

12th International Conference on

CSR

9 - 10 February 2018
Bengaluru (India)

Theme:

Responsible CSR:
a New Agenda
Beyond Governance

also presentation of



Golden Peacock Awards

A Strategic Tool to Lead the Competition

for Corporate Social Responsibility
& HR Excellence

CONFERENCE HIGHLIGHTS

- Two days of dedicated information packed sessions on CSR • Top technical speakers and CSR thought-leaders • Special session on 'Global Trends in Social Accountability' • Congregation of CSR leaders, policy-makers and social entrepreneurs • Network with leaders and experts from business, industry and government • Business case study presentations - Success stories of CSR initiatives • Golden Peacock Awards Nite- Presentation of Golden Peacock Awards for 'Corporate Social Responsibility' and 'HR Excellence'

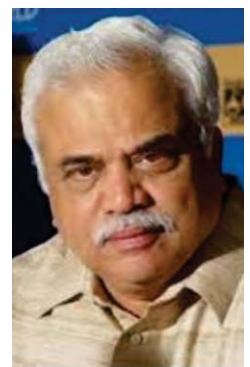


A view of the audience

CHIEF GUESTS - CSR 2017



Sri Sri Ravi Shankar
Founder
The Art of Living



Shri R. V. Deshpande
Hon'ble Minister for Large & Medium Industries and Infrastructure Development
Govt. of Karnataka



From (L to R): **Mr S. V. Ranganath**, IAS (retd.), Chairman, IFCI Ltd. and former Chief Secretary, Govt. of Karnataka, **Dr R. Seetharaman**, Group Chief Executive Officer, Doha Bank, Qatar, **Mrs Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, Aditya Birla Group, **Shri R. V. Deshpande**, Hon'ble Minister for Large & Medium Industries and Infrastructure Development, Govt. of Karnataka, **Lt. Gen. J. S. Ahluwalia**, PVSM (retd.), President, Institute Of Directors, **Dr S. C. Khuntia**, IAS, Chief Secretary, Govt. of Karnataka and **Mr S. Chakraborty**, Chief Executive, Innovative Financial Advisors

Justice M. N. Venkatchaliah

Chairman, IOD Advisory Council and former Chief Justice of India



Invitation

Dear All,

I have pleasure in inviting you to the **12th International Conference on Corporate Social Responsibility**, being held on 9 - 10 February 2018, in Bengaluru. The Theme of the Conference is **'Responsible CSR: A New Agenda beyond Governance'**.

CSR has come a long way in India, from responsive activities in times of natural calamities, to sustainable initiatives for rapid development. Corporations have striven to make a significant contribution to the society and improve the overall quality of life. However, so far, even the best efforts at CSR have been fragmented and disconnected from the main business.

Only in the recent times have corporations begun to realise the need to embed CSR activities in their long-term business strategy, having realised the wisdom of integrated sustainable development of the communities they thrive in. There is a growing realisation that CSR is not just a cost, a constraint or a charitable deed, but a source of opportunity and competitive advantage, by raising the brand value, reputation and sustainability of the enterprise itself.

CSR consciousness received a renewed impetus when it was incorporated in the Companies Act, 2013, urging companies to spend a part of their profits on social activities. The corporate sector is now only, beginning to venture beyond the mandated CSR spend - to activities such as energy conservation; environment protection; and development of an innovative spirit among workers to foster productivity and industrial growth.

This Conference will facilitate the exchange of many innovative ideas and methods towards building an inclusive, compassionate and responsive corporate citizenship, by bringing together CSR professionals, compassionate and responsible business leaders, social innovators and entrepreneurs. To quote Mahatma Gandhi, *"Man becomes great exactly in the degree in which he works for the welfare of his fellowmen"*.

Look forward to meet you, at the Convention.

Yours sincerely,

Justice M. N. Venkatchaliah

Strategic Corporate Social Responsibility: Creating Shared Value

- Tone at the Top: Embedding CSR into the Corporate Governance Structure
- Companies Act - 2013 (Section 135) to drive CSR Agenda
- Profit to Purpose: Developing an integrated CSR strategy
- Creating an equitable world through CSR route - opportunities and challenges
- Social Responsibility Agenda – An emerging corporate strategic tool to building brand reputation and trust

Social Innovation for Economic Growth and Business Sustainability

- Harnessing innovative energies of business to create social value
- CSR: Stakeholders' perspectives on Responsibility, Ethics and Trust
- Social Innovation as driver of Business Growth
- Social Entrepreneurship – Converting social needs into business opportunities
- CSR – a driver of social inclusion and sustainable growth

Board's Responsibility: Embedding CSR into Business Strategy

- Board Leadership for Strategising CSR
- Stakeholder Agendas – shared goals to create alliances and coalitions
- CSR Policy & commitment of the Board
- Growth of 'Corporate Foundations' for 'Sustainable Development' through CSR funds
- Social audit of CSR funding

Social Entrepreneurship and CSR Projects

- The role of Social Media – a game changer in social education and involvement of the community
- CSR Strategy for skill and community development: Employability and Entrepreneurship
- Giving back to the society" - Building a socially sensitive brand
- Challenges of Financing CSR Projects
- Measuring and Reporting CSR performance- Global Reporting Initiative (GRI) and Integrated Reporting System

CSR Implementation: Partnering with Social Enterprises and NGOs

- Methodologies for monitoring compliance and effectiveness of CSR implementation
- Emerging Trends in Business - NGO Partnerships in India
- Partnering with social enterprises for scalability and impact assessment
- Social Media as a driver of CSR
- Social Audit: Financial and Impact accounting of CSR Projects.

Global Trends in Social Accountability

- Corporate Social Responsibility: A Utilitarian perspective and virtue, beyond obligation
- Aligning CSR strategy with the UN Sustainable Development Goals
- Corporate Citizenship: A bridge between business and society
- Implications of adopting the Social Responsibility Guidance Standards: ISO 26000 & SA 8000
- CSR Strategy – Moving from Differentiation to Identification

Corporate Social Responsibility Case Studies- Learning from the Best.



Dr. S. C. Khuntia, IAS
Chief Secretary, Govt. of Karnataka delivering the Keynote Address during CSR-2017



Yogesh Chander Deveshwar
Chairman, ITC Ltd, addressing at IOD's Conference



H.E. Ahmed Bin Sulayem
Executive Chairman, DMCC
(Dubai Multi Commodities Centre)

Marketing Options

(a) Sponsorship

The International Conference offers a unique opportunity to project your organisation's commitment to Corporate Social Responsibility. The event will be attended by eminent corporate heads, social scientists, NGOs and opinion leaders from across the globe.

Sponsorship Rates are

Categories	Principal Partner	Platinum Partner	Gold Partner	Silver Partner	Associate Partner
Indian (in ₹)	15,00,000	10,00,000	7,50,000	5,00,000	3,50,000
International (in US \$)	25,000	17,500	12,500	8,500	5,500

*18% GST will be extra, as applicable

Who Would Benefit

- Company chairmen, directors, presidents, CEOs, CFOs, CSR Professionals, bankers, fund managers, company secretaries, NGOs, investors, chartered accountants, management analysts, management students, financial consultants & academics
- All stakeholders interested in protection of the well-being of society, generating profits and improving the quality of life.
- Legislators, lawyers, jurists and all those concerned with efficient and ethical conduct of corporate and good governance.
- Businesses - Corporate Large and Small & Medium Enterprises (SMEs), and NGO's

(b) Advertising

A Conference Souvenir Book will be released on the Inaugural Day of the conference. These will also be distributed to, members and associates, industry leaders, concerned govt departments, decision makers, eminent persons, NGO's organizations, and standards institutions etc. worldwide.

The tariff for A-4 size paper, colour Advertisement (297mm x 210mm with 3mm bleed all round) in the Conference Souvenir, is as under:

Place	Back Cover	Inside Front Cover	Inside Back Cover	Full Page Inside
Rate				
INDIAN (₹)	1,00,000	80,000	70,000	50,000
US (\$)	1670	1350	1200	850

*18% GST will be extra, as applicable



Golden Peacock Awards

A Strategic Tool to Lead the Competition



Mr A. M. Naik Receives Golden Peacock Lifetime Achievement Award



Dr. Bindeshwar Pathak, Founder of Sulabh International Social Service Organisation receiving Golden Peacock Lifetime Achievement Award

Golden Peacock Awards, instituted by Institute Of Directors, India in 1991, are now regarded as benchmark of Corporate Excellence worldwide. Golden Peacock Awards have been instituted to celebrate and honour the best, as recognition of their unique achievements to build their Quality and Brand. No award has achieved such respectability and admiration from the industry as the 'Golden Peacock Awards', which today receives around 1000 applications for various Awards each year.

The selection of Award winners is an elaborate process by a team of professional independent

assessors. The shortlisted finalist applicants are then submitted to a Jury of eminent public figures, known for their independence and impartiality, chaired by Justice M. N. Venkatachaliah, Chairman, IOD Advisory Council and co-chaired by Justice (Dr.) Arijit Pasayat, Co-Chairman, IOD Advisory Council & former Judge, Supreme Court of India.

Currently, the Golden Peacock Awards Secretariat is inviting applications for the following institutional awards for 2017:

GLOBAL AWARD

Golden Peacock Global Award for Corporate Social Responsibility (GPGACSR)

NATIONAL AWARDS

Golden Peacock Award for Corporate Social Responsibility (GPACSR)

Golden Peacock HR Excellence Award (GPHREA)

LAST DATE FOR SUBMISSION OF APPLICATION:

15th December, 2017

The above Golden Peacock Awards will be conferred during the

12th International Conference on CSR at Bengaluru on 9 - 10 February, 2018

The Guidelines-cum- Application Forms and self-assessment criteria can be downloaded from website www.goldenpeacockaward.com



Golden Peacock Awardees of CSR in Dubai



REGISTRATION FORM

I am interested in participating in the "12th International Conference on Corporate Social Responsibility 2018" programme as a Delegate / Speaker / Sponsor / Partner / Advertiser _____

To register, please complete this registration form in BLOCK LETTERS and return it to the Conference Secretariat at the address below by email/post/fax, together with payment of all fees. Registration will not be effective, until the payment has been received. To register by email, please fill in Registration Form and e-mail to info@iodglobal.com. To book online, visit www.iodglobal.com.

Name Dr/Mr/Ms _____ Designation _____
 Organization _____
 Address _____
 _____ Postal Code _____ Country _____
 Telephone _____ Mobile _____ Fax _____
 E-mail _____

FOR OVERSEAS PARTICIPANTS (who would need visa invitation letters)

Name (as mentioned in the passport) _____
 Passport No. _____ Valid up to _____ Citizenship _____

Are you a member of IOD, India (Yes / No):

PAYMENT DETAILS

The total amount for INR ₹ / US \$ _____ may be paid by either of the following (please tick appropriate payment box):

- (A) Cheque at Par or Demand Draft payable to a bank in New Delhi, India, payable to Institute of Directors, New Delhi
- (B) Bank Transfer to Corporation Bank, M 4, Greater Kailash Part-II, New Delhi- 48, India, Tel No. 011- 29210667, Account Name: Institute of Directors, A/C Type: Current A/C, 9-Digit Code No of the Bank and Branch (MICR Code): 110017005, Account Number: 510101006113450, IFSC CODE: CORP000286, PAN No.: AAABI0002J, SWIFT CODE: CORPINBB286
- (C) Credit Card: Please log on to www.iodglobal.com for online payment.
 (Please enter the amount in INR)



(Signature)
 Name

Date:

ABOUT US

INSTITUTE OF DIRECTORS, India :

Established in India on 12 July 1990, the Institute Of Directors (IOD) is an apex national association of Corporate Directors under the India's 'Societies Registration Act XXI of 1860'. Currently it is associated with over 30,000 senior executives from Govt, PSU and Private organizations of India and abroad.

Institute of Directors, India is committed in its endeavour of building boards of the future. The IOD, India's activities extend from Boardroom Training, Research, Publications, Board Advisory Services, Monthly Lectures to Workshops and networking of Members, Directors and Global Leaders through various National & International Conventions and platforms to debate the issues of topical interest., held in India and abroad.

The IOD, India's 'Masterclass for Directors' covers training in Corporate Directorship, and 'Golden Peacock Awards' in 15 different corporate disciplines, both have become global benchmarks. IOD has also setup a special wing called 'Organization for Non-Executive Independent Directors' (ONEID), to look after the placement of Independent Directors in India.

Registration Package (Non-Residential Convention)

Includes Lunch, Dinner, Tea / Coffee, Refreshments and Literature for Conference Proceedings & Souvenir etc.

Rate Categories	Indian (in ₹)	International (in US \$)
Member	10,000	150
Non Member	12,000	200

*18% GST will be extra, as applicable

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