



THE ECONOMIC TIMES



Global Summit  
Corporate Social  
Responsibility  
and Transparency

Responsibility. Reputation. Respect.

8-9 July, 2011  
Stein Auditorium, India Habitat Centre  
New Delhi, India



The objectives of the Global Summit on CSR and Transparency are to

- discuss the implications of the broadened concept of CSR
- bring forth exemplary and inspiring examples of CSR and transparency practices
- present stakeholders' experience and perspectives of their engagement and evaluation of responsible corporate practices
- generate enthusiasm of participants towards fair trade principles and practices

The concern about the impact of business on society is a global one. It is driven by a gamut of dynamic societal expectations. Financial performance alone is not regarded as the yardstick of business success today. Environmental, social and governance performance of business has become an important driver of sustainable development of an economy.

In this context, the concept of Corporate Social Responsibility (CSR) has acquired newer dimensions. Philanthropy is significant but limited in its efficacy and scale to achieve the desired strides in sustainable and inclusive development. CSR can be the quintessence of business strategy.

At the heart of responsible business behaviour lies the leadership and management intent of building trust. Trust can be gained through improved transparency, a robust system of checks and balances and programs that build and foster integrity of business character. The integration of CSR into all aspects of business is strengthened by an organisational culture rooted in the values of trust and transparency. Organizations are being encouraged by both their internal and external stakeholders to demonstrate transparency and accountability in their business operations and their impact on society and environment.

Given the current state of growing distrust between society and business firms, corporate claims of good behaviour are being met with suspicion. Need is felt for these claims to be backed by comprehensive and verifiable information.

In this direction more and more companies are adopting ideas regarding responsible business behaviour and acknowledging the importance of accountability and disclosure.

## Sessions Day 1, Friday: 8 July 2011

### Session I: CSR and Transparency: The Connect

CSR has progressed from the notion of an add-on initiative to integration of responsible practices across the company. A company's value system based on trust and transparency helps to effectively manage and further augment the ethos of CSR.

### Session II: CSR and Transparency: The Practices

Companies are engaged in transforming their commitment to internationally agreed principles related to CSR into practice. In the process they are making a conscious effort to have structures and processes in place to respond to the demands of stakeholders in a transparent way.

### Session III: CSR and Transparency: The Stakeholder Perspectives

Stakeholders have perspectives on different ways in which they engage and evaluate the practices of companies. Their judgment of what constitutes "responsible business behaviour" is facilitated by the company's efforts to be transparent and accountable for its actions and decisions. Stakeholders look favourably at companies that self-identify and disclose accountability challenges and demonstrate that they are working to solve them. Such companies are better able to build trust and public credibility.

### Fair Trade Practices and products: Exhibition and Networking

In June 2008, Fairtrade Labelling Organizations International estimated that over 7.5 million producers and their families were benefiting from fair trade funded infrastructure, technical assistance and community development projects. Fair Trade principles ensure environmental sustainability in production. Producers are encouraged to develop products based on sustainable use of their natural resources, helping them to preserve their natural environments for future generations. All aspects of production and trade are open to public accountability. Financial information, management policies, and business practices of Fair Trade organizations are open to the public and to monitoring by the Fair Trade Federation.

**Exhibition of fair trade products presents an opportunity to network over traditional Indian food.**

## Session Day 2, Saturday: 9 July 2011

### Session IV: Accountability and Disclosure

Sustainability reporting enables organizations to measure and present their sustainability performance, and how responsible and accountable they are in response to their impacts. Using GRI's Reporting Guidelines allows organizations to compare their impacts and responses. One major benefit of reporting is the boost given to organizations' sustainability activities; but it also increases transparency, and empowers stakeholders to understand and assess organizations better.

A detailed, comprehensive session on GRI's suggested reporting process outlining how the Reporting Guidelines can assist the management and communication of an organization's social, economic and environmental performance.

## Day 1: Friday, 8 July, 2011

**0930 – 1000 hrs: Registration with Tea/Coffee**

**1000– 1115 hrs: INAUGURAL SESSION**

- Welcome Address : Dr. H. Chaturvedi, *Director, BIMTECH*  
Theme of the Summit : Dr. Vineeta Dutta Roy, *Associate Professor, CSR, BIMTECH*  
Guest of Honour : \*Ms. Rajashree Birla, *Director on the Board of Aditya Birla Group of Companies*  
Keynote Address : Mr. Shyam Saran, *IFS, Ex Secretary, GOI (External Affairs) and Advisor to the Hon'ble Prime Minister of India*  
: Ms. Marjolein Baghuis, *Director, Communications & Network Relations, Global Reporting Initiative, Netherlands*  
Special Address : Mr. Arup Roy Choudhury, *Chairman and Managing Director, NTPC Limited*  
Inaugural Address : \*Shri Murlidhar Deora, *Hon'ble Minister for Corporate Affairs, Ministry of Corporate Affairs, Government of India*  
Vote of Thanks : The Economic Times

**1115 - 1130 hrs: Tea / Coffee Break**

**1130 – 1230 hrs: Session I: CSR and Transparency: The Connect**

- Speakers : Dr. Rajendra Sisodia, *Professor of Marketing, Chairman & Co-Founder, Conscious Capitalism Institute, Bentley University, Massachusetts, USA*  
: Mr. Manfred Haebig, *Director, Private Sector Development, GIZ*  
: Dr. R.P. Singh, *Executive Vice Chairman, Jindal Power Limited*  
Session Chair : Mr. Brook Horowitz, *Executive Director, International Business Leaders Forum, Russia*

**1230 - 1330 hrs: Lunch Break**

**1330 – 1500 hrs: Session II: CSR and Transparency: The Practices**

- Speakers : Mr. R.N. Mukhija, *President (Operations) and Whole-time Director, Board of Larsen & Toubro Limited*  
: Mr. S.K. Chaturvedi, *Chairman and Managing Director, Power Grid Corp. of India Limited*  
: \*Mr. Neville. K. Gandhi, *General Manager, Regional Compliance, Siemens India Ltd.*  
Session Chair : Mr. P.S. Bawa, *Chairman, Transparency International*

**1500 - 1515 hrs: Tea / Coffee Break**

**1515 - 1730 hrs: Session III: CSR and Transparency: The Stakeholder Perspectives**

- Speakers : Mr. Joe Phelan, *Country Director, India, International Business Leaders Forum*  
: Mr. Rijit Sengupta, *Associate Director, Consumer Unity & Trust Society, CUTS International*  
: Mr. Ulrich Meinecke, *Counsellor, Social & Labor Affairs, Embassy of the Federal Republic of Germany*  
: Mr. Ashwini Saxena, *Operation Officer, International Finance Corporation*  
: Dr. Sunil Sinha, *Head and Senior Economist, CRISIL*  
Session Chair : Ms. Pati N. Poblete, *Director, World Outreach and Media, Global Footprint Network*

**1730 – 1830hrs: Exhibition of Fair Trade Practices with Tea/Coffee**

## Day 2: Saturday, 9 July 2011

**0900 - 1130 hrs: Session IV: Accountability and Disclosure**

- Speakers : Dr. Aditi Haldar, *Director, GRI Focal Point, India*  
Session Chair : Mr. Viraf Mehta, *Regional Advisor (South Asia), Institute of Human Rights and Business*

**1130 - 1145 hrs: Tea / Coffee Break**

**1145 - 1230 hrs: Special Address** : \*Swami Ram Dev, *Yoga Guru and Thought Leader*

**1230 - 1330 hrs: Valedictory Session**

- Welcome Address : Dr. H Chaturvedi, *Director, BIMTECH*  
Guest of Honour : Dr. Simon Longstaff, *Director, Global Reporting Initiative (GRI) Board and Executive Director, St. James Ethics Centre, Australia*  
: \*Ms. Sushma Swaraj, *Hon'ble Member of Parliament and Leader of the Opposition (Lok Sabha)*  
Vote of Thanks : Dr. Anupam Varma, *Deputy Director, BIMTECH*

**1330 – 1430 hrs: Lunch**

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR). Its ambience is predominantly green. The institute has an enviable infrastructure fully connected with Wimax facility.

Over 60 faculty members with brilliant academic and industry track record engage the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations etc. In addition, young research fellows are in carrying out research in industry relevant issues.

The academic pursuits of students are fully supported by a modern, well stocked library and seven state-of-the-art data bases. BIMTECH has international academic tie ups with several leading European, American and Asian centres of management education under which there is a regular exchange of students and faculty.

BIMTECH offers two year AICTE approved post graduate courses - PGDM, PGDM (International Business), PGDM (Insurance Business Management), PGDM (Retail Management) and PGDM (Sustainable Development).

The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused researches. It has been one of the earliest centres of its kind in private business schools in the country. The centre has influenced policy and structure in many organizations through its research output. The programme is offered in collaboration with University of Mysore, Mohan Lal Sukhadia University, Rajasthan and University of Assam, Silchar.

BIMTECH has been able to establish strong industry linkages through its Management Development Programmes, short term projects with industry, colloquiums etc. organized with industry and research bodies.

BIMTECH is a mini-India in itself. It has students hailing from almost all the states of India, and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which makes BIMTECH one of the most exciting and enriching business schools in the country today.



## Registration Fees

|                      |                   |
|----------------------|-------------------|
| <b>Indian</b>        | <b>: 2000 INR</b> |
| <b>International</b> | <b>: 100 USD</b>  |
| <b>Students</b>      | <b>: 500 INR</b>  |

The Registration fees includes two days access to the summit, summit kit, Tea /coffee and Lunch for both the days at the venue.

## Target Audience

Corporate Sector, Small and Medium Enterprises, Business Support Organizations and Chambers of Commerce, Civil Society Organizations, Academic Institutions, Development Agencies, Private and Public Sector Units and Enlightened Citizens.

## Principal Sponsors



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Fax: +91-120-2323022 / 25

**Website: [www.bimtech.ac.in](http://www.bimtech.ac.in)**

Convener, Summit: Dr. Vineeta Dutta Roy  
Associate Professor-Corporate Social Responsibility and Marketing  
Lead - Corporate Social Responsibility

E-mail : [drvineetaduttaroy@bimtech.ac.in](mailto:drvineetaduttaroy@bimtech.ac.in)

Phone: +91-120-2323001- 10 ext: 383, 411, 394

Website: <http://www.csrsummit.org>

# REGISTRATION FORM



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## Global Summit Corporate Social Responsibility and Transparency

8-9 July, 2011  
India Habitat Centre, New Delhi, India

### Registration Fee

Indian : 2000 INR  
International : 100 USD  
Students : 500 INR

The Registration fees includes two days access to the summit, summit kit, Tea /coffee and Lunch for both the days at the venue.

The interested delegates need to fill up the enclosed registration form. The payments should be made through a Demand Draft (DD) in favour of the Birla Institute of Management Technology (BIMTECH). The fee does not include accommodation, local/outstation travel. No refund will be allowed for cancellations made. For 3 or more Participants from the same company there will be a 10% discount given.

**Outstation candidates needing accommodation (on payment) may contact the Convener - Summit.**

Applications for registration along with demand draft should be sent to:

Convener, Summit: Dr. Vineeta Dutta Roy  
Associate Professor-Corporate Social Responsibility and Marketing  
Lead - Corporate Social Responsibility  
E-mail : drvineetaduttaroy@bimtech.ac.in  
Phone: +91-120-2323001- 10 ext: 383, 411, 394  
Website: <http://www.csrsummit.org>

**Birla Institute of Management Technology**  
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Tel.: +91-120-2323001-10, Telefax: +91-120-2323022/25  
Website: [www.bimtech.ac.in](http://www.bimtech.ac.in)

**Last Date for receiving the applications is 20th June 2011**

### Personal Information:

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Organization : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Ph.: \_\_\_\_\_ Mobile : \_\_\_\_\_

E-mail : \_\_\_\_\_

Gender : Male \_\_\_\_\_ Female \_\_\_\_\_

Academic Qualification : \_\_\_\_\_

\_\_\_\_\_

Professional Qualification : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Work Experience : \_\_\_\_\_

\_\_\_\_\_

Course Fee : Demand Draft (DD) No. : \_\_\_\_\_ Dated \_\_\_\_\_

Drawn on \_\_\_\_\_

\_\_\_\_\_

I confirm that the above information furnished by me is true & accurate.

Place

Date

(For more copies, please duplicate it.)

Signature of Delegate