



Confederation of Indian Industry

## Gateway Gazette 2017

CII CSR Gateway monthly E-Newsletter



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"Gateway Gazette" CII CSR Gateway monthly Newsletter, which is specifically designed to help you with appropriate social engagement capacities and opportunities in providing a range of services from a low touch solution comprising CSR knowledge hub, employee volunteering, and online training classes to a more intensive hands-on customized service such as NGO due diligence, institution building, end-to-end program management support, etc.

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CII CSR Gateway

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### From the Chairman's perspective

The core of corporate social responsibility (CSR) lies within the commitments by corporations to conduct themselves ethically and to ensure sustainable economic progression. However, with the rise of globalization, the composition of CSR within organizations has been shaped up by multiple factors. The implication of this is the increasing transfer of governing responsibilities from governments to global multiple factors such as multinational corporations (MNCs), international-developmental organizations and global non-governmental organizations (NGOs). Thus the globalization of businesses has had fundamental implications for the governance of CSR. For CSR to produce social outcomes that are not necessarily constrained by corporate rationality, there needs to be a change in the normative framework of public decision making at the institutional level.

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**Mr TT Ashok**  
Past Chairman,  
CII SR & Managing Director  
Taylor Rubber Pvt Ltd

## Expert's TAKE

In India, natural disasters eroded 2% of the GDP during 1996-2001 and consumed 12% of the Government revenue during the same period. Since last year, India's average annual economic loss due to disasters is estimated to be \$9.8 billion. This includes more than \$7 billion loss on account of floods. On an average, the disasters have been affecting nearly six million people annually in India and over six percent of the population is directly hit. Consequently corporations and businesses have become increasingly important in disaster risk management. The UNISDR 2015 Global Assessment Report (GAR15) estimated that average annual loss in the built environment associated with tropical cyclones, earthquakes, tsunamis and floods is now estimated at \$314 billion.

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**Ms. Vandana Chauhan,**  
Senior Coordinator,  
All India Disaster Mitigation Institute (AIDMI)

## About CII & CSR Gateway

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. CII CSR Gateway is an online platform to connect the relevant stakeholders of CSR to enable CII member companies with appropriate social engagement capacities and opportunities. Encouraging the business community to appreciate the value of Triple Bottom Line (TBL) in their corporate decision making and to pay attention to the three interconnected corporate pillars of competitive advantage--People, Planet and Profit and also Creating Shared Value by linking Competitive Advantage and Corporate Social Responsibility of the business community.

## Spotlight Corner

### National Summit on Climate Change and Disaster Risk Reduction



CII Southern Region along with UNICEF organized a conference and exhibition in Chennai on the 11th and 12th of April 2017 at Taj Coromandel, Chennai. It was a platform for India's leading corporate houses and social sector to interact and find solutions to key stakeholder and societal problems. This conference aimed to put together a collaborative platform for forging partnerships for readiness, relief and recovery. [Know More](#)

## Watershed Management Programme In Cuddalore District - A Project Initiated by CII, TITAN and NABARD



During the Tamil Nadu Floods in December 2015, CII had formed a taskforce for immediate and long term measures to address the flood relief and rehabilitation initiatives and had initiated six major projects under rehabilitation in consultation with the Tamil Nadu State Government. One such initiative is to initiate the watershed management program at the flood affected district of Cuddalore in partnership with Titan. Titan has been partnering with CII under different Verticals for different projects and is committed in the space of CSR and so is NABARD, who will also be cofounding the project. Cuddalore was heavily affected because of flood and there is a huge need for these kinds of projects to give solution for the long pending issues on agriculture and water management. [Know More](#)

## Whats Trending



### In-house Training Program at L&T Info-tech

The In house training program is aimed at helping the corporate in designing and developing a project with own / partnered efforts, project sustenance issues, monitoring and evaluation needs and reporting. The training program will focus the necessary elements of CSR and help in to understand, adopt, implement and measure their program.

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## Online Webinars & Trainings

### MCSR 8th Batch

Corporate Social Responsibility (CSR) in India has traditionally been seen as a philanthropic activity. Now the Companies Act, 2013 has introduced the idea of CSR to the forefront and through its disclose-or-explain mandate, is promoting greater transparency and disclosure. Schedule VII of the Act, which lists out the CSR activities, suggests communities to be the focal point. It will be interesting to observe the ways in which this will translate into action at the ground level, and how the understanding of CSR is set to undergo a change.

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## Keep tabs on

### CII & DRFHE-Continuous Health Education

CII and DRFHE Continuous Health Education Programme With the objective of reaching out to a larger group of corporate employees Confederation of Indian Industry (CII) Southern Region, has partnered with Dr Reddy's Foundation for Health Education (DRFHE) to offer interested organizations a talk and interactive session by medical professionals. A total of 157 sessions were conducted for 7158 employees this year and few companies have also repeatedly having continuous sessions on the same interventions.

**Interested Corporates may send the details through the below mentioned Reply Note at the earliest to [mathew.john@cii.in](mailto:mathew.john@cii.in)**

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## CSR Learning Mission

The programme shall facilitate the meeting of several willing participants for a day, network among each other, travel a bit in togetherness to a place called 'Padavedu' near Tiruvannamalai, which is at a distance of 120.kms(3 hours) from Chennai and is a bus drive by road. Here, the team would be exposed to the Comprehensive and Integrated Development Programme comprising of interventions of Srinivasan Services Trust (the social wing of the TVS group) in the areas of;

- Economic Development (through livelihoods)
- Education
- Environment
- Health and
- Infrastructure
- Social Development

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## Catalog watch

### Case Studies

#### Suzlon Powering a Greener Tomorrow



"Powering a Greener tomorrow" as its Vision, Suzlon Group, the fifth largest wind turbine company globally, has mandated Suzlon Foundation (SF), an autonomous body to ensure integration...

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#### Larsen & Toubro Limited (Construction)



We are beginning to get very positive response from all quarters to the 'Reaching Out'. Thanks indeed! From the increasing CSR Initiatives and the growing number of activities..

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#### Microsoft Corporation India (pvt) Ltd



We are committed to India and its inclusive growth. Under our global citizenship charter, we believe that we can play a vital role in applying our technology expertise...

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#### C.R.I. Pumps Private Limited, Coimbatore



With a modest beginning in 1961, CRI has grown multifold in the pump, motor and valve manufacturing industry. With 7 manufacturing units, 30 branch offices and 5 foreign subsidiaries...

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## Peek Through

### CII Flagship Projects

Fence It:  
Scientific Lake Restoration



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Breaking Barriers:  
Social Inclusion Of PwDs Through Sports



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For further details on the CII CSR Gateway,  
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