **Mr Vinod Kulkarni**, Head CSR Tata Motors Limited. **Mr Deepak Pandey**, IPS can also be seen in the middle.



Session on 'CSR Projects- Planning, Monitoring Evaluation and Audit', From L to R:- **Mr Rajesh Dhabre**, IRS, Managing Director, Leather Industries Development Corp. of Maharashtra, **Prof. Shalini Bharat**, Director, Tata Institute of Social Sciences (TISS), **Mr Rajeev Kapoor**, India Vice President and CSR Champion, Dell Technologies and **Mr. Nixon Joseph**, President & COO, SBI Foundation. **Mr Vikesh Walia** can also be seen in the middle.

Mr. Manish Batra emphasized that responsibility grows as business grows. "Law of the land, global goals and core values are all fed into what CSR is all about". He informed that his company's priorities are education and healthcare. He added that they were developing the concept of future classrooms and common health services, say on people travelling in vehicles. He also gave the concept of caring for natural resources, say reviving dry and dead lakes with water.

Mr. Vinod Kulkarni stated that his company (Tata Motors) may have seen profit falling, but their CSR spend is not diminished. Even while selling vehicles, they were always socially responsible. He explained the concept of social entrepreneur, social relevance of business and social consciousness. "India is the first country in the world to introduce the concept of CSR". All CSR initiatives do not require money, for example upskilling drivers of heavy vehicles.

The presentations were followed by detailed audience interaction.

The next Plenary Session (VII) was on the sub-theme: '**CSR Projects- Planning, Monitoring Evaluation and Audit**'.

It was chaired by

Prof. Shalini Bharat

Director, Tata Institute of Social Science (TISS).

The other fellow speakers included:

Mr. Rajesh Dhabre, IRS

Managing Director, Leather Industries Development Corporation of Maharashtra (LIDCOM)

Rajeev Kapoor

India Vice President and CSR Champion, Dell Technologies and

Mr Nixon Joseph

President & Chief Operating Officer, SBI Foundation.

Prof. Shalini Bharat informed that corporate India is now poised to make a major contribution for socio-economic development. She was of the view that CSR has emerged as a very important activity, no less than profit making. She stressed the importance of picking the right people for nomination to the CSR committee. All activities under CSR should be compliant with the company's core values and SDGs. "People do not mind paying more for goods and services that are produced and provided ethically and sustainably".

Mr. Rajesh Dhabre explained that LIDCOM is a 'community development programme', but their focus is also on those target groups which are marginalized. He was against the import of cheap goods which are proving to be a drag on locally produced goods, and which may affect

the livelihood of marginalized communities. He advocated tax concessions to help local producers.

Mr. Rajeev Kapoor outlined his company's strategy in focusing on youth, education and technology. He added that the impact of cancer on young people is a serious problem and needs to be addressed. He explained the concept of Monitoring to say that it is not just periodic reports, but should also cover field visits so that the data are reliable. He added that one needs an online platform dedicated to the storage of relevant data.

Mr. Nixon Joseph explained the main work of his Foundation, as providing a platform for urban youth to work in rural areas over several months and work on projects, which are of relevance locally. Most of these are highly qualified youth who are professionally trained in CSR. They are further trained to work with experienced NGOs, and monitored on a monthly basis. His Foundation also has a policy of adopting villages. "CSR needs people with passion and are motivated for competing for various CSR Awards (such as Golden Peacock Award)".

The presentations were followed by detailed audience interaction.

The next Plenary Session (VIII) was on '**Learning Motivational Mantras, Management Nuggets and Words of Wisdom (WoW)**'.





Mr. Paresh Rughani, Director, Master Motivator, UK

Mr. Paresh Rughani, Director, Master Motivator, UK gave a detailed address on the importance of good conduct, right approach and a charitable temperament, which go to make a good corporate citizen. He explained that the right human motivation is essential for developing responsible citizen who can contribute to the good of the society as a whole. He urged the power of positive thinking which is required to be developed for good performance in life. He further explained that the power of vocabulary that we use in our daily lives should always be so interpreted as to promote good thoughts. He repeated the philosophy of life as that “right behaviour moulds the right attitude, the right attitude moulds character, and character is destiny”.

Plenary Session –IX:

GOLDEN PEACOCK AWARDS NITE

The last Session of the day was the **Golden Peacock Awards Nite** when the Awards for Corporate Social Responsibility, both National & Global, and HR Excellence, 2018 were presented to the winners amongst Indian and foreign business and industry.

Lt. Gen. J. S. Ahluwalia, PVSM (retd.), President, IOD, presented genesis of the Golden Peacock Awards, launched in 1991, and which are now being awarded in 15 corporate functional verticals. He commented that the Golden Peacock Awards are motivating a large number of

members of business community, to create new benchmarks in different sectors.

Lt. Gen. J. S. Ahluwalia (retd.) in his Welcome Address stated that IOD believes that competition brings out the best in the organization. Hence these Awards were instituted in 1991 by the IOD. There are 15 functional verticals for these Awards, 12 National & 3 Global. Now, another MSME Award for Excellence is being introduced. These Awards, in short are a “checklist for doing well”. He further outlined that assessment process includes separate assessment by independent assessors. The final decision is made by a very distinguished Jury headed by a former Chief Justice of India, or a Supreme Court Judge.

Mr. Prakash Mehta, Cabinet Minister for Housing, Government of Maharashtra stated that there is growth in CSR funds due to economic prosperity and higher profit levels of companies. Corporates are finding innovations in execution of their CSR activities. Such competition amongst companies enhances the value of CSR programmes. He also complimented the Institute of Directors for organising this International Conference in Mumbai, the financial capital of India and mobilising global participation. Such knowledge sharing at a global platform will only bring greater value out of CSR spending and help the needy in India.

The other Guests of Honour were **Mrs. Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group and **Mr. Praveen Pardeshi**, Additional Chief Secretary to Hon'ble Chief Minister of Maharashtra. The Special Remarks were delivered by **Mr. Vijay Karia**, Chairman & Managing Director, Ravin Group of Companies and **Ms. Helen Brand OBE**, Global Chief Executive, ACCA-Association of Chartered Certified Accountants, UK.

Mr. Vijay Karia stated that “top line changes come about through bottom line growth”. Around the world, there seems to be a move back from Capitalism and towards Socialism. In India, the focus is shifting, moving from rural to urban. In rural India, a sign of pessimism is observed while in urban India, there is a sign of optimism. There is integration in (urban) corporate world but isolation in rural segment. Rapid growth can meet the requirements of both. Corporates can act as a bridge between the two worlds. He commended the IOD for focusing on burning issues of the day such as Sustainability. Competition is giving way to collaboration. Trade unionism is reviving. Multiple changes are occurring but their direction



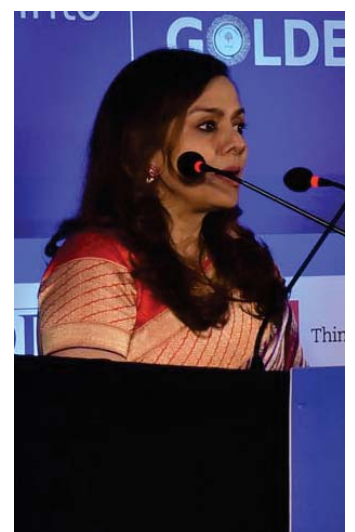
Mrs. Rajashree Birla
Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group delivering her Guest of Honour address during Golden Peacock Award ceremony.



Mr. Vijay Karia
Chairman & Managing Director, Ravin Group of Companies



Mr. Prakash Mehta
Cabinet Minister for Housing Department, Govt. of Maharashtra



(Mrs.) Sangita Jindal
Chairperson, JSW Foundation delivering her acceptance address.



Golden Peacock Awards[®]
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Golden Peacock Award for
**SOCIAL and
 CULTURAL LEADERSHIP**
 2019

Mrs. Sangita Jindal

Chairperson – JSW Foundation



As Chairperson of the JSW Foundation, Mrs. Sangita Jindal strategizes and oversees social development projects within the JSW Group.

The programs at the JSW Foundation span across a wide range of interventions and focus on the holistic development of the girl child. From providing Skill Development opportunities, to empowering woman across India, through health, education and livelihood oriented programs. JSW Foundation also works with the Government of India to devise strategies & programs to eliminate malnutrition in India.

A philanthropist who believes in the transformatory powers of art, Sangita set up The Jindal Arts Centre (1992) at National Center for Performing Art, Mumbai, India which became a hub of interdisciplinary arts activity. She also publishes Art India Magazine which has been a chronicler of record of the Indian Art scene for over two decades.

Her efforts to preserve heritage for future generations led to extensive restoration work at the Hampi temple complex in the southern Indian state of Karnataka & The Keneseth Eliyahoo Synagogue in Mumbai, Maharashtra. The Hampi Foundation was conferred the UNESCO-Asia Pacific Award for Merit for Cultural Heritage Conservation for the work at the Chandramauleshwar Temple.

Sangita is an Eisenhower Fellow and is on the Board of Trustees of the World Monuments Fund & an Advisor on the Khoj Board. She has been inducted as a key member of Tate International Council as well as UN Women Business Sector Advisory Council (BSAC).

Today the work that Sangita oversees at the JSW Foundation, runs across 9 states in India, and has touched over a million lives.



Institute Of Directors presented Golden Peacock Award for Social and Cultural Leadership to **Mrs. Sangita Jindal**, Chairperson, JSW Foundation. **Mrs. Rajashree Birla** along with dignitaries on the dais, From L to R:- **Ms. Helen Brand OBE**, Global Chief Executive, ACCA, UK, **Mr. Vijay Karia**, Chairman & Managing Director, Ravin Group of Companies and **Lt. Gen. J S Ahluwalia**, PVSM (retd.).

has become more uncertain.

Ms. Helen Brand OBE commended the IOD for instituting the GP Awards which are encouraging excellence. These focus on institutions rather than individuals. Increasingly, Business Excellence is being recognized all over the world in the corporate context. She was confident that since ACCA shares the same corporate values that are being propagated by IOD, a long-term partnership between ACCA and IOD is going to prove long lasting. She mentioned the burning issues of climate change, sustainability, gender equality, risk management and transparency. These are the very issues on which IOD is conducting brainstorming in its national events but also global events.

Mrs. Rajashree Birla said: "I am happy that the Golden Peacock Awards instituted by IOD, India recognize corporate excellence in CSR in a major way. The Award is a coveted honour, over years practically all of our Group companies have won these awards. We take great pride in this, more so as the process of evaluation is very rigorous and transparent."

Mr. Praveen Pardeshi was the Guest of Honour, during the **Golden Peacock Awards Nite**.

Mrs. Sangita Jindal, eminent industrial leader was presented the Golden Peacock Award for Social and Cultural Leadership, 2018. In her acceptance speech, she echoed the Gandhian thought: "It is the duty of every individual to contribute in some ways, for our nation".

The Institutional Awards for CSR (Global and National) and HR

Excellence 2018, were presented to the winners.

This was followed by a formal Banquet at the venue.

DAY-2: Friday, January 18th, 2019

Concurrent Session- X(A) was on the sub theme-'Successful Driving Mechanisms of CSR for Inclusive Growth' - Case Studies of Excellence. It was chaired by **Lt. Gen. Surendra Nath, (Retd.), Vice Chairman, IOD**. A list of fifteen companies which made their respective presentation, is as follows:

- I. Aditya Birla Capital Limited
Aditya Birla Sun Life Insurance Co. Ltd.
- II. Emirates National Oil Company LLC, UAE
- III. Reliance Industries Limited
- IV. Shree Cement Ltd., Beawar
- V. Gail (India) Limited
- VI. Piramal Foundation
- VII. Dell International Services India Pvt. Ltd.
- VIII. Hindustan Zinc Limited, Udaipur
- IX. Odisha Mining Corporation Limited
- X. Oil India Limited



Ms. Meenakshi Batra, CEO, Charities Aid Foundation India address the audience during Q&A. **Mr. Shantanu Ghoshal**, Vice President - HR and Member, Executive Board, Schaeffler India Ltd. can also be seen.



Mr. S. Santhanakrishnan
Independent Director, IDBI Capital Markets & Securities Ltd. during the Q&A



Session on 'CSR- The Bridge between Business and Societal Growth', From L to R:- Mr Ashok Kapur, IAS (retd.), Mr Anant Bhagwati, Partner, Bain & Company, Ms. Anuroopa Pereira, Head - Corporate Communications, Applied Materials, Ms. Meenakshi Batra, CEO, Charities Aid Foundation India, Mr. Santanu Ghoshal, Vice President - HR and Member, Executive Board, Schaeffler India Ltd., Mr. Amit Garg, Vice President - Corporate Citizenship, Credit Suisse and Dr. Om Parkash Mehta, Director, Ministry of MSME, Govt. of India. Prof Colin Coulson-Thomas can also be seen.

- XI. Bharat Petroleum Corporation Limited
- XII. Sembcorp Energy India Limited
- XIII. GMR Warora Energy Limited
- XIV. Steel Authority of India Limited(SAIL), Rourkela Steel Plant
- XV. Vodafone Idea Limited

The presentations were followed by detailed audience interaction.

Concurrent Session- X(B) was on the sub theme-'Human Resource (HR) -A Vital Catalyst for Organisational Excellence'- Case Studies of Excellence.

It was chaired by

Mr. Sanjay Anand

Chairman & CEO, Sarbanes Oxley & GRC Group, USA. Six companies made their respective presentation. A list of such companies is given below:

- I. Concentrix Daksh Services India Private Ltd.
- II. Sudarshan Chemical Industries Limited
- III. Cordite Factory Aruvankadu, The Nilgiris
- IV. ITC Limited, Lifestyle Retailing Business Division
- V. Tata Steel Limited
- VI. Bangalore International Airport Limited

The presentations were followed by detailed audience interaction.

The Plenary Session (XI) was on the sub-theme: '**CSR: The Bridge between Business and Social Growth.**'

It was chaired by

Ms. Meenakshi Batra, CEO

Charities Aid Foundation, India.

The other panelists included:

Dr. Om Prakash Mehta

Director, Ministry of MSME, Govt. of India

Mr. Shantanu Ghoshal

Vice President-HR and Member Executive Board, Schaeffler India Ltd.

Mr. Amit Garg

Vice President- Corporate Citizenship, Credit Suisse

Mr. Anant Bhagwati

Partner, Bain & Company

Ms. Anuroopa Pereira

Head Corporate Communication, Applied Materials India &

Mr. S. S. Krishnan

Independent Director, IDBI Capital(formerly of Tatas) and Member, CSR Committee, Govt. of India.

The Session was planned to focus on CSR Implementation Framework- The Bridge between Business and Societal Growth.

Ms. Meenakshi Batra stated that the Companies Acts, 2013 has had an impact on the involvement of the corporate sector in addressing social



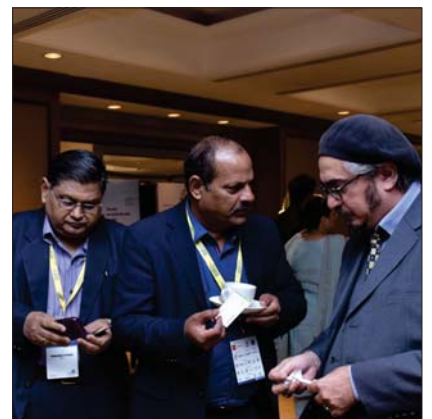
Dr. Nikunj Chadva
Founder & Director, Kadji Care and
Rehabs Pvt. Ltd. during Q&A session



Mr Sanjay Desai
Director - Sales Operations,
Verifone INC, Singapore during
Q&A session



Delegates networking during Drink Reception



Delegate exchanging business cards



Mr. Sanjay Anand, Chairman & CEO, Sarbanes Oxley & GRC Group, USA

issues. She explained the role of her Foundation and how charity can complement CSR programmes. She encouraged her staff to look at and set up standards for CSR, which her Foundation is doing.

Dr. Om Prakash Mehta mentioned the famous quote from a leading economist- “Small is beautiful” is their Department's motto. “CSR can build bonds between corporates, employees and society. He urged the MSME companies to adopt the 'triple bottom line' approach and to promote the objectives of UNSDGs. He drew the attention of the audience that CSR is now a legal responsibility of the corporates under the Companies Act, 2013.

Mr. S.S. Krishnan outlined the profile of his company which funds educational activities in the main. He explained the concept of CSR that he had helped draft as Chairman of the CSR Committee of the Govt. of India. He informed that CSR involvement is always beneficial to the business.

Mr. Shantanu Ghoshal stated that corporate activities and inputs can be made visible by Social Media but sometimes it harms the organizations. Hence the need for total transparency. Otherwise, customers and other



Mr. Sanjay Anand and Prof. Colin Coulson-Thomas during the Valedictory Session

stakeholders often react to the negative news and boycott the companies. The business does not operate any longer in isolation. CSR training is imparted to staff so that they can be encouraged to get involved in social causes.

Mr. Amit Garg advised that CSR activities should be funded in the areas that are not being funded adequately such as mental health problems. It should be carried out in areas which are under developed so that it can open new doors for the beneficiaries. “CSR funding should also not be afraid of taking risks”.

Mr. Anant Bhagwati mentioned that the problem of poverty is acute and India needs 100 million dollars to fund its poor and lift them out of poverty. There are 300 to 400 million poor people in India. The Govt. of India should concentrate on districts in extreme poverty with the help of NGOs. The corporates should reduce overheads so that available funds can be used to work on core activities.

Ms. Anuroopa Pereira stated that her company had put CSR as a part of its core business. Her company supported arts, culture, education and the environment. The companies should encourage employees to make

Exhibition Booth - CSR 2019



donations outside CSR also. “It is important to select the right CSR partners so that the money spent is properly utilized”.

The Session was followed by detailed audience interaction.

Plenary Session –XIII (Valedictory Session):

The Concluding Session of the Conference was the Valedictory Session. The 'Summary of Recommendations' is reproduced, elsewhere in this issue. A brief Presentation on '**Convention Proceedings & Recommendations**' was made by **Prof. Collin Coulson-Thomas** was followed by a Special Address by **Mr. Sanjay Anand**, Chairman, CEO, Sarbanes Oxley & GRC Group, USA. Mr. Sanjay Anand explained that CSR should “create opportunities for yourself and others”. CSR is a part of wider puzzle, although an important one. “There is a need for holistic and integrated approach and one needs to appreciate the importance of CSR and how it works together with other elements”.

The IOD thanked all the guests and participants, especially those who had come from abroad. All the sponsors, winners and applicants of GP Awards were commended for their support for the success of the Conference. The media, especially the REPUBLIC and TIMES NOW channel were conveyed the gratitude of the IOD for covering the event so comprehensively. Special thanks were conveyed to all the partners and speakers, including FICCI, IndiaCSR, NMIMS, Tata Institute of Social Sciences, MSME Department and Ferdinand Porsche.

Thanks were conveyed to Maharashtra Industrial Development Corporation and Wadhawan Global Capital for being Gold Partners, and Al Midas International, UAE and IDBI Capital for being Silver Partners. Several other Bronze Partners were also thanked, along with Associate & Supporting Partners.



Mr. Ashok Kapur, IAS (retd.), Director General, Institute Of Directors, India

Special Thanks were conveyed to Association of Certified Chartered Accountants of UK (ACCA) for being the Principal Strategic Partner.

Hotel authorities were thanked for the excellent arrangements made.

In conclusion, **Lt. Gen Ahluwalia (Retd.)** explained the rationale of the Convention and its purpose. “It was a Convention not only for CSR professionals but also for Directors”. He highlighted the role of NGOs and their importance in implementing CSR. ■

Compiled by
Mr. Ashok Kapur, IAS (retd.)
Director General, IOD

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Golden Peacock Awards

TESTIMONIALS

“

It was a very well organized function. Appreciate and many thanks to all at IOD.”

– Mr. Ameet Lele
Senior General Manager
Cummins India Limited

“

Let me congratulate you and your team for excellent coordination, fantastic professionalism in organizing the event (Pre and post) particularly meticulous planning for the sessions and in identifying the panel members. Our team has enjoyed every bit of the event and Kudos to you and your team for organizing such an extraordinary event.”

– Mr. Prabhakar Varma
Head – Community Relations
Sustainability and Liasion
Sembcorp Gayatri Power Limited

“

Thank you for having us there. The conference was a great take-away for us with cross-projects knowledge sharing and value additions. Thank you for the recognition. This recognition is a great encouragement to keep doing good work. Along with it, thank you to you and your team for the constant support throughout the application filling process.”

– Ms. Rupal Bhargava
Hindustan Zinc Limited

“

We would like to thank you for having Dr. Waddah with IOD for the 13th International Conference on Corporate Social Responsibility and it is our privilege to be selected for the second year in a row for the Golden Peacock Award. Once again and behalf of ENOC Group, we would like to take this opportunity to express our gratitude to everyone who contributed and making this conference very successful.”

– Mr. Bachar Halabi
Emirates National Oil Company
(L.L.C.)

“

We thank IOD for bestowing us with this great honor and recognition. The two days of award presentation was indeed great learning experience and networking for us.”

– Ms. Archana Sahay
Dell International Services
India Private Limited

“

I must say that the event was extremely well organised by the IOD.”

– Ms. Shivalika H. Patil
HR Head
Sudarshan Chemicals Industries Limited