

A Report on

Strategizing Sustainability and CSR Projects Development: Challenges and Opportunities

An Interactive One-day Multi-stakeholder Conference, Pune

Date: 19th September, 2014

Venue: Hyatt Pune

Facilitators: Indian Institute of Corporate Affairs (IICA) and Green Evangelist (GE)

Timeline: The conference was finalised by end of August and took approximately three weeks to plan and deliver the conference.

Background: This conference managed to facilitate dialogue, clarity, and networking for all CSR professionals to discuss challenges and opportunities post the New CSR mandate as per the Companies Act 2013.

This conference delivered insights in the development of holistic CSR projects with focus on Environmental Sustainability, integrated and aligned with larger and long term benefits such as employment/ livelihood generation, creation of SHGs, improvement in the quality of life, poverty alleviation, conservation of natural resources and such others.

Target Group:

1. Senior personnel of Companies involved in policy & programme formulation, implementation and monitoring, information reporting & disclosure, etc.
2. Senior professionals, operational area managers, independent consultants and researchers working in area of CSR, Sustainable Development, Environment etc.
3. Company Secretaries and Executives/Advisors attached to Board of Directors who provides the decision support system.
4. Consultants, Analysts, Professionals and Managers involved in CSR, sustainability reporting, sustainability communications, stakeholder engagement, assurance and disclosure.

Objective: Create an interactive platform that would address issues related to CSR, Sustainability and Sustainable Development. It would cover major industry sectors and key sustainability areas including identification of sustainability risks, challenges and opportunities to facilitate formulation of sustainable strategies by corporate entities.

Participants: - Many CSR heads and managers from various companies such as Genpact, Whirlpool, Mphasis, East India Coalfield etc. attended the same. The conference also saw great participation from the academic sector with leading management professors actively seeking clarifications on the CSR spends in the Companies Act 2013.

The Workshop Flow: - The workshop was divided into 3 key sections:

Session I: Focused on the **Companies Act 2013 and CSR Rules** conducted by **Dr. Bhaskar Chatterjee** followed by **National and Global Scenario** presented by **Ms. Ruchi Gupta** and **Sustainability in Practice – Strategies, Framework and Technologies** presented by **Mr. A.B. Chakraborty**.

Session II: Started with the **Impact of CSR/Sustainability on Organisation** presented by **Ms. Latha Sankarnarayan** from Green Evangelist which was followed by few Case studies on Environment i.e.

Renewable Energy, Biodiversity and Watershed Development Movement in Maharashtra presented by the implementing agencies.

Session III: Monitoring, evaluation, reporting under Companies Act/CSR Rules presented by **Mr. A.B. Chakraborty** followed by Certificate distribution and programme conclusion.

The Outcome: The participants gained insights in the development of holistic CSR projects and key sustainability areas including identification of sustainability risks, challenges and opportunities to facilitate formulation of sustainable strategies by corporate entities.

Feedback from Participants: Participants appreciated the fact that it was a small and interactive conference whereby they got the opportunity to discuss with all the key speakers on a one-on-one basis. All the speaker sessions were extremely inspiring to participants. They were enthralled and enamoured by speakers such as **Dr. Bhaskar Chatterjee** and **Mr. A.B. Chakraborty** and were very interactive with them after their respective sessions. Participants felt they took away with them - a good CSR learning for future development.

Moments from the Conference

