

# CSR Conference in Asia

YMCA Tourist Hostel

Tentative Programme

Friday, 9 December 2005

09.00	09.30	Registration and Welcome
09.30	10.30	Plenary Session Welcome & Objectives for the day Mr. Simon Scarff, Chairperson, Business Community Foundation Mr. Mani Shankar Iyer- Chief Guest * H.E. Japanese Ambassador to light the Inaugural Lamp *
		Corporate Responsibility: The Asian perspective O What are the global dynamics of corporate responsibility? Mr. Robert Davis, IBLF * O The Asian Context: need to build strong institutions, understanding the cultural context, encouraging leadership. * O Case study, Col. V.G. Deshmukh, Head, JBGVS Bajaj Auto
		Moderator: Mr N.S Katoch, Cadbury (Confirmed)
10.30	10.45	Tea break
10.45	11.30	Panel Discussion: Corporate Responsibility - A Business necessity in Asia? How can Asian business pursue competitiveness and growth on a global stage whilst ensuring resource enhancement, environmental protection and social development? How can corporate responsibility contribute to business success?  O Ms. Janet C. Blake, British Telecom BT Lifelines in Asia - India and Australia (including Katha project & the Pune school) CSR UK O Ms. Madhu Kanoria, KCI O Mr. Kal Sunderam, GSK Pharma * O Mr. Vivek Gupta, AT Kearney * O Mr. Sanjeev Duggal, CEO & MD, NIS-Sparta *
		Moderator- Mr Jay Bakshi, Nokia
11.30	13.00	The state of corporate responsibility progress in Asia In this session we'll assess the state of play. Which countries are doing the most and what are the emerging good policy frameworks. Short presentations followed by a Q&A session. Hear independent, agenda-free 10 minute viewpoints on these regions:  O Singapore: Ms. Ho Yun Ping, Centre for CSR, Singapore O India: Mr. Sachin Joshi, Center for Social Markets O Japan: * O Nepal: Mr. Rajiv Pradhan, Lotus Opportunities O Thailand: Mr. Jiranya Ratchinda, Kenan Asia O Pakistan: Mr. Ambreen, Responsible Business Initiative O Bangladesh: Mr. Sharmin S Arifa, CARE- Bangladesh
		Moderator: Mr. Himanshu Manglik, Head CSR, Nestle
13.00-	13.45	Lunch Break

13.45- 14.45

CSR Communication  
Mr. Rahul Nainwal, IVolunteer  
Times Foundation \*  
Tehelka Foundation \*  
M: Mr. S.K. Singh, Sambhav

Informal Sector  
Mr. Sanjeev Gupta, KRBL  
IAMA\*  
Julian Parr, ILO \*  
M: Helpage \*

NGO-Corporate partnership  
Mr. Dinesh Agarwal, NTPC  
Mr. Sandeep Deshmukh, Sampradaan  
Mr. Harry Sethi, FICCI-SEDF  
M: Dr. Archana Kumar, Lady Irwin College

Internal policies  
Balloons \*  
Ms. Kalpana, Gokaldas Images  
Mr. Ajay Sharma, Abhinav Outsourcing  
M: BCF \*

14.45 - 15.00

Tea Break

15.00 - 16.00

Corporate Responsibility Management approaches  
A series of brief introductions to vital corporate responsibility issues along with potential management responses and toolkits.  
Mr. Vivek Mehra, Pricewaterhouse Coopers

Environmental management  
How can a business manage its environmental impacts? This section covers corporate environmental management including tools like the ISO 14001 framework  
Ms. Jill Carr Harris, LEAD  
Moderator: Mr. R.V. Kanoria \*

16.00 - 17.15

OSWA session  
Key Note Address & Moderator Prof. S. Arunachalam, OneWorld  
South Asia Trustee & Distinguished Fellow, MSSRF

A Q & A session with Corporates - Mission 2007  
O Mr. Saurav Srivastava, Chairman Emeritus, NASSCOM & CEO XANSA  
How can MNCs and Corporates spot opportunities and trends to serve India's poor Corporates needs to stop thinking of India's population as a Burden, and look at it as an Opportunity then a whole new world opens up.  
O Mr. V.V. Rajasekhar, Chief Information Officer, ITC Ltd. India  
Millions Use Internet Kiosks to Improve Farming, Health and now Education  
O Mr. Jangoo Dalal, Country Manager, CISCO (confirmed)  
How should you change your business model to make it affordable to the Bottom-of-the-pyramid. Is there a 'Bottom of the Pyramid' mental model?  
O Mr. Shivendra Sharma, Executive Director, PlaNet Finance India (confirmed). Enhanced Livelihoods eradication of poverty through

profits

O Mr. Dileep Rajnekar, Azim Premji Foundation \*  
Fortune at the Bottom of the Pyramid Corporate Business Needs to Target the Poor  
O Mr. Rakesh B. Mittal, Bharti Teletech Ltd. \*  
'Invisible Markets?' rural telephones, Consumer credit urban and rural, health and life insurance, education, drinking water, agriculture, low cost car, housing, these are some 'commercial opportunities at our doorstep'.

Saturday, 10 December 2005

09.00 - 11.30

OSWA Session : MDGs  
O Mr. Sanjay Nath Singh, Resident Executive, TISCO Delhi  
Enhanced Livelihoods through the use of village-level work force.  
O Mr. C.S. Ghosh, Executive Director, Bandhan Konnagar, Kolkata  
How can MFIs institutionalize their processes to achieve a significant scale/outreach And become strong and stable financial service providers.  
O Ms. Leena De Chakravarty, Manager, Business Development, Hole-in-the-Wall Education Ltd., NIIT  
Improvement of Literacy levels Education focused at the rural and urban poor.  
O Mr S Mahalingam, Executive Vice President, Tata Consultancy Services  
Eradication of Poverty through profits what will be the key factors that will help in the development of rural markets.

11.30 - 11.45

Tea Break

11.45 - 12.45

Corporate responsibility models for Asia  
This interactive session will explore the development of CR models that are applicable at regional or country levels. Is there a need for a dedicated country-specific model for India/ South Asia?  
CR Models in Asia Similarities and differences  
O Jasuri Jiravistakul, Kenan Institute Asia  
Developing a CR model for India  
O Viraf Mehta, Partners in Change

12.45 - 13.30

Vote of thanks- BCF  
Next Steps for CSR  
O B. Shadrach/Amita Joseph

13.30 - 14.00

Soft Launch of Lifelines India Project  
OneWorld South Asia/British Telecom/CISCO

14.00

Lunch

\* Requested

## CSR in Asia: Where are we and whats ahead?

Asia faces many critical issues in the context of globalisation, varying from regional conflicts and terrorism, corruption, growing gaps between rich and poor, environmental pressures and access to infrastructure and basic services such as health, clean water, education and housing. Business can play key roles as corporate citizens in contributing to human resource development, technology access, sensitive and creative industrial restructuring and inclusive economic development as well as respecting human rights. Smart companies are those that will take a proactive approach and see corporate social responsibility as a feature of mainstream business practice, employee engagement and a competitive advantage.

Although best-practice CSR in Asia may not be as well developed as it is in Western world, it is important to recognise that considerable differences exist between different countries and that stakeholder expectations and demands are culturally specific and require CSR solutions that reflect that difference and cultural specificity.

The project starts with an international conference, "CSR in Asia: Where are we and whats ahead?" on 9-10 Dec 2005 in New Delhi. This would be a unique platform for CSR functionaries across Asia to converge, share with each other valuable inputs and synergise towards a stronger CSR movement in Asia. One important outcome of this conference would be documentation of CSR best practices, making them reach a wider audience in domestic and international circuit. The reach out i.e. dissemination would be through a strategic mix of publications, workshops, audio-visuals and online information centre.

In addition, the conference would highlight on the roles that business in Asia can play towards fulfillment of wider initiatives like the MDG's (Millenium Development Goals), Mission 2007 and Accountability Standards.

Millenium Development Goals, In September 2000, 189 heads of state ratified the *Millennium Declaration*. The Millennium Development Goals (MDGs) represent a vision and hope for a new multi-stakeholder partnership for shared global prosperity and security. Whilst governments must carry primary responsibility for achieving them, it is increasingly in the interests of business to be part of the solution rather than part of the problem.

Mission 2007 is a nation-wide initiative launched in New Delhi in July 2004 with an aim to facilitate setting up of knowledge centres in each of India's 600,000 villages by the year 2007. The Mission's objective is to facilitate and accelerate, through multi-stakeholder collaborations, the provision of knowledge centres in each village.

India's Finance Minister, P. Chidambaram at the Economic Times Annual Awards for 2005 (Mumbai, Nov 11, 2005) challenged the corporate chieftains to... 'use their expertise and experience... I dare to dream like you... so does a street child, a mother for her child, an orphan and a farmer' he said 'Collectively we have to banish poverty and create a society which makes all of us proud. A collective effort can fulfill this dream where these qualities of excellence are brought into all walks of life and business.'

Business and Community Foundation (BCF) is a non profit organisation registered under the Societies Registration Act, 1860. It was established in Delhi in 1998 by Indian and International companies in association with the Prince of Wales Business leaders Forum. BCF promotes the awareness and practice of 'good corporate citizenship' by integrating businesses into the societal process, whereby people have access and control over resources to make informed choices and decisions towards a more humane, compassionate and just society.

BCF works in close cooperation with its member companies and provides them professional inputs to formulate and translate their Corporate Social Responsibility (CSR) policies into action. BCF helps the corporates to identify and work in partnership with state and civil society organizations in a manner that benefits business as well as marginalized and disadvantaged communities.

Its core activities include advocacy, training, building capacities and partnerships. The foundation also identifies developmental concerns needing immediate attention and then encourages its member companies and others to work collectively to combat such problems like homelessness and hunger, disability, volunteering, HIV/AIDS and Sexual Harrassment at the workplace.

### Business and Community Foundation

C-9, Basement, Lajpat Nagar III,  
New Delhi 110024  
Ph: 29840485  
website : [www.bcfindia.org](http://www.bcfindia.org)

OneWorld South Asia (<http://southasia.oneworld.net/>), based in New Delhi, India, is a part of the OneWorld Network ([www.oneworld.net](http://www.oneworld.net)), which was formed in the U.K. in 1995. It is an international non-profit network engaged in using ICTs like the Internet, mobile telephones and community radio for poverty alleviation.

With more than 700 organisations including NGOs, donors, multilateral organisations, private sector, media, academicians and governments as its partners, OneWorld South Asia (OWSA) is dedicated to "voicing the voiceless" and positioning of ICTs towards realisation of Millennium Development Goals (MDGs).

OWSA focuses on developing appropriate programmes and projects, which would enhance communication opportunities, build capacities and explore alternative tools and techniques for empowering the grassroots. Besides, OWSA undertakes several initiatives to build and strengthen Communities of Practice (CoPs) around the MDGs to facilitate knowledge and information sharing in the region through a bouquet of on-line and offline methods. OWSA's key programmes include Grassroots Communication, Knowledge for Development, Research and Analysis, and Policy Advocacy supported by Capacity Building & Technical Services and Partnerships & Networking.

### OneWorld South Asia

C-5, Qutab Institutional Area, New Delhi- 110 016  
Phone: 91-11-51689000 Fax: 91-11-51689001  
<http://www.oneworldsouthasia.net>

OneWorld South Asia

Connecting Communities Empowering People

BUSINESS & COMMUNITY  
FOUNDATION



Where are we  
*and*  
what's ahead?

December 9-10, 2005  
YMCA Tourist Hostel  
New Delhi

Supported By



JAPAN FOUNDATION