

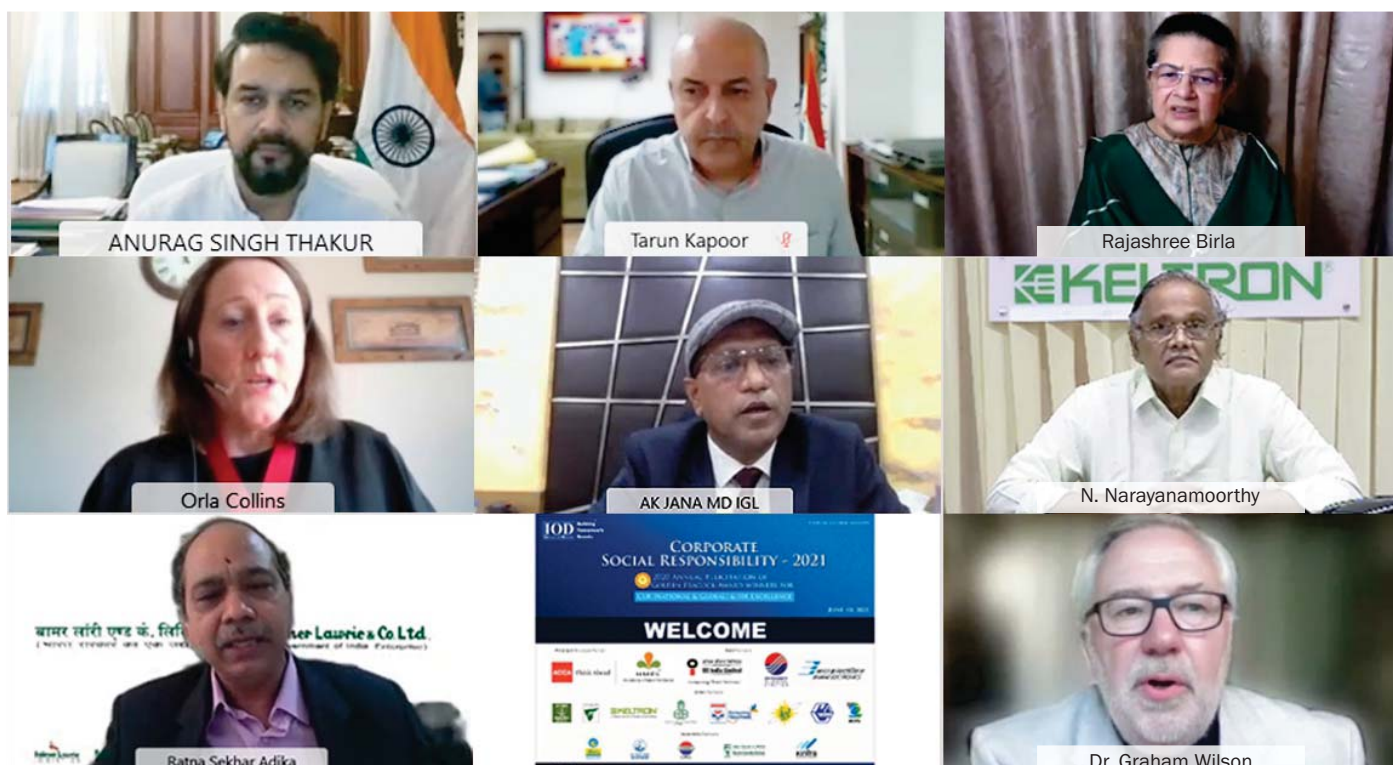
# CORPORATE SOCIAL RESPONSIBILITY - 2021



2020 ANNUAL FELICITATION OF  
GOLDEN PEACOCK AWARD WINNERS FOR

CSR (NATIONAL & GLOBAL) & HR EXCELLENCE

JUNE 10, 2021



The Institute of Directors (IOD), India held its “15<sup>th</sup> ICCSR: Corporate Social Responsibility – 2021 (Virtual)” and “2020 Annual Felicitation of Golden Peacock Award Winners for Corporate Social Responsibility (Global & National) & HR Excellence” on June 10, 2021.

The event witnessed participation by over 1200 business participants, comprising business leaders, corporate directors, board experts, policy-makers and subject matter specialists from across the country and across globe. Eleven countries were represented, including United Kingdom, United States, Thailand, United Arab Emirates, Singapore, Netherlands, Philippines, Switzerland, Hong Kong, Malaysia, Oman and India.

A large number of private and public sector institutions participated, including both Central and State Governments.

It was inaugurated by **Mr. Anurag Singh Thakur**, Hon'ble Union Minister of State for Finance and Corporate Affairs, Government of India.

**Mr. Tarun Kapoor**, IAS, Secretary, Ministry of Petroleum and Natural Gas, Government of India was the ‘**Guest of Honour**’.

The State Government of Kerala was represented by **Mr. N. Narayanamoorthy**, Chairman, Kerala State Electronics Development Corporation Limited (KELTRON).

**Mr. Ashok Kapur**, IAS (Retd.), Director General, Institute of Directors, India in his ‘**Opening Remarks**’, shared that the world's richest nations, also known as G7 countries (Canada, France, Germany, Italy, Japan, the UK and the US) are working on mandating some kind of CSR for those well-performing top companies in the world which are not discharging their ‘social



**Mr. Anurag Singh Thakur**  
Hon'ble Union Minister of State for  
Finance & Corporate Affairs  
Govt of India



**Ms. Rajashree Birla**  
Chairperson  
Aditya Birla Centre for Community Initiatives  
& Rural Development, Director on the  
Boards of Aditya Birla Group of Companies



**Mr. Tarun Kapoor, IAS**  
Secretary Ministry of Petroleum & Natural Gas  
Govt. of India

responsibility' through paying proper tax, so that their respective governments can better take up CSR on their behalf. This is an indirect testament to the vision about CSR, exhibited by the Parliament of India almost a decade back, when it mandated CSR in the Companies Act, 2013 for the first time. IOD always believed that the concept of 'HR Excellence' is closely linked with proper discharge of CSR by the corporates, which is also the focus of G7 countries. IOD believes that the successful companies that discharge their Social Responsibility in meaningful manner also simultaneously develop their Human Resources in the best possible manner. The discharge of CSR automatically shapes the best Human Resources of the organization. He shared that around 1000 applications are received each year for the coveted Golden Peacock Award, from India and abroad. IOD thanked the Golden Peacock Award Jury Members, distinguished speakers and the generous partners for this event.

**Lt. Gen. J. S. Ahluwalia, PVSM (Retd.),** President, Institute of Directors, India, in his '**Welcome Address**', shared IOD's belief that "Responsible competitiveness brings out the best amongst corporates and help reach the global standards". The CSR has gradually moved from back-room to Boardroom; and has blurred the divide between responsible business and society. In today's socially conscious society, the role of CSR has become critical for business success. The relevance of CSR in the company's strategy for Sustainability and other current concerns has grown up manifold. CSR is driven by passion, led from the top. It is nothing but enlightened self-interest. The focus should be on deprived local communities to make a difference in their lives.

"**Being profit oriented and socially responsible**", at the same time are not in conflict, apparent from the nation-wide success stories of ITC's e-Chaupal, and Unilever's - 'Project Shakti'. In India, nearly 16,000 companies, with an overall spend of over Rs. 25,000 crores, are involved in the CSR under the Companies Act, 2013. He emphasized the need of trained people to run CSR projects effectively. He shared that there is a huge potential, through CSR spending in achieving India's 'Sustainable Development Goals' (SDGs).

Thereafter, a '**Special Session**' was held on **Redefining CSR and Global Pandemic**, with the following Distinguished Speakers:

- i. **Mr. N. Narayanamoorthy**  
Chairman  
Kerala State Electronics Development Corporation  
Limited (KELTRON)
- ii. **Mr. A. Ratna Sekhar**  
Chairman & Managing Director  
Balmer Lawrie & Company Limited

**Mr. Narayanamoorthy**, in his '**Special Address**', introduced KELTRON, an electronic enterprise situated in Trivandrum, Kerala, India which started its operations in 1973. He shared that many employees (of various other PSUs and KELTRON) have joined the 'Community Kitchen' drive in the State of Kerala to provide free meals to the less privileged. He also shared the new venture of KELTRON in medical equipment, wherein their 'hearing-aids' are certified by the government to be given at all social responsibility programmes and are also available in the market at a very affordable subsidized cost. As a way to give back





**Mr. N. Narayanamoorthy**  
Chairman  
Kerala State Electronics  
Development Corporation Ltd.  
(KELTRON)



**Mr. A. Ratna Sekhar**  
Chairman & Managing Director  
Balmer Lawrie & Company Limited



**Ms. Seemantinee Khot**  
Independent Director,  
Suzlon Energy Ltd.  
Sustainable Development  
Professional

to society, the KELTRON Knowledge Centre trains approximately 8000 students each year. He urged the audience to join hands with KELTRON for future marketing and technological tie-ups. KELTRON has been the catalyst for the development of electronics industry and has transformed Trivandrum, the capital city of Kerala, into one of the major electronics hubs of the country.

**Mr. Sekhar**, in his '**Special Address**', shared that CSR & Sustainability are a shared responsibility. Business cannot operate in isolation, and should focus on inclusion, dignity and inclusivity. He shared the various initiatives taken by the Public Sector Undertakings like vaccination drives, availability of medical equipment, PPE kits, oxygen beds, etc. to fight the ongoing pandemic. He stated that a company has to be transparent, reliable and exhibit credibility in its efforts to help the society through CSR. He highlighted the importance of auditing and assessment of CSR projects, wherever necessary. He also shared the various areas, to perform CSR activities. The objective of every corporate should be to focus on proper and effective utilization of CSR funds, and not just randomly carry out CSR activities.

This was followed by a **Q&A Session**, moderated by:

**Ms. Seemantinee Khot**

Independent Director, Suzlon Energy Limited and Sustainable Development Professional

**Ms. Khot** moderated the lively and engaging Q&A Session on the theme 'CSR & Sustainability'. She shared her thoughts on the subject, and the general corporate approach towards the CSR

practices. She posed an important question to the audience, *"Why did you start the CSR, what was the motivation behind it?"* She informed that, to do good business, it is important that the companies listen to their stakeholders as they are the ones who allow them to operate and grow in the society. There is an increasingly paradigm shift in the corporates approach towards CSR. We have to think not only of the short-run benefits of doing CSR but to have long-term goals which will benefit the society at large. She aptly quoted 'you can fool some people, some of the time; but you cannot fool all people, all of the time' and therefore, companies must have a strategic approach towards their CSR activities. She touched upon the new CSR regulations introduced by SEBI since January 2021 and highlighted the new provisions which mandate a certain class of companies to get their CSR projects assessed and evaluated. She also briefly touched upon the role of Independent Directors while performing their duties on CSR Committees. Finally, she urged the corporates, to focus on issues which not only affect the business of the company but also can help the society, i.e. "To find an alignment between company's goals and society's pressing needs."

**Thereafter, the Golden Peacock Awards presentation commenced.**

**Dr. Graham Wilson**, Leadership & Organization Development, University of Oxford, UK in his '**Introductory Address**', shared the commitment of IOD to promote Corporate Social Responsibility and Corporate Sustainability in the Boardroom. He informed the audience that it is indeed a special occasion to celebrate the Golden Peacock Award Winners-2020. With completion of 30

years of Institute of Directors, it has truly demonstrated that it is committed towards better growth of Boards. He highlighted that this event was organized to celebrate and felicitate the achievements of outstanding business and industry leaders, and winners of the Golden Peacock Award-2020 in the disciplines of CSR (Global & National) & HR Excellence.

**Dr. Vivek K. Agnihotri, IAS (Retd.)**, Director General, Golden Peacock Awards Secretariat, Institute of Directors, India; and former Secretary-General, Rajya Sabha (Upper House of the Parliament of India) in his **'Welcome Address'** welcomed IOD members, global associates, partners, distinguished speakers and guests participating in the virtual Awards ceremony.

He specially welcomed the Chief Guest, Guests of Honour and other key distinguished speakers for the event including **Mr. Anurag Singh Thakur**, Hon'ble Union Minister of State for Finance and Corporate Affairs, Government of India; **Mr. Tarun Kapoor, IAS**, Secretary, Ministry of Petroleum and Natural Gas, Government of India; **Ms. Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development and Director on the Boards of Aditya Birla Group of Companies; **Ms. Orla Collins**, Deputy President, ACCA (Association of Chartered Certified Accountants); and **Mr. A. K. Jana**, Managing Director, Indraprastha Gas Limited (IGL), for their presence. He thanked particularly the **State Government of Kerala** for their presence by nominating **Mr. N. Narayanamoorthy**, Chairman of Kerala State Electronics Development Corporation Limited (KELTRON), to attend the event. He specially congratulated the State Government of Kerala for retaining the 1<sup>st</sup> rank in Niti

Aayog's SDG Index (Sustainable Development Goals Index), for the last 3 consecutive years.

He congratulated the Award Winners, who have set high standards of Corporate Excellence, effective CSR policies and HR Excellence. He emphasized that companies must align CSR spending to augment the needs of the society.

The **'Chief Guest Address'** was delivered by:

**Mr. Anurag Singh Thakur**

Hon'ble Minister of State for Finance and  
Minister of State for Corporate Affairs  
Government of India

**Mr. Thakur** spoke on **"Unleashing the Power of CSR and Inclusive Growth"**. He shared the various initiatives taken by the Government to curb the effects of Covid-19, like introducing Emergency Credit Line Scheme – without collateral or any additional fees. He also gave out statistics that, as of now, 230 million doses had been administered by the Government of India, to fight Covid-19, an invisible enemy. He also shared that our exports had increased, and also the Foreign Exchange Reserves which had attained a new benchmark of US \$600 billion. Nearly, Rs 34,000 crores have been released by the Government of India to help the Indian community to combat the effects of Covid-19. Tracing back the history, he shared CSR is not a new concept and India has practiced it, for many generations. It is a **movement of giving back to the society**. He shared that the contribution from private corporate sector is pertinent to help the society, along with the efforts of the



**Dr. Graham Wilson**  
Leadership & Organization  
Development  
University of Oxford, UK



**Lt. Gen. J. S. Ahluwalia, PVSM (Retd.)**  
President  
Institute of Directors, India



**Ms. Orla Collins**  
Deputy President  
ACCA





**Dr. Vivek K. Agnihotri, IAS (Retd.)**  
Director General  
Golden Peacock Awards Secretariat  
Institute of Directors, India former Secretary-General,  
Rajya Sabha (Parliament of India)



**Mr. A. K. Jana**  
Managing Director  
Indraprastha Gas Limited (IGL)



**Mr. Paresh Rughani**  
International Motivational  
Speaker, UK

government. We can simply say, “CSR & Corporate Sustainability mean to engage and help others grow”. **CSR should not be considered as a PR exercise for corporates, rather it should be considered as an enlightened view towards the growth of the society.** India has nearly 8 lac registered companies, of which nearly 15,000 companies fall under the provisions of Section 135 of Companies Act, 2013, to do mandatory CSR contribution of 2 per cent. “CSR has really moved from a simple philanthropic activity to integrating business interest with the needs of the society in which they operate”.

The Hon'ble Minister also offered the Institute of Directors, India to host an International IOD Conference in the State of Himachal Pradesh, in the shadow of the Dhauladhar ranges and beautiful landscape of 'Dharamshala', for which IOD was truly grateful.

The '**Keynote Address**' was delivered by:

**Ms. Orla Collins**

Deputy President

ACCA (Association of Chartered Certified Accountants)

**Ms. Collins** highlighted that business is going far beyond the dynamics of the bottom-line. Corporates are moving towards best business practices like Green-Business Practices and Non-Financial Disclosure Reporting. She highlighted that each contribution matters, by rightly saying “Everyone cannot do everything, but everyone can do something” and that is what is required to bring a healthy change. At ACCA, they focus on long-term health and sustainability of businesses, rather than just looking at earlier financial results. She was happy to note that today's generation makes informed choices for workplace, and

how they are reluctant to work with companies which do not contribute towards the society's needs. It can also be said that the *Non-Financial Disclosure Reporting*, is an area which is more 'market-demand led' and not 'regulator led', thereby highlighting the shift in the ways a sustainable business is required to operate. She concluding her address by stating – “The improvement in the area of CSR can be directly linked to the vision of great Indian leaders”, acknowledging the leadership of Birlas, Tatas, Mahindra, Murthy (Infosys) and other Indian corporates who are creating a large impact with their Corporate Social Responsibility programmes in India.

The '**Guest of Honour Address**' was delivered by:

**Mr. Tarun Kapoor, IAS**

Secretary

Ministry of Petroleum and Natural Gas

Government of India

**Mr. Kapoor** urged the corporates to think of CSR beyond just legal obligation. Many PSUs have come forward during the crisis of Covid-19 and helped India fight this pandemic. CSR is not just contributing money; it is a more inclusive concept, i.e. working for the society. Indian PSUs in the Petroleum Sector also have taken various initiatives relating to environmental issues like Clean Ganga drive, promoting tourism, national cleaning drives (Swachh Bharat Abhiyan), etc. We have to create a good connect between urban and rural India, ranging from creating common workspaces, to construction of schools, connecting roads, marketing rural products into the urban market, etc. Marketing of CSR initiatives and creating awareness around CSR efforts is pertinent for a wider reach to society. Corporates have to

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appreciate that they are part of a society, of a country; and therefore, have the responsibility to give back to the society, from which it takes.

The '**Special Address**' was delivered by:

**Mr. A. K. Jana**

Managing Director

Indraprastha Gas Limited (IGL)

**Mr. Jana**, on behalf of a well-managed central PSU, shared the four **Ws** approach adopted at IGL to meet the Covid-19 pandemic, namely **W**ork Segregation, understanding **W**ork Culture, preparing **W**ork ecosystem and managing **W**orkforce. He urged for a shift to catering to the need and development of rural areas of India, as they lack the infrastructure and other amenities, in comparison to cities and urban areas of India. Many of the IGL initiatives to fight the pandemic include, setting up oxygen plants and availability of oxygen cylinders. At IGL, they had launched two separate CSR drives, the normal CSR drive and a special Covid-related CSR drive.

The '**Guest of Honour Address**' was delivered by:

**Ms. Rajashree Birla** Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development and Director on the Boards of Aditya Birla Group of Companies

Ms. Birla (*via recorded video*), on behalf of the private sector of India said, that we all have to focus on creating resilient communities to help the society, and shared that at Aditya Birla Group, they are focused and deeply engaged on serving the society, which had become a part of her family legacy. She gave a positive picture in the growth of CSR contribution from the private sector in India, which had increased in the fiscal year 2020 by 23% from 2019 (from Rs. 52,000 crore in 2019 to Rs. 64,000 crore in 2020). Despite a growth in CSR engagement, India has unfortunately ranked 117 out of 166 countries, on the SDG Index 2020. Business has to take a more holistic approach. There is a collective need from all the sectors to help the mankind across the globe, during this pandemic. We have to push for sustainable practices in business for a long-term growth and sustainability. To enable a circular economy, leaders have to go beyond business leadership, to bring in a world which is inclusive and sustainable.

Thereafter, **Award Session I** commenced with the felicitation of Winners of the Golden Peacock Awards for '**Corporate Social Responsibility (Global & National) for the year 2020**'. The list of all the Winners has been printed elsewhere in this issue. All the Awards were received personally (i.e. virtually) by the winning teams, both from India and abroad.

This was followed by a "**Magick of Motivation TALK**", delivered by:

**Mr. Paresh Rughani**

International Motivational Speaker, UK

**Mr. Rughani** shared the top 3 tips to sail through these uncertain times, namely:

- i. To maintain a positive mental attitude
- ii. To have self-belief
- iii. To have a caring & sharing attitude

He concluded with a very wise thought: "**Coming together is a Beginning, Staying together is a Progress, but Working together is Success.**"

Thereafter, the **Award Session II** commenced with felicitation of Winners of the Golden Peacock Awards for '**HR Excellence for the year 2020**'. The list of all the Winners has been printed elsewhere in this issue. Like the CSR Awards, all the Winners received the Awards personally (i.e. virtually) through their winning teams.

The "15th ICCSR: Corporate Social Responsibility – 2021 (Virtual)" event and "2020 Annual Felicitation of Golden Peacock Award Winners for CSR (National & Global) & HR Excellence" was supported by numerous generous partners. The **Principal Strategic Partner** was ACCA (Association of Chartered Certified Accountants) - a global body for professional accountants operating in around 180 countries. The **Gold Partners** were HPCL-Mittal Energy Limited (HMEI), Oil India Limited (OIL), Bharat Electronics Limited (BEL) and Petronet LNG Limited. The **Silver Partners** were Hindustan Petroleum Corporation Limited (HPCL), Kerala State Electronics Development Corporation Limited (KELTRON), Madras Fertilizers Limited (MFL), Garden Reach Shipbuilders & Engineers Limited (GRSE), Brahmaputra Cracker and Polymer Limited (BCPL), Mangalore Refinery and Petrochemicals Limited (MRPL), Rashtriya Chemicals & Fertilizers Limited (RCF) and Indraprastha Gas Limited (IGL). The **Associate Partners** were Bharat Petroleum Corporation Limited (BPCL), Chennai Petroleum Corporation Limited (CPCL), Balmer Lawrie and Company Limited, Goa Shipyard Limited (GSL), and Kerala Industrial Infrastructure Development Corporation (KINFRA).

**Mr. Pradeep Chaturvedi**, Vice President, Institute of Directors, India proposed the '**Vote of Thanks**'. He shared that 'Awards' are a medium for motivating industries to achieve new global benchmark. IOD was privileged by the confidence reposed in IOD by **Mr. Anurag Singh Thakur**, Hon'ble Minister of State for Finance and Corporate Affairs, Government of India.

Thanks were conveyed to the Chief Guest, Guests of Honour and Distinguished Speakers for their valuable address; the valuable Partners for their kind support; and the audience who joined us from across the globe. Sincere thanks were also conveyed to **Hon'ble Justice M. N. Venkatachaliah**, National Chairman, Institute of Directors; former Chief Justice of India; former Chairman, National Commission for Constitution of India Reforms; and former Chairman, National Human Rights



**Mr. Pradeep Chaturvedi**  
Vice President  
Institute of Directors, India



**Mr. Ashok Kapur, IAS (Retd.)**  
Director General  
Institute of Directors, India

Commission and other distinguished Jury Members, who had worked so diligently even during the pandemic and the Winners of Golden Peacock Awards in the disciplines of Corporate Social Responsibility (Global & National) and HR Excellence - 2020 were also congratulated. The Award Ceremony was hosted online via Cisco Webex account, and also streamed live on YouTube.

**Compiled by:**

**Mr. Ashok Kapur, IAS (Retd.)**

Director General  
Institute of Directors, India

and

**Ms. Sana Rehman**

Executive Editor &  
Manager – Board Research & Advisory  
Institute of Directors, India

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