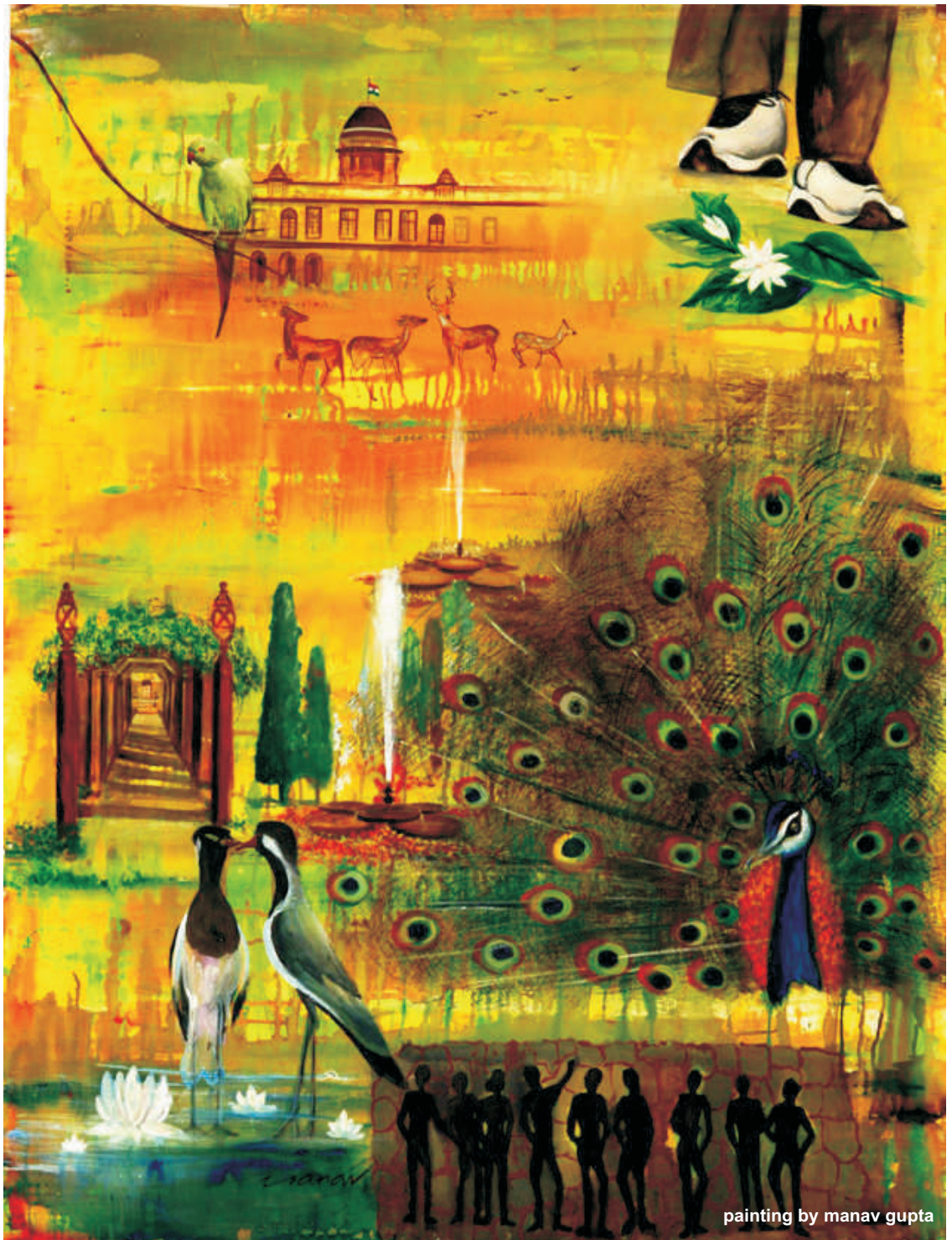


International Summit

Corporate Social Responsibility

A strategy for inclusive development



9-10 April, 2010
Le Meridian, New Delhi

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Context

Economic growth is an important factor in reducing poverty and generating the resources necessary for human development and environmental protection. The past 50 years have been remarkable in terms of achieving an unprecedented global economic growth but the growth has failed to bring about inclusive development. Poverty has become a global challenge, affecting nearly all the countries in the world. According to the World Bank, in 2008 approximately 3 billion people or 45 percent of the world's population is living on US \$1 -2 a day and if inflation is taken into account, global poverty is on the rise. The basic needs of adequate food, water and shelter for survival and requirements such as medical care and education which render just about an experience of human dignity are hard to come by for this section of the society. Practices of governance, trade, technology, financing, etc determine social justice and protection of the rights of the underprivileged. It involves all actors in a society be it the government, businesses, public or private institutions, civil society or the communities themselves. Hence, bringing about inclusive development may not be possible without the support and collaborative efforts of all these actors. The emerging concept of Corporate Social Responsibility (CSR) for businesses goes beyond charity and requires the company to act beyond its legal obligations and to integrate social, environmental and ethical concerns to company's business process. CSR practiced by companies can become one of the important drivers of inclusive development. What may be needed is refocusing CSR as a strategy to promote overall human development.

Our Event

- Stresses the ethos of underlining corporate endeavors of profit-making with responsibility and concern for its multiple stakeholders viz. investors, employees, business partners, customers, regulators, local communities, the environment and society at large.
- Showcases CSR practices with significant contributions to human development to inspire and lead change.
- Brings together policy makers, media, civil society, academic and development agencies, to discuss the role they could play in facilitating CSR practices by the corporate.

Session 1: Corporate Social Responsibility and Inclusive Development

This session will analyze the correlation between corporate social responsibility and the promotion of inclusive development.

Session 2: CSR Role Models

Emphasis on CSR by corporate is continuously on the increase with some very commendable contributions coming from them. The session will showcase the best practices and innovation in this area.

Session 3: Role of Government in facilitating CSR

Corporate Social Responsibility is a voluntary initiative undertaken by the business sector to improve its own sustainability and that of the world it operates in. However, the Government could play a major role in facilitating CSR.

Is the traditional approach of providing fiscal incentives meeting this goal or should we be gearing up for innovative ideas such as CSR credits and mandatory resource allocation for CSR?

Session 4: Media as the Catalyst of CSR

Media performs the duty of informing, educating and affecting perspectives of people. Through credible media coverage on environmental and social responsibility issues, it can influence CSR initiatives of corporate. The session takes stock of media's efficacy in playing catalytic role and explores ways for further improvement.

Session 5: CSR: Charity or A Business Strategy?

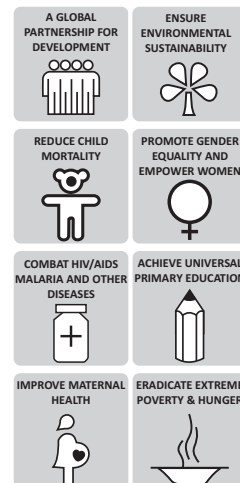
When budgets are constrained and returns to stockholders are dwindling, allocating resources for CSR may be a difficult proposition. What are the options before the corporate? Should resource-comforts be the sole criterion for undertaking CSR initiatives or the drivers of CSR be more strategic?

Session 6: Millennium Development Goals and CSR?

Corporate Social Responsibility goes beyond the purview of initiating a few welfare activities to being an instrument of social development. The Millennium Development Goals (MDGs) are an agreed set of goals which encompass universally accepted human values and rights such as freedom from hunger, the right to basic education, the right to health and a responsibility to future generations. Can MDGs be integrated with CSR?

Day 1: 9th April, 2010

Time	Sessions	Speakers*
0930 - 1000 hrs	REGISTRATION	
1000 - 1130 hrs	Welcome Address : Dr. H. Chaturvedi, <i>Director-BIMTECH</i> Theme of the Conference : Mr. T. K. Arun, <i>Editor at ET</i> Guests of Honour : Mrs. Rajashree Birla, <i>Director-Aditya Birla Group of Cos.</i> : Mr. Christian Schlaga, <i>Charge d'Affairs, Embassy, the Federal Republic of Germany</i> : Ms. Deirdre Boyd, <i>Country Director, UNDP</i> Keynote Address : Mr. Arun Maira, <i>Member, Planning Commission</i> Inaugural Address : Mr. Salman Khurshid, <i>Minister, Corporate Affairs</i> Vote of Thanks : Dr. Vineeta Dutta Roy, <i>Assistant Prof., Marketing & CSR</i>	
1130 - 1145 hrs	TEA / COFFEE BREAK	
1145 - 1315 hrs	Session I: Corporate Social Responsibility and Inclusive Development Speakers : Mr. Swaminathan S. A. Aiyar, <i>Consulting Editor-ET</i> : Mr. Sreeram Iyer, <i>COO, Standard Chartered Bank</i> : Ms. Chanda Kochhar, <i>MD & CEO, ICICI Bank</i> Moderator : Ms. Mythili Bhusnurmath, <i>Sr. Editor-ET</i>	
1315 - 1415 hrs	LUNCH BREAK	
1415 - 1545 hrs	Session II : CSR Role Models Case Studies : German Company operating in Germany/India : International Finance Corporation : Bajaj Auto : MSPL Limited : Kanoria Chemicals	



1545 - 1600 hrs	TEA / COFFEE BREAK	
1600 - 1730 hrs	Session III: Role of Government in Facilitating CSR Presentation of the Theme : Mr. Bhaskar Chatterjee, <i>Secretary, Deptt. of Public Enterprises</i> Speakers : Mr. Sitaram Yechuri, <i>Leader, CPIM</i> : Ms. Meenakshi Natarajan, <i>MP, Madhya Pradesh</i> : Mr. Ulrich Meinecke, <i>Counsellor, Social & Labor Affairs Embassy of the Federal Republic of Germany</i> : Mr. Sanjay Baru, <i>Editor, Business Standard</i> Moderator : Mr. M. K. Venu, <i>Managing Editor, Financial Express</i>	

Day 2: 10th April, 2010

1000 - 1130 hrs	Session IV: Media as the Catalyst of CSR Audio Visual Presentation : Mr. Manav Gupta, <i>Eminent Artist and thinker</i> Speakers : Mr. Arnab Goswami, <i>Editor-in Chief, Times Now</i> : Ms. Bharkha Dutt, <i>Managing Editor, NDTV</i> : Mr. Sunil Jain, <i>Consulting Editor, Business Standard</i> : Mr. Manav Gupta, <i>Eminent Artist and thinker</i>	
1130 - 1145 hrs	TEA / COFFEE BREAK	
1145 - 1330 hrs	Session V: CSR- Charity or A Business Strategy? Speakers : Dr. Y. R. K. Reddy, <i>Consultant, Corporate Governance</i> : Mr. Ravi Venkatesan, <i>Chairman, Microsoft</i> : Mr. Richard Warren, <i>Manchester Metropolitan University Business School, UK</i> : Mr. Bharat Wakhloo, <i>Resident Director, Tata Services Ltd.</i> Moderator : Ms. Shweta R Kohli, <i>Correspondent, NDTV Profit</i>	
1330 - 1430 hrs	LUNCH BREAK	
1430 - 1600 hrs	Session VI: Millennium Development Goals and CSR Speakers : Mr. Sreeram Iyer, <i>COO Standard Chartered Bank</i> : Mr. Joe Phelan, <i>Head-Communications, IBLF, UK</i>	
1600 hrs	Valedictory Session Presentation of the Summary Report : Dr. Vineeta Dutta Roy Concluding Address : Mr. Arun Jaitley, <i>Leader of Opposition, Rajya Sabha</i> : Mr. Jyotiraditya Scindia, <i>MoS, Commerce and Industry</i> Vote of Thanks : Dr. Anupam Varma, <i>Deputy Director, BIMTECH</i>	

*Confirmation is awaited from some of the speakers

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Convener - Summit

Dr. Vineeta Dutta Roy

Assistant Prof., Marketing & CSR

E-mail : vineeta.roy@bimtech.ac.in

Mobile : +91-9958294940



Plot No. 5, Knowledge Park-II, Institutional Area

Greater Noida - 201 306

Phone: +91-120-2323001- 10

Fax: +91-120-2323022 / 25

Website: www.bimtech.ac.in



Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of B K Birla group of companies are the founders of the business school. It has progressed from a modest start to the 7th rank amongst private B-Schools in India. The Board of Governors, headed by Mrs. Jayshree Mohta, Vice Chairperson Birla Academy of Art and Culture, Kolkata, comprises eminent personalities from industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH), located in the National Capital Region, provides a highly conducive academic environment and an interaction with the industry. It facilitates exposure to international universities and companies, supported by a strong alumni base spread throughout the world.