

# National Conference on CSR Approaches Towards New India: Incorporating SDGs

Conference • Exhibition • Awards

November 22-23, 2017

Venue:

Vishwa Yuvak Kendra  
Chanakyapuri, New Delhi-110021



Organizers



Udgam Trust  
Explore, Enrich, Empower

insight Associates  
Connect. Conserve. Communicate.

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Advisor & Consultant - CSR & Sustainability



## BACKDROP

CSR mandate has completed over one thousand days by now. The journey so far has been a remarkable one and full of topsy-turvy for businesses. The year 2015 witnessed unprecedented agreements by the international community, such as... Sustainable Development Goals-SDGs, Paris Agreement on climate change action, etc. These agreements are linked with the Prime Minister's New India concept. These conceptions are encompassing businesses to perform and communicate their performance on Social, Economical and Environmental fronts with linkages to SDGs.

The year 2016 and onward calls for translating these agreements into actions and to achieve these goals. The CSR mandate is integrated with New India and SDGs. It provides a platform for the businesses, civil society and public enterprises to adopt holistic approach and perform sustainably.

While SDGs provide an opportunity for businesses to assess their impacts on the SDGs and review its strategy, "New India" is a model for the civil society and individuals to be a part of and contributing towards nation building. The CSR mandate also calls for measuring and communicating their impacts for the Governments to measure and monitor progress and effectiveness of their interventions.

Although this journey of "Making a Difference" and contributing to "New India" is promising, yet it is equally challenging. Identifying an appropriate CSR projects and their beneficiaries, lack of active involvement of all stakeholders, absence of effective monitoring mechanism, scarcity of skilled human resources for project implementation, etc. are the few of the obstacles that impede the judicious utilization of funds fully in a stipulated timeframe.

This two day conclave brings forth conceptual precision, approaches towards CSR, challenges related to identifying and executing right Project, implementing partner selection, strategic alignment of CSR projects with organization's vision, measuring impacts along national and global frameworks such as NGV-SEE, SEBI-BRR, DEP Guidelines, GRI, etc., reporting them and linking CSR performance with SDGs and thereby adding value to "New India".

The conference also has a special plenary session for PSUs, covering PSUs' role that of a catalyst and providing varied services for grass root development, their approaches towards broader areas like education, healthcare, improving infrastructure, social empowerment, vocational training, environmental protection, women empowerment, healthcare, village upliftment, job creation and assisting Government during natural calamities, etc. The session will also highlight PSU specific challenges & risks and also their contribution in Nation Building.



## OBJECTIVE

This convention is organized with an objective to support organizations and businesses to understand, decode and strategically integrate CSR initiatives into business operation, aligning performance with SDGs and “New India”.

## KEY TAKEAWAYS

- Clear perspective about CSR National policy for both – Corporate and PSUs
- How CSR helps achieving inclusive growth
- Best in class experiences and examples of integration between CSR, New India and SDGs
- How CSR helps in mitigating challenges and managing risks
- How CSR projects can contribute to Nation Building and business growth, branding and reputation simultaneously
- CSR reporting and communication – what, why and how and the national & global tools for the purpose
- Latest trends both – in CSR and CSR reporting
- An opportunity to get knowledge from real experts.

## WHO SHOULD ATTEND ?

- Corporate, PSUs and PR professionals
- Strategy specialists
- HR and Marketing Managers
- EHS, executives and consultants
- CSR and Sustainability professionals
- Civil Society Leaders and Practitioners
- NGO's and social entrepreneurs
- Academicians, Researchers, Students, Student Interest groups



## PROGRAMME AGENDA

**Day One - 22<sup>nd</sup> November 2017**

**10.00 - 11.15**

- Registration
- Inauguration

**11.15 - 11.30** - Networking Break

**11.30 - 13.00** : **Planery – Pathways for businesses to align their goals with SDGs**

The panel discuss about the landscape of CSR mandate and latest regulatory reforms that brings forth the opportunities collaborate, innovate, take a lead and work with governments as well as civil society towards measurable outcomes.

The CSR mandate, the New India concept, the SDGs are interlinked and integrated. This integration provides opportunities for businesses to play a role of an engine of economic growth, employment and a source of finance, technology and innovation. For businesses to become SDG compatible by 2030, needs a robust policy environment, innovations such as sustainable cities, clean energy and improved health care facilities, etc. These depend on the dynamism of Government, funding of private sector and working in close partnership with governments and communities.

The alignment of CSR, New India concept and SDGs present extraordinary opportunity for businesses to use the SDGs as an overarching framework to design, drive, perform and report their strategies, goals and activities, capitalizing on a range of benefits.

**Discussion points:**

- Overview of regulatory mandate on CSR
- Provisions under, NVG-SEE, SEBI-BRR, DPE and GRI
- Highlights on the New India concept
- Overview on SDGs
- Linkages between CSR, New India and SDGs

#### **14.00 - 16.30 : Plenary Empowering women towards equality and development through CSR for New India & SDGs**

There has a notable progress been made in elevating women at the decision making positions through establishing enabling environment such as gender perceptive policies and legislation. However, the equality of women is yet to be recognized fully. Their position and status have been inferior to male members of the society. India is a region of remarkable socio-economic and cultural multiplicity with wide variations. Due to the development of patriarchal society women have become a weaker section. This reflects the lack of equality and human right to women and the freedom to make decisions which affects their lives and results in widening disparities in human capabilities and functioning associated between men and women. Educating and empowering women through developing their capacities is uniformly important to bring in parity.

Discussion Points:

- Role of Education in Women Empowerment
- Economic Independence in relation to Women empowerment and Gender Equality
- Issues and challenges of women empowerment
- Govt. schemes for women empowerment and how CSR projects can address this issue and bring in line with New India concept and SDGs

#### **15.45 - 17.00 : Water, Sanitation and Hygiene (WASH) for Better Health**

Sanitation is one of the basic needs for human health and survival. Total Sanitation in rural areas has been a focus area for the governments. Under the Swachh Bharat Mission, slow but steady progress has been made and the average number of toilets constructed per year has increased in the last 3 years.

The CSR provisions of the Companies Act, 2013, provide the opportunity for industries, corporate houses, private/public limited companies to support the government's Swachh Bharat Mission and effectively upscale planned interventions through channelized and targeted funds.

Safe water, adequate sanitation is widely acknowledged to be an essential foundation for better health, welfare and economic productivity. The Sustainable Development Goals (SDGs) vision to achieve universal access to safe water, sanitation and hygiene to ALL by 2030 with focus on the poorest and most vulnerable including in schools and health centers. There is a critical need to develop better-integrated approaches in order to maximise the health gains associated with sanitation interventions in support of the ongoing drive. A holistic approach including the building of appropriate infrastructure, operation and maintenance of sanitation facilities, capacity building support to local implementing organizations, and sustained behavior change through Information, Education and Communication (IEC) strategies is essential to achieve the long-term goal for better health.

##### **Discussion points:**

- Innovative Approaches & Solutions to improve Health, Education & Nutrition Through WASH Practices
- Awareness & activities about sanitation for all- Leave no one behind
- Awareness on preventive health
- Curative CSR health program for the benefit of society at large
- Spread of various diseases due to community unhygienic practices

## Day Two - 23rd November 2017

### 10.00 - 11.15 : Planery – CSR approaches of PSUs: challenges, issues and way forward

The Indian Government formed Public Sector Undertaking-PSUs with the very aim of attaining comprehensive growth - both social as well as economic development of the country. PSUs with gross turnover of over 20 per cent of India's GDP, are key contributors in supporting the socio-economics development of the country.

With the regulatory reforms, especially related to CSR, Business entities, including PSUs are walking an extra mile from conventional definition of conducting business with a view not only to make a positive social impact, but also to contribute to Prime Minister Mr. Narendra Modi's New India concept, in tandem with the SDGs. PSUs with a support from the government act as a catalyst of social enterprise by providing such varied services for grass root development and are undertaking CSR projects including key areas like education, healthcare, improving infrastructure, social empowerment, vocational training, environmental protection, women empowerment, healthcare, village upliftment, job creation and assisting during natural calamities, etc.

The journey of "Making a Difference" and contributing to "New India" concept, is equally challenging. Identifying an appropriate CSR projects and their beneficiaries, lack of active involvement of all stakeholders, absence of a proper monitoring mechanism, scarcity of skilled human resources for project implementation, etc. are the few of the obstacles that impede the utilization of funds fully in a stipulated timeframe. However, owing to weak social fabric, fragile eco-system, stakeholder pressure, regulatory reforms, etc. businesses are redesigning the way they conduct business and resorting to a robust, holistic and responsible business practices. In order to make these business models sustainable and long-lasting, CSR is playing a vital role and thereby adding value to the concept of "New India", which is aligned with the SDGs.

#### Discussion Points:

- Span and scale of PSUs contribution in CSR
- CSR approaches at PSUs
- Issues and challenges for PSU in their CSR journey
- Way forward

### 11.30 - 13.00 : Role of Education in realizing New India & SDGs

Education in recent times is one of the major and ever expanding challenges in our country. Strained budgets, Standardized processes, uniform testing methods, teacher education and retention, and global workforce competition are few of the areas need focused efforts.

Under the CSR arena, businesses have intensified their contribution and are taking a more targeted approach in their CSR programs and are re-designing business models to impact areas that have a correlation with their own business goals, education being one such area. Focus on education plays a significant role in the way the business is conducted also because the need for education exists in all geographic and all subject areas and for all kinds of people. In a nut-shell, the educational outreach efforts have the capability to make a real and lasting difference in real sense.

#### Discussion Points:

- State of pre-primary and primary education in India
- Innovative methods towards education in line with New India and SDGs
- Obstacles and gaps for implementing projects at grass root level
- Role and impacts of businesses in education

#### **14.00 -15.30 : Addressing employability and entrepreneurship through Skill India & Make in India**

In India, the state of socio-economic and demography calls for Skill Building as a critical area. It is an important tool for reducing poverty, youth empowerment, enhancing competitiveness and employability. The CSR projects can play pivotal role in achieving the government's efforts to promote 'Skill India' and to boost our Prime Minister's larger 'Make in India' mission. India is one of the youngest nations with majority of population with age group of 15-59. However, this status of Youngest Nation, has its own typical constraints. A vast majority of youth is unskilled and unemployable. The Economic Survey of 2014-15 highlights an alarming concern - 'while India is adding about 12 million to the job market every year, only 3% of the workforce has undergone skill training of any form". This gap emphasizes an acute need for targeted skill training that can help to prepare the country's workforce get equipped to enter into gainful livelihood and create a significant impact on the nation's economic growth and social stability

##### **Discussion points:**

- Country's priority of skilling India
- Imbalance in demand-supply - talent gap and talent crunch
- Role of corporate in Skill Development
- CSR and beyond

#### **15.45 - 17.00 : CSR reporting – an imperative tool for communication**

CSR has set a trend that calls for a change in business orientation from short-term to mid-term to long-term goals and from maximum to optimum profit and benefits. CSR or sustainability reports have become an important tool for organizations to communicating CSR impacts. Companies are realizing that communicating sustainability impacts with stakeholders allows them to highlight sustainability goals and accomplishments, build stronger relationships, enhance corporate reputation, build brand loyalty and gather useful data and ideas. CR reporting practices are shifting from voluntary to vital. Indian Government is encouraging more and more companies to resort to reporting practices through guidelines like NVG-SEE, SEBI-BRR, DPE guidelines for PUSs, etc. and also recognize Global frameworks like Global Reporting Initiative-GRI that play an important role in the development of sustainability reporting and performance management

Such reporting practices help bringing a systematic approach into the management of socially responsible activities, identify future risks and opportunities and thereby contribute to increasing the competitiveness of business and maintain the possibility for long-term business venture. This Information works as a foundation for the other stakeholders to take informed decisions.

##### **Discussion Points:**

- Status on mandatory disclosures
- What, why and how about reporting
- Insight into Sustainability Reporting Frameworks and their significance to business.
- Overview of reporting tools – NVG-SEE, SEBI-BRR, DPE, GRI
- Clear perspective about CSR National policy for both – Corporate and PSUs
- How CSR helps achieving inclusive growth
- Best in class experiences and examples of integration between CSR, New India and SDGs
- How CSR helps in mitigating challenges and managing risks
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#### **18.00 - 21.30 : Award Ceremony and Gala Dinner**

# UDGAM CSR AWARDS 2017

23<sup>rd</sup> NOVEMBER 2017

Time: 18:00 - 20:00

## FEES

Corporate & PSUs : INR 20,000/- + 18% GST

NGOs & Individual: INR 15,000/- + 18% GST

10% discount will be offered on applying for more than one category from the same organization

Closing Date for receiving nominations: 10<sup>th</sup> November 2017 (midnight)

## THE CATEGORIES

These awards recognize how an innovative approach to knowledge exchange and commercialization has the potential to be transformative for the community upliftment by business professionals.

**Health care and wellness:** Project in Preventative & Curative Health, Technological services in health care sector, Projects under Swachh Bharat

**Education and training:** Projects under Education, including infrastructural support, Education for specially-abled. Awareness and training for community

**Skill Development & Entrepreneurship:** Project in vocational training and Entrepreneurship training for income generation.

**Socio-economic development:** Projects in SHG capacity building, village upliftment, projects for livelihood opportunities, market-linkages and value chain creation for agricultural & community products

**Climate Change & Environment:** projects related to conservation, renewable energy, Sustainable transport. Projects for 3R (Reduce, Reuse & Recycle), marinating eco system, environmental sustainability, waste management

**WASH:** Projects for water & waste water management, sanitation & hygiene under Swachh Bharat Mission, projects for behavioral change towards use of sanitation and cleanliness.

**Women Empowerment:** projects for Promoting gender equality, Economic empowerment across all sector and infrastructural projects for women

**Development and Infrastructure:** Projects related public utility and facilities, Smart village development. Slum area upliftment etc.

**Special categories:** Projects for sports promotion, empowerment of specially abled, vulnerable groups (Old age, transgender, orphanage, street children, war widows, etc), Employee Volunteering Initiative

**Art & Cultural:** Projects for promotion and conservation of art & culture, etc.

**Cause related campaigns:** Awareness and advocacy campaign, digital Media Campaign, media campaign, use Branding Campaign, etc.

**Communication and reporting:** Reporting, Communication and compliance

## Partnership Categories

- ▶▶ CSR Partnership Award
- ▶▶ Corporate-Corporate Partnership Award
- ▶▶ Best Corporate- Community Partnership Award
- ▶▶ Corporate-NGO Partnership Award
- ▶▶ NGO Leadership Award
- ▶▶ NGO of the year

## Individual categories

- ▶▶ CSR Life Time Achievement award
- ▶▶ Outstanding CSR Leader of the year
- ▶▶ CSR team of the year
- ▶▶ CSR Manager of the Year Award
- ▶▶ Woman CSR Leader Award



## SPONSORSHIP






### Sponsorship & Partnership opportunities:

Benefits	Platinum	Gold	Silver	Contributor	Knowledge	NGO Partner
Cost	25 Lakhs	20 Lakhs	15 Lakhs	2 lakhs	1.5 lakhs	50 K
Logo Display on the wings of the conference backdrop in the hall	√	√	√	√	√	√
Acknowledgment of Corporate Logo and hyperlink to be featured on website and all digital media promotions (Acknowledgment as in Association with)	√	√	√	√	√	√
Complementary delegate passes	10	7	5	3	2	2
Opportunity to be a advisory board member of the conference	√	√	√	0	0	0
Opportunity to be speaker	√	√	√	√	√	√
Screening of corporate film (up-to 5 minutes during lunch break)	√	√	√	0	0	0
Company literature as part of the documentation pack	√	√	√	0	0	0
Complementary Exhibit – Display Space	√	√	√	0	0	0
Write up in the conference background paper (word limit)/ program book	1000	700	500	200	100	100
Panel Thanking all the sponsors at event venue	√	√	√	√	√	√
Reserved Seating for Senior officials at hall	√	√	√	√	√	√
Special announcements thanking sponsors	√	√	√	√	√	√
Recognition of level of sponsorship in the delegate kit	√	√	√	√	√	√
Logo in advertisement, if any	√	√	√	0	0	0
Logo on conference kit to be distributed to delegates	√	√	√	0	0	0
Event Data Sharing	√	√	√	√	√	√
Photograph Sharing	√	√	√	√	√	√

#### Partnership opportunities

- Mobility Partner • Social Media Partner
- Hospitality Partner • Outdoor Partner
- Technology Partner • Welcome Kit Sponsor
- Breakfast Partner • Beverage Partner
- Cashless Transaction Partner • Water Partner
- Lunch Partner

## EXHIBITION & STALL & TABLES

	<p>15,000 INR</p>	<p>Display your 2 Standee of 6x3 ft at the conference venue (Excluding standee charges)</p>
	<p>20,000 INR</p>	<p>Get a table and space with total area of aprx. 36 sq ft ( 6x6 Ft) at the venue along with 1 entry passes</p>
<p>Book your stall</p> 	<p>(2X2 M=4M) 35,000 INR (2X3 M=6M) 50,000 INR</p> <hr style="border-top: 1px dashed #ccc;"/> <p>(3X3 M=9M) 70,000 INR</p>	<p>2 Entry Passes Stall set: Octonorm set up with 2 chairs, 1 table, 2 spot lights, carpet and one power point</p> <hr style="border-top: 1px dashed #ccc;"/> <p>3 Entry Passes Stall set: Octonorm set up with 3 chairs, 2 table, 4 spot lights, carpet and one power point</p>
<p>Distribute brochure</p> 	<p>10,000 INR</p>	<p>Distribute your Brochure with the Registration/ Welcome Kit</p>
<p>Banner Display</p> 	<p>5,000 INR</p>	<p>Display your Banner/ Poster</p>

**GST will be charged extra as applicable.**

**GST Reg. No.: 24AGBPM1577F1ZM**

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## ABOUT THE ORGANIZERS:

### Udgam Charitable Trust:

**Udgam charitable trust** was founded by Dr. Mayur Joshi in 1997. Udgam works at a grass root level, secular and development oriented not for profit organization popularly known as Udgam. Udgam firmly believes that sustainable community development is only possible if and when all elements such as economic, social, political, environmental and cultural aspects are brought together and systematically integrated.

Udgam, apart from firm believer in community development, is passionate about adding value to the cause and works towards “making a difference” and contributing to inclusive growth. Udgam's endeavor is to bring all segments and mobilize them to achieve societal goals, encompassing vulnerable section of the society, Community at large and environmental sustainability. Udgam is one of the key players in passionate about contributing its tiny bit in creating and providing platform for diverse set of stakeholders.

Dr. Mayur Joshi lives in Gandhinagar-Gujarat and can be reached at +91 9427380788, Email: mayur@udgam.org, www.udgam.org

### Insight Associates:

**Insight Associates-IA** was founded by Sheela Mistry in 1999 with a primary focus on Management Training and consulting. In 2007 IA diversified its focus to the new frontier of management – CSR and Sustainability. It's been a decade that IA has been association with Global Reporting Initiative-GRI and has been one of the exclusive GRI Certified Training Partners for India for 2009-2017 and is also a GOLD Community Member to GRI.. IA has been recognized by GRI as “Leaders in providing Training”.

IA work as Value Creating Agents and capacity enhancers in the organization's CSR, Sustainability and Sustainability Reporting journey. The purpose of its work is to strengthen the sustainability agenda of organizations that aim to achieve inclusive and holistic growth in order to create intergenerational values and helps these companies to put these values into action and communicate them.

Sheela lives at Ankleshwar-Gujarat and can be reached at +91 9824054696, email: insight.associates@gmail.com, sheela@insightassociates.in, website: www.insightassociates.in

### Pratap Bhanu Singh

**Pratap Bhanu Singh** is a technocrat and over two decades, has led more than 50 projects in over thirty + Public & Private Sectors across country on Planning, Advisory, Monitoring & Evaluation, Base Line/ Need Assessment survey and Socio- Economic/ /Impact Assessment study on CSR, Sustainability and R&R, Reporting and Disclosure as per the DPE guide lines, helping clients to innovate and succeed in difficult and challenging circumstances.

His work includes measuring the outcomes and impacts of CSR interventions on HDI i.e. Health, Education, Income Generation /Livelihood, Environment Protection, Skill Development & Vocational Training, Woman Empowerment, Agricultural Development, Improving Primary Education, awareness of HIV/AIDs programmes, SGSY projects of Ministry of Rural Developments. He knows the grass-roots and applies participatory techniques while carrying out any development intervention. His Other work includes leading paradigm-shifting transitions that facilitate exponential increases in indigenous business and economic development across the country.

Pratap Bhanu Singh lives in New Delhi and can be reached at +91 99106 68288, email: pratap.bhanu@irconisl.com



new  
india

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