

## A REPORT

# 12<sup>th</sup> International Conference on CORPORATE SOCIAL RESPONSIBILITY

09 - 10 February, 2018  
Bengaluru (India)

Theme: "Responsible CSR :  
A New Agenda Beyond Governance"

The Institute Of Directors (IOD), India held its 12<sup>th</sup> International Conference on 'Corporate Social Responsibility' in Hotel Lalit Ashok, Bengaluru from 09<sup>th</sup> – 10<sup>th</sup> February, 2018. The theme of the Conference was: 'Responsible CSR: A New Agenda Beyond Governance', a follow-up of the IOD's last Global Convention held in Singapore in December, 2017.

The response at Bengaluru was once again very encouraging, and more than 450 delegates from all over India and abroad participated. Seven foreign countries were represented – UAE, UK, Qatar, Oman, Nepal, Thailand and Mauritius.

The lamp of learning was lit in the presence of the international gathering, which was specially appreciated, particularly by the foreign delegates.

A notable feature of the Conference was participation by eminent members of the Higher Judiciary in Karnataka, as the main theme covered legal issues. The following eminent judges participated:

- i) **Hon'ble Justice M. N. Venkatachaliah**
- ii) **Hon'ble Justice Vineet Kothari, Acting Chief Justice, High Court of Karnataka**
- iii) **Hon'ble Justice Raghvendra Singh Chauhan**
- iv) **Hon'ble Justice S. N. Sathyanarayana**
- v) **Hon'ble Justice B. Veerappa**

Hon'ble Justice M. N. Venkatachaliah, National Chairman, Institute Of Directors and former Chief Justice of India in his Chairman's Address described the Indian Judiciary as a pillar of Indian democracy. In five years, everything will change in the corporate sector, as the latest Companies Act, 2013 has introduced some stringent provisions. He visualised corporate directors as some kind of social philosophers and pillars of corporate structures. He said 21<sup>st</sup> century will be the most exciting in the history of civilization. "In future, the boardroom will be a place of great intellectual excitement".

He specially commended the IOD for awarding the Distinguished Fellowship to the late Dr. Abdul Kalam, the former President of India way back in 1994, and praised his inspirational messages for social service to all Indians.

Hon'ble Justice Vineet Kothari, acting Chief Justice of the Karnataka High Court delivered a very erudite address on the legal aspects of CSR. This was supplemented by Hon'ble Justice Raghvendra Singh Chauhan, who also stressed on the legal responsibility of the corporates, under the amended Indian Companies Act, 2013. They informed that the judgments of the Supreme Court of India are being followed by other democratic countries now.

## 09<sup>TH</sup> FEBRUARY – DAY 01

The Conference was held over two days. In the Inaugural Session, Mr.



Lighting of the lamp by Distinguished Guests during the Inauguration. From L to R:- Lt. **Gen. J. S. Ahluwalia**, PVSM (retd.), President, Institute Of Directors, **Mr Vineet Nayar**, Founder Chairman, Sampark Foundation & Former Chief Executive Officer, HCL Technologies, **T. M. Vijay Bhaskar**, IAS, Additional Chief Secretary, Govt. of Karnataka, **Gautam Sashittal**, CEO, DMCC (Dubai Multi Commodities Centre), UAE and **Gaurav Kapoor**, Senior Head - Industry Partnership, CSR, Media & Advocacy - National Skill Development Corporation (NSDC).



**Arun Balakrishnan**  
Chairman - Bangalore Region  
Institute Of Directors and  
former CMD, HPCL



**Lt. Gen. J. S. Ahluwalia, PVSM (retd.)**  
President  
Institute Of Directors



**Gautam Sashittal**  
CEO, DMCC  
(Dubai Multi Commodities Centre)  
UAE



**Vineet Nayar**  
Founder Chairman  
Sampark Foundation &  
Former Chief Executive Officer  
HCL Technologies



**Gaurav Kapoor**  
Senior Head - Industry Partnership  
CSR, Media & Advocacy -  
National Skill Development Corporation  
(NSDC).



**T. M. Vijay Bhaskar, IAS**  
Additional Chief Secretary  
Govt. of Karnataka



**Bhaskar Anand Rao**  
Chief Financial Officer  
Bangalore International Airport Ltd.

• **Mr. Gaurav Kapur**

Senior Head - Industry Partnership, CSR, Media & Advocacy - National Skill Development Corporation

• **Mr. T. M. Vijay Bhaskar, IAS**

Additional Chief Secretary, Govt. of Karnataka

Lt. Gen. J. S. Ahluwalia, PVSM (retd.), President, Institute Of Directors in this Opening Remarks traced the history of growth of IOD. Its consistent aim has been to nurture and mentor directors for tomorrow's boards. IOD's focus is training the corporate directors and keeps them updated about the legal and other changes taking place. IOD is in touch with the evolving legal role of the boards, and the functioning of boards in other common law countries to share their latest skills and practices. Its latest focus is especially on the role of Independent Directors, which is the new legal provision in the Indian Companies Act, 2013. "We should not drive by looking to the rear view mirror, we should focus on the future. The very definition of CSR has changed, so that the directors focus on the future". All CSR depends on a society's needs. "We must ensure that directors learn to be effective. CSR has now moved from the fringes to the main strategy".

Mr. Gautam Sashittal, CEO, DMCC (Dubai Multi Commodities Centre), UAE delivered the Keynote Address. He, at the very outset said that DMCC is a strong supporter of IOD because its Golden Peacock Awards covering 15 verticals in corporate functioning is bringing Indian and foreign industries closer. CSR and Sustainability issues, which are being consistently highlighted by the IOD are priority areas, even amongst business and industry circles in UAE. He gave a new definition of CSR, i.e. 'it equals goodwill and good business'. It was earlier confined to processes but it now covers social and environmental issues also. "CSR leads to long-term benefits - it is not just politically correct or a social liability". "The place of CSR is at the core of business operations".

Arun Balakrishnan, Chairman, Bengaluru Region, IOD welcomed all the delegates and highlighted IOD's 27 - year journey, with a glimpse of its future activities. "CSR is the fundamental change that changes attitudes. It is a weapon that can induce social change and thinking".

• **Lt. Gen. J. S. Ahluwalia, PVSM (retd.)**

President, Institute Of Directors

• **Mr. Gautam Sashittal**

CEO, DMCC (Dubai Multi Commodities Centre), UAE

• **Mr. Vineet Nayar**

Founder Chairman, Sampark Foundation & former Chief Executive Officer, HCL Technologies



Release of Convention Souvenir:  
From L to R:- Arun Balakrishnan, Vineet Nayar, Lt. Gen. J S Ahluwalia, PVSM (retd.), T. M. Vijay Bhaskar, IAS  
Gautam Sashittal and Gaurav Kapoor.





Golden Peacock for  
INNOVATIVE LEADERSHIP  
in  
**PHILANTHROPY & SOCIAL CHANGE**  
2018

## Vineet Nayar

Founder Chairman, Sampark Foundation &  
Former Chief Executive Officer, HCL Technologies



**H**e is the Founder Chairman of Sampark Foundation and former CEO of HCL Technologies and author of the highly acclaimed management book *"Employees First, Customers Second: Turning Conventional Management Upside Down"* (Harvard Business Press, June 2010) which has sold more than 100,000 copies.

Today, Sampark Foundation is transforming learning outcomes of 7 million children studying in 76,000 schools in Uttarakhand, Chhattisgarh and Jharkhand; making it one of the world's largest primary school transformation initiatives by a Foundation. Forbes in its 'Heroes of Philanthropy List 2016' has cited Vineet for this 'Innovation led large scale social change'. He was recently featured as a 'Global Thinker 2016', by a Foreign Policy magazine.

He is a radical thinker who steered HCLT's transformation from \$0.7 billion in 2005 to a \$4.7 billion Global Technology Services Company with over 85,000 employees across 32 countries. This radical transformation led Fortune to recognize HCL as *"the world's most modern management"* while Business Week named HCLT as *"one of the world's most influential companies"*; which led HCL's innovative management practices to be taught as a case study at both the Harvard Business School and London Business School.

He was also chosen by Fortune Magazine for its first ever, global *"Executive Dream Team"* 2012 which has been described as an *"all-star leadership"*. He has featured in the elite *"Thinkers 50 List"*, a definitive listing of the world's top 50 business thinkers. He received praise from the late C.K. Prahalad, Tom Peters, Gary Hamel and Ram Charan.

He joined HCL in 1985 after earning his MBA from XLRI. In 1993, Vineet founded Comnet and helped it grow into a \$1.4 billion dominant leader in Technology Management Services. In 2005, Vineet became President of HCL Technologies and served as the company's CEO from 2007 till January 2013.

He currently serves as a Senior Advisor to the McKinsey Leadership Institute and Fortune 1000 companies. He is also the Founding member of Brookings India and has been a Juror of Harvard Business Review's prestigious McKinsey Prize. He serves Gender Parity Program as well as a Community Partner of the Forum of Young Global Leaders at the World Economic Forum and has been a *"Mentor"* (Co-Chair) of WEF's 2011 AMNC Conference.



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**FELLOW 2018**

## IOD Distinguished Fellow

### Justice Jayant M. Patel

former Acting Chief Justice High Court of Gujarat  
former Judge, High Court of Karnataka

**H**on'ble Mr. Justice Jayant M. Patel, born on 04.08.1956 at Veraval, Gujarat, passed B.Com. and LL.B. He had a first class educational career and was also awarded National Merit Scholarship, while studying LL.B.

He entered Bar in August, 1979, Rajkot, and shifted to Gujarat High Court in 1985.

He was appointed as Central Govt. Standing Counsel, Senior Counsel to Railways, Govt. of India, Counsel for the Income Tax Department and Standing Counsel for SAFEMA (Ministry of Finance), Govt. of India.

He studied the working in the system of administration of justice in various countries and visited High Courts and Supreme Courts in USA, England, France, Singapore, Germany and Canada etc.,

He was elevated as Judge in the High Court of Gujarat in 2001 and was appointed as the Acting Chief Justice of High Court of Gujarat in 2015. Later, he was Sworn-in as Judge of Karnataka High Court, Bengaluru in 2016.

He was appointed as Executive Chairman of Karnataka State Legal Services Authority. He was also the President of Arbitration Law Centre, Bengaluru, Executive Chairman, Indian Law Institute, Karnataka and appointed as Executive Chairperson of Regional Office of International Centre For Alternative Dispute Resolution (ICADR) with effect from 20.06.2017.

He laid down the Office on 25.09.2017.



**IOD  
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FELLOW 2018**

**IOD Distinguished Fellow**

## Gautam Sashittal

Chief Executive Officer  
DMCC (Dubai Multi Commodities Centre)

**DMCC**

**C**hief Executive Officer at Dubai Multi Commodities Centre, the world's leading Free Zone for commodities trade and enterprise, Gautam's visionary leadership gives the organisation the competitive edge to excel in a global marketplace through continuous innovation, strong customer focus, and a solid strategic foundation.

As a market leader for global trade, Gautam's ensures DMCC provides all the products, services, regulatory standards, physical and financial infrastructure business needs.

DMCC has been ranked the number one Free Zone in the world by Financial Times' for the last three years. The DMCC Free Zone is home to over 14,100 companies through its trade facilitation for key commodities sectors such as precious metals, diamonds, tea, coffee, and the food and agri trade. Its financial services platforms including the Dubai Gold & Commodities Exchange.

He was Chief Operating Officer at both DMCC and the DGCX, the Middle East's first derivatives exchange, as well as with Royal Dutch Shell. With over 25 years of commodities and industry experience, Gautam has a deep understanding of how supply is moving around the world.

Gautam is a member of the Board of Directors of The Dubai Gold and Commodities Exchange (DGCX), the Dubai Commodities Clearing Corporation, the Dubai Diamond Exchange (DDE), Concordia Facilities Management, and an International Advisor to the Shanghai Gold Exchange.





**P. Balaji**  
Director - Regulatory  
External Affairs & CSR  
Vodafone India Ltd.



**Namita Vikas**  
Group President & Global Head  
Climate Strategy & Responsible  
Banking, YES BANK



**S. V. Ranganath IAS (retd.)**  
former Chief Secretary  
Govt. of Karnataka



**Prof. S. Parasuraman**  
Director  
Tata Institute of Social Sciences



**Dr. R. Raju IFS**  
Managing Director  
Karnataka Rural Infrastructure  
Development Ltd.



**Dr. Rajvir Pratap Sharma, IPS**  
DGP and MD  
Karnataka State Handicrafts  
Development Corporation Ltd.

Mr. Gaurav Kapur, Senior Head - Industry Partnership, CSR, Media & Advocacy - National Skill Development Corporation, India in his Special Address informed that though NSDC has started in 2009, they have already developed skills for 40 sectors. It is a great opportunity of 'skilling' for private sector also, through CSR. "The more you skill, the better for corporate man power".

Mr. T. M. Vijay Bhaskar, IAS, Additional Chief Secretary, Govt. of Karnataka was the Guest of Honour. He praised the IOD for playing a great role in changing corporate values and attitudes. It is empowering directors about regulations as a part of legal compliance. He further mentioned that there was a large scope for employment and skilling in the services sector. "CSR is not charity, but good governance". He suggested that as IOD is in the forefront of the functioning of the modern boards, it should start ranking of companies on good governance. "Good governance is the key to sustainable development". He gave a new slogan: Health for all, all for health.

At the end of the Inaugural Session, Mr. Vijay Bhaskar released the 'Convention Souvenir' and the 'Proceedings Book'. 'The Winners' Digest' on CSR & HR Excellence were released by Mr. Gautam Sashittal. Mr. Vineet Nayar released the 'CSR Handbook' published by the IOD.

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



Plenary Session on  
"Strategic Corporate Social Responsibility: Creating Shared Value".  
From L to R: Prof. S. Parasuraman, S. V. Ranganath IAS (retd.), Dr. R. Raju IFS and Dr. Rajvir Pratap Sharma, IPS.

It was chaired by

- **Mr. P. Balaji**  
Director - Regulatory, External Affairs & CSR, Vodafone India

The other panelists included:

- **Mr. Bhaskar Anand Rao**  
Chief Financial Officer, Bengaluru International Airport.
- **Ms. Namita Vikas**  
Group President & Global Head, Climate Strategy & Responsible Banking, YES BANK.

Mr. Rao stressed on the overriding importance of CSR, its and the three Ps: People, Planet and Profits. It should be embedded in the board's strategy and is good for business. "CSR builds business, people and overall reputation of the organization". The CSR activities should generate maximum return for social welfare. "People are the most important and valuable asset of the organization". "Create a harmonious relationship between people, environment and society".

Mr. Balaji stated the core of Vodafone philosophy is to connect everyone to live a better life today, and build a better tomorrow. He informed the international audience that Vodafone is about India and India is about Vodafone. An organization should also invest in areas that may not give immediate results, for example rural areas. "The idea of CSR is to create an eco-system for a better future". "People would want to partner with you, if they know that it is for a good cause. We can be the change and drive the change we want to".

Ms. Vikas defined the role of corporate sector as not just an observer but also a

Mr. Vineet Nayar, Founder Chairman, Sampark Foundation & former Chief Executive Officer, HCL Technologies in his Theme Address stated that to achieve anything big in life, one needs innovative ideas, passion and hard work. These attributes lead to a transformation. But, "all change starts with employees". Modern management is moving from the task of managing people to inspiring them. "CSR is not about counting money spent on it, but about how much is spent on innovation and its measurement". CSR in the ultimate analysis is about solving our problems. "CSR is all about solving the various problems facing our nation".



**Sanjeev Dutta**  
ED - Commodities, DMCC (Dubai Multi Commodities Centre), UAE



Plenary Session on  
**"Social Innovation for Economic Growth and Business Sustainability"**  
From L to R:- Vrushali Gaud, Amb. T P Seetharam, Subhash C. Khuntia, IAS (retd.) and Venkaiah Chowdary, IRS.

participator. It should concentrate on implementing development projects. CSR should be a tool for educating the corporates. "CSR is a strategic tool rather than compliance". Her bank, i.e. YES BANK had financed, as a part of CSR, the change from diesel pumps to solar pumps. She said "It is the passion and vision of the board, that is of immense importance".

**The next Plenary Session (III) was on the sub-theme "Strategic Corporate Social Responsibility: Creating Shared Value".**

It was chaired by

- **Mr. S. V. Ranganath, IAS (retd.)**  
former Chief Secretary, Govt. of Karnataka and former Chairman, IFCL.

The other panelists included

- **Dr. Rajvir Pratap Sharma, IPS**  
ADGP and MD, Karnataka State Handicrafts Development Corporation
- **Dr. R. Raju, IFS**  
Managing Director, Karnataka Rural Infrastructure Development
- **Prof. S. Parasuraman**  
Director, Tata Institute of Social Sciences.

Mr. Ranganath stated that CSR is all about opportunities and challenges for board agenda for building brand reputation and trust. "It is not the outcome of Indian Companies Act, 2013, but it came about more than 100 years back. It was always there in Indian civilization". Different people manage it differently. "CSR is all about creating a shared value, and enhancing the value of the shareholders".

Dr. Sharma said CSR is all about strategizing initiatives in a better way. "It is a mode of giving by those who have extra to give to people who don't have". It generates 'goodwill equity'. Eradicating hunger should be an

overriding priority for CSR.

Dr. Raju said CSR is all about give and take. The role of the corporates is not to earn profits only, but also to give back to the stakeholders, who are directly or indirectly dependent on the company. He outlined the role of KRIDL in providing community toilets to the rural people, which benefits all. "CSR should be the core philosophy of an organization".

Prof. Parasuraman justified CSR as fundamental transfer of resources to deserving peoples, as poverty is the main problem of development. He faulted the development model of India where poor get poorer and the rich get richer. CSR is meant to ensure that companies behave properly. "CSR ensures that companies spend money on development, which they have not paid to the Govt."

**The next Plenary Session (IV) was on the sub-theme: "Social Innovation for Economic Growth and Business Sustainability".**

It was chaired by

- **Dr. Subhash C. Khuntia, IAS**  
former Chief Secretary, Govt. of Karnataka.

The other panelists included

- **Amb. T. P. Seetharam, IFS**  
Director, Sobha Ltd. & former Ambassador of India to UAE, Ch.
- **Venkaiah Chowdary, IRS**  
Vice-Chairman and Managing Director, AP Mineral Development Corporation
- **Ms. Vrushali Gaud**  
India Advisor, International Integrated Reporting Council (IIRC).

Dr. Khuntia stated that social innovation adds to social value. CSR benefits the society as a whole. "CSR can be used to promote social innovation through education".



Plenary Session on  
**"Social Entrepreneurship and CSR Projects".**  
From L to R:- Nayna Banerjee, Dr Asit Naik, R. Shallesh Reddy, Dr. Sara Varughese and Navneet Sharma.



**Dr. Sara Varughese**  
Regional Director  
CBM South Asia





Plenary Session on  
"Global Trends in Social Accountability".  
From L to R:- Monwipa Chooipiban, Lt Gen. J S Ahluwalia, PVS (retd.), Maga Ramasamy, Dr. Kalpana Gopalan, IAS, Dr. Waddah S. Ghanem and Stephen Heathcote.

Amb. Seetharam outlined the philosophy of his company, i.e. Sobha Ltd. as emphasizing education for poor children. He informed that his company is promoting schools in Bengaluru for poor, and also providing high quality education. He also stressed the importance of in-house CSR

Mr. Chowdary said that through CSR, one can come up with innovative ideas. His company is promoting cluster type development, which caters to the needs of surrounding areas. He stressed on transportation in remote rural areas.

Ms. Gaud stated that CSR is not just legislation, but an overall philosophy of the organization. Business should be done with a purpose. "Good governance plays a big role in value creation for sustainability". It is important for business to think in a holistic way with vision. "CEOs and leaders come and go but how the organization interacts with local communities, stays". One must look beyond financials only.

#### The next Plenary Session (V) was on the sub-theme: "Social Entrepreneurship and CSR Projects".

It was chaired by

- **Dr. Sara Varughese**  
Regional Director, CBM South Asia.

The other panelists included

- **Mr. R. Shallesh Reddy**  
CEO, SoFTNET, Department of ITE&C, Govt. of Telangana
- **Mr. Navneet Sharma**

Chief Marketing Officer, Bharti Airtel

- **Ms. Nayna Banerjee**  
Leader Marketing, Communication & CSR, Dun & Bradstreet, India.
- Dr. Varughese cautioned that all of us often set out to do something but something else happens. "Corporates should think bigger". She outlined the role of CSR as understanding people better, and a deep desire to do more to make a change. "Together, we can all do more". It is important to identify issues first, say target people with disabilities. "Rural development is often neglected, but it is also very important".
- Mr. Reddy outlined the role of Softnet in Govt. He stated that electronics communications is now a part of education system. We should not only emphasize education but quality education. He said he was not happy with quality teaching facilities in India. It can be done through 'distance learning'. "Quality education is very important to build a strong India".
- Mr. Sharma outlined the excellent CSR policies being pursued by the Mittal family. He stressed the importance of 'giving intellect' so that it can impart knowledge to people in the rural areas. Bharti Airtel has created special events at national level, so that funds can be sourced. "The Mittal family contributes 10% of its earnings towards CSR".

Ms. Banerjee lauded the role of social media in making us aware of our responsibility. "CSR gives one a purpose and makes us aware of the need for better education and health". Through CSR, we can manage to bring smiles on the faces of the people. "In her organization, it helps in team connect and team bonding. It has become a part of our life".

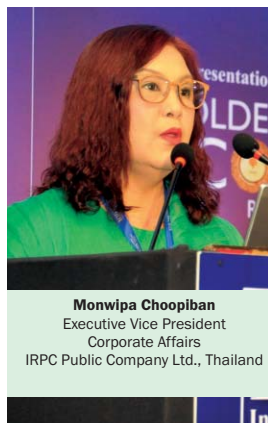
The next Plenary Session (VI) was on the sub-theme: "Global Trends in Social Accountability". It was chaired by Dr. Kalpana Gopalan, IAS,



**Dr. Kalpana Gopalan, IAS**  
Additional Chief Secretary  
DPAR (Administrative Reforms & Training), Govt. of Karnataka



**Stephen Heathcote**  
Executive Director - Markets  
Association of Chartered Certified Accountants (ACCA), UK



**Monwipa Chooipiban**  
Executive Vice President  
Corporate Affairs  
IRPC Public Company Ltd., Thailand



**Maga Ramasamy**  
CSR & Sustainability Manager  
Air Mauritius and Council Chairman  
World Airlines Clubs Association  
Mauritius



**Dr. Waddah S. Ghanem**  
Executive Director  
EHSSQ & Corporate Affairs  
Emirates, National Oil Company  
Limited (ENOC) LLC, UAE



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## Benefits

Essential Network of Directors, Senior Executives & Businesses

- Offers Complimentary Registrations for a number of National & International Conferences and other events (as decided from time to time).
- Free Subscription for 'Director Today' - a professional monthly journal of IOD.
- Preferential Discount on all Training & Professional Development courses of IOD, Board Research & Advisory Services and its Publications.
- Get your name listed on IOD website and printed in the periodic issue of 'Director Today'. Institutional Members get their organization logo listed on website, in addition.
- Provides platform to focus and find solutions to some of the most burning issues related to boardroom practices, Quality, Environment, Sustainability, Good Governance, CSR, Climate Change and social development agenda, through various programmes and activities.
- Keeps all members updated with the latest trends on boardroom issues, global surveys and related government, legal & SEBI regulatory rules etc.
- Inclusion in the panel of Independent Directors for help in placement, maintained by the IOD's 'Organization for Non Executive Independent Directors' (ONEID), on IOD website.

# 31,000

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**Hon'ble Justice M. N. Venkatachaliah**  
National Chairman, Institute of Directors and former Chief Justice of India



**Ch. Venkalah Chowdary, IRS**  
Vice-Chairman and  
Managing Director  
AP Mineral Development Co. Ltd.



**Subhash C. Khuntia, IAS**  
former Chief Secretary  
Govt. of Karnataka

Additional Chief Secretary, DPAR (Administrative Reforms & Training), Govt. of Karnataka. The other panelists included: Dr. Waddah S. Ghanem, Executive Director, EHSSQ & Corporate Affairs, Emirates, National Oil Company Limited (ENOC) LLC, UAE, Mr. Stephen Heathcote, Executive Director - Markets, Association of Chartered Certified Accountants (ACCA), UK, Ms. Monwipa Choopiban, Executive Vice President, Corporate Affairs, IRPC Public Company Ltd., Thailand, Mr. Maga Ramasamy, CSR & Sustainability Manager, Air Mauritius and Council Chairman, World Airlines Clubs Association, Mauritius.

Dr. Gopalan stressed the importance of serving the society through the core business, which is creating value for stakeholders. It should result in net positive return for society and not only for investors. CSR should have its aim as identifying goals that are in tune with the core business. It is to transform the eco-system. "Business must rise to the challenge along with Govt., in creating social value".

Dr. Ghanem outlined the role of leadership of directors to understand the risks on social values. It is looked differently in different parts of the world. "CSR is beyond charity; it is doing good and looking good. Its focus should be on education, health, job creation and economic stability".

Mr. Heathcote stressed the importance of Child Rights. Sustainable and developmental goals have redefined risks and opportunity. He said that globalization is making the world better. "The context matters more than ever". He was confident that if one takes steps to a common language, it will create a common purpose.

Ms. Chopiban said that CSR must provide funds to develop life style of small communities. The purpose of CSR should be to develop society with sustainability. The legislation must provide for Human Rights

promotion globally. It should also cultivate awareness about employees, supply chain management and product innovation. "People + system + technology, reforms CSR".

Mr. Ramasamy informed that CSR has existed for centuries, and in his country slavery was abolished in 1838 as a CSR initiative. There must be concern about treating stakeholders in a responsible manner. "Each organization must provide for a vision and mission for a CSR strategy". "CSR makes a country profitable".

**The next Plenary Session (VII) was on the sub-theme: "Responsible Investment and Expanding Business Globally".**

It was a Corporate Presentation Session. It was presented by Mr. Sanjeev Dutta, ED - Commodities, DMCC (Dubai Multi Commodities Centre), UAE.

In this Special Session, Mr. Dutta gave the international gathering an overview of the DMCC and what it does. His organization was "Made for Trade". He further informed the gathering that CSR is the core value for DMCC. The companies represented in the international gathering would benefit from the DMCC experience.

The concluding function of the first day's deliberations was the **Golden Peacock Awards Nite. Hon'ble Justice M. N. Venkatachaliah**, National Chairman, Institute Of Directors and former Chief Justice of India presented **the Golden Peacock Awards for Corporate Social Responsibility (both Global and National) and HR Excellence, 2017**. He also presented the **IOD's Distinguished Fellowship to Justice Jayant Patel**, former Acting Chief Justice, High Court of Gujarat, former Judge, High Court of Karnataka and **Mr. Gautam Sashittal**, CEO, DMCC



**Hon'ble Justice M. N. Venkatachaliah** and eminent members of Higher Judiciary of Karnataka during **Golden Peacock Awards Presentation**.



IOD's Distinguished Fellowship presented to **Justice Jayant Patel**, former Acting Chief Justice, High Court of Gujarat, Former Judge High Court of Karnataka.





**Justice Jayant Patel**  
former Acting Chief Justice, High Court of Gujarat  
former Judge, High Court of Karnataka



**Hon'ble Dr. Justice Vineet Kothari**  
Judge, High Court of Karnataka



**Hon'ble Mr. Justice Raghvendra S. Chauhan**  
Judge, High Court of Karnataka

(Dubai Multi Commodities Centre), UAE.

Justice M. N. Venkatachaliah presented the Golden Peacock Innovative Leadership Award for Philanthropy & Social Change to Mr. Vineet Nayar, Founder Chairman, Sampark Foundation & former Chief Executive Officer, HCL Technologies.

**The IOD's Special Commendation Certificate for 2018** was given to Rajasthan Bal Kalyan Samiti, Udaipur (Rajasthan), India. Mr. Ashok Verma, Chairman had specially flown in from London to receive the Award. The citation read that RBKS through 3 decades of CSR had promoted education in rural development amongst tribal children, their families and women. RBKS is a 'not-for-profit' organization which is doing commendable work in 3 States (Rajasthan, Madhya Pradesh and Gujarat) for poor and disadvantaged tribal children.

The Special Commendation Certificates for Golden Peacock Award for Corporate Social Responsibility were presented to Honeywell Hometown Solutions, India Foundation, Gurgaon and Technip India Limited, Mumbai.

A standing ovation was extended to Hon'ble Justice M. N. Venkatachaliah, Padma Vibhushan and former Chief Justice of India along with the other Hon'ble Judges of the Karnataka High Court. They had enriched the deliberations by providing rare insights into the legal aspects of CSR.

## 10<sup>TH</sup> FEBRUARY – DAY 02

**The first Session (IX)** on the second day was on the sub-theme “**Vital HR Insights- Best HR Practices and Case Studies of Excellence**”. Eleven companies, most of whom from outside Karnataka, made their presentation on their best HR initiatives and practices. The senior executives from all the presenting companies had flown in to Bengaluru. It was chaired by Mr. Vikesh Walia, Director General – Western Region, Institute Of Directors. A list of companies, which made the 'winners'

presentation, is as follows:

1. Anand CY Myutec Automotive Pvt. Ltd.
2. Accenture Solutions Private Limited
3. National Engineering Industries Ltd.
4. Union Bank of India
5. Engine Factory Avadi, Chennai
6. Infosys Limited
7. Allcargo Logistics Limited
8. Sterlite Copper, Vedanta Ltd.
9. CESC Limited
10. Tata Steel Ltd.
11. Sutlej Textiles and Industries Ltd.

**The next Plenary Session (X)** was on the sub-theme: “**CSR Implementation: Partnering with Social Enterprises and NGOs**”.

It was chaired by

- **Mr. Tushar Girinath IAS**  
Chairman, Bengaluru Water Supply and Sewerage Board.

The other panelists included:

- **Mr. B. V. Sudharshan**  
Director, Netur Technical Training Foundation (NTTF)
- **Mr. Ajit Singh**  
Chief Executive, Kala Sangam, UK
- **Ms. Geeta Goti**  
Independent Director, National Small Industries Corporation (NSIC)
- **Mr. Kaushik Sinha**  
Group Vice President- Communications & CSR, Magma Fincorp



IOD's Distinguished Fellowship presented to  
**Gautam Sashittal**  
CEO, DMCC (Dubai Multi Commodities Centre), UAE



Golden Peacock Innovative Leadership Award for Philanthropy & Social Change presented to  
**Vineet Nayar**  
Founder Chairman, Sampark Foundation & Former Chief Executive Officer, HCL Technologies.



• **Ms. Sangeeta Thakral**

Head - Marketing and Communications, Charities Aid Foundation (CAF) India.

Mr. Girinath acknowledged that there has been a very impressive growth of CSR activities in the last 4 years. If Govt. is implementing CSR, its goals and objectives are clear. "Govt. objectives are social". He recommended a partnership between private agencies and the Govt. so that national objectives and goals are kept in mind. But we have to be careful that we do not add another layer of intermediaries. "We have to look into larger objectives".

Mr. Sudharshan was of the view that we should build skills under CSR. "Skills shape our nation finally". He gave the example of NTTF which has been into some form of CSR since 1959. They concentrate on the requirements of other industries through joint collaboration. They have also built up a strong 'alumni base'. Under CSR, they concentrate on 4 verticals, i.e. i) Short-term training programmes, ii) Up-gradation in training, especially Holistic Training, iii) College education and iv) Studying at NTTF. They work on an all India basis. "We at NTTF specially train physically challenged people. We learn and we teach". They are working with leading companies in India to promote soft skills, such as Maruti, TATA Steel etc.

Mr. Singh said that his organization was on the receiving side of CSR. In their organization, they represent artistes who learn dance and yoga. They set up organizations where CSR is relevant. Two such cities in India that have been chosen for CSR activities are Coimbatore and Varanasi.

Ms. Goti described NSIC as a social enterprise. Their motto is to reach those that are unreachable. The main challenges facing the organization are i) Acceptance of an idea, ii) Collecting raw materials, iii) Searching talented people, iv) Making marketing linkages, v) Seeking

financial assistance and vi) Scalability. "CSR can help in socially sustainable goals, which needs passion, and to concentrate on those projects where the impact can be measured".

Mr. Sinha said that there are 2.5 million NGOs in 2 lac villages, but in many rural areas credible NGOs are missing. NGOs are charging very high costs while dealing with Corporates. Such partnership should be sustainable. There is a growing demand for community programmes. "CSR idea is not about philosophy, but to engage people".

Ms. Thakral was of the view that for successful CSR, corporates and NGOs should work together. "Holistically, we can benefit the society through partnership". There should be a change in mindset, both in corporates and NGOs. There is a trust deficit in the NGO sector. She mentioned 4 aspects of CSR in this connection: i) Credibility, ii) Delivering capacity of NGOs, as one partnership can throw up many possibilities, iii) Corporates can complement NGOs and iv) Ensure stakeholder engagement.

**The next Session (XI) was an interactive 'Presentation and Annotated CSR Examples'**

by

**Mr. James Bernard**

Director - Business Development, DMCC (Dubai Multi Commodities Centre), UAE

**Dr. Anupama Shetty**

General Manager - CSR, Narayana Health.

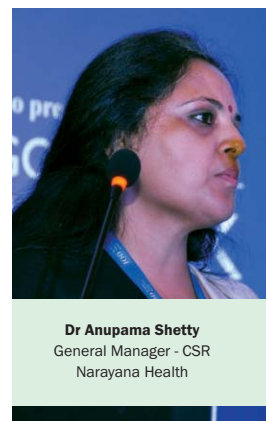
Mr. Bernard gave out the benefits of UAE free zone. "DMCC is a city within a city, which has around 14,000 registered companies. They, i.e. DMCC help member companies connect with each other". "Dubai has emerged as a global business hub".



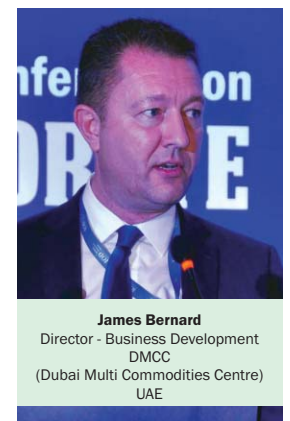
**Ahalada Rao**  
Vice President  
The Institute of Company Secretaries of India



**B. V. Sudharshan**  
Director  
Nettur Technical Training Foundation



**Dr. Anupama Shetty**  
General Manager - CSR  
Narayana Health



**James Bernard**  
Director - Business Development  
DMCC  
(Dubai Multi Commodities Centre)  
UAE





Case study presentation by Al Jazeera International Catering LLC, UAE on CSR.



IOD President, Lt. Gen. J S Ahluwalia, PVSM (retd.) presenting welcome memento to Hon'ble Justice R. S. Chauhan.

Dr. Shetty gave a very comprehensive picture of the Narayan Health, which is a pioneer in CSR activities. Their Chairman and Vice-Chairman decide the strategy for CSR, where the main focus is on Education, Environment and Health. Narayan Health does not engage any intermediary, but does the entire work itself. They are empowering the lives in rural areas. Simultaneously, they reach out to lower and middle-middle class in towns and cities. They regularly conduct impact studies through e-Health centers. As an example of extensive health care outreach by Narayana, they have screened more than 20,000 women to detect breast cancer cases. "Social responsibility is built into all the employees of Narayan Health". There is a huge gap in availability of physicians in India. For this reason, they are filling the gaps through technology.

**The last Session (XII)** was on the subject of **"Making CSR Happen: Case studies of Excellence"**. Major CSR activities of international companies were also presented, including those from UAE and Thailand. Their senior executives had flown in especially for sharing their CSR initiatives with the gathering. It was chaired by Mr. Ahalada Rao, Vice President, The Institute of Company Secretaries of India. The following companies made their presentation:

1. Al Jazeera International Catering LLC, UAE
2. IRPC Public Company Limited, Thailand
3. The Andhra Pradesh Mineral Development Corporation Ltd.
4. GHCL Limited
5. Canara Bank
6. Dell International Services India Private Ltd.
7. Hindustan Petroleum Corporation Ltd.
8. Reliance Industries Ltd.

9. Power Grid Corporation of India Ltd.

10. Aditya Birla Fashion & Retail Ltd.

11. GMR Hyderabad International Airport Limited, Hyderabad

The Concluding Session of the Conference was the Valedictory Session. Mr. Ahalada Rao, Vice President, The Institute of Company Secretaries of India gave out the main focus of corporates as doing good business first and then social service later. CSR should be viewed as not merely branding but also an effort to give back to the society, what the corporates receive. "We enjoy but we should also give back. It is our duty. We should have laws to correct ourselves".

Lt. Gen. Ahluwalia concluded by saying that the aim of the IOD is not only to raise performance standards of corporates, but also sharing the success stories of organizations. Each Session of the Conference was followed by a detailed interaction with the international audience.

Thereafter, the IOD thanked all the Speakers, 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.

**A Special Thanks was conveyed to DMCC, which were the Presenting Partner for the Conference. They were also the Global Trade Partner of IOD.**

A Special Thanks was conveyed to Narayana Health for being the Principal Partner. The Platinum Partners were also thanked individually. These were: National Skill Development Corporation of India (NSDC), Union Bank of India and Kempegowda International Airport, Bengaluru. The next category was Gold Partners who were similarly extended thanks. These were: Nettu Technical Training Foundation (NTTF, India), Andhra Pradesh Mineral Development Corporation & HPCL-Mittal



T. M. Vijay Bhaskar, IAS and Vineet Nayar sharing light moments during Inaugural Session.



Ch. Venkaiah Chowdary, IRS Vice-Chairman and MD, AP Mineral Development Co. Ltd. with his team during the Golden Peacock Award ceremony.





Panelists prepare for the next panel



A view of audience



Hon'ble Justice M. N. Venkatachaliah with Justice Jayant Patel and Hon'ble Mr. Justice S. N. Sathyanarayana



Media interaction, conference was covered by Republic TV



Dr. Waddah S. Ghanem  
ED, EHSSQ & Corporate Affairs, ENOC, UAE  
interacting with conference participants



IOD President, Lt Gen. J S Ahluwalia  
with DMCC, CEO, Gautam Sashittal, Samer Merhi and Henriette Svensen.



Delegates from IRPC  
Public Company Limited  
Thailand



Hon'ble Justice M. N. Venkatachaliah  
interacting with conference participants.

Energy Limited (HMEI).

The large number of Silver and Associate Partners were also thanked. More than a dozen Sponsors who had also set up their stalls at the venue were thanked on behalf of the delegates, especially from abroad.

The Golden Peacock Award Winners were specially thanked as they had flown in especially to receive the Award. The recipients of Distinguished Fellowship, i.e. Mr. Gautam Sashittal, CEO, DMCC (Dubai Multi

Commodities Centre), UAE and Justice Jayant Patel, former Acting Chief Justice, High Court of Gujarat, Former Judge, High Court of Karnataka were also given a standing ovation for having come to Bengaluru to receive the Award in person.

A special ovation was reserved for Mr. Vineet Nayar, Founder Chairman, Sampark Foundation & Former Chief Executive Officer, HCL Technologies who was conferred with Golden Peacock Innovative





CSR Expo 2018

Leadership Award for Philanthropy & Social Change. He had similarly flown in to receive the Award in person.

The State Govt. was profusely thanked for deputing their senior officials to address the international gathering, headed by the two Additional Chief Secretaries and other senior officials.

The Institute of Company Secretaries of India and the Federation of Karnataka Chambers of Commerce and Industry were thanked for being the Conference Partners.

Special thanks were also conveyed for the untiring efforts by Mr. Arun Balakrishnan, Chairman- Bengaluru Region, Institute Of Directors and former CMD, HPCL & Mr. Vikesh Walia, Director General - Western Region, Institute Of Directors, Bombay for having flown in to make the Conference the success that it was.

The media, especially the REPUBLIC TV channel and the local Press were conveyed the gratitude of the IOD for covering the event so comprehensively. Special thanks were conveyed to the hotel authorities for the arrangements made.

The President, IOD announced before the international gathering that in view of the growing interest in IOD, India's activities, a special Nepalese delegation had flown in to attend the Conference. Accordingly, IOD will be opening a Nepal chapter shortly.



Compiled by  
**Ashok Kapur** IAS (retd.)  
DG, IOD, India

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