



Confederation of Indian Industry

Gateway Gazette 2017

CII CSR Gateway monthly E-Newsletter



VOLUME-9 SEP - 2017

"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.

Stay in Touch!



CII CSR Gateway

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From the CEO's perspective

One of India's biggest social justice challenges is to improve the plight of one quarter of the population — the 30 crore odd members of scheduled caste and scheduled tribe (SC/ST) communities, who represent India's poorest of the poor. According to Socio Economic and Caste Census 2011, nearly 79 percent of rural Adivasi households and 73 percent for Dalit households were most deprived among rural households in India. While 45 percent of scheduled caste households are landless and earn by manual casual labour for their living and same is for 30 percent for adivasis. Of the country's rural ST population of 1.96 crore households, 8.60 lakh — or 4.37% — are in government jobs, as compared to 3.96 per cent (13 lakh of 3.3 crore) among the SCs. The STs represent 11 per cent of the base rural population of 17.91 crore households, the SCs 18 percent.

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Mr S Narasimhan

Co - Chairman – Sub Committee on
Affirmative Action & Managing
Director, Sattva Logistics Pvt Ltd

Expert's TAKE

It may come as a surprise to many people that till just a few years ago, I had no idea about how important a role sports would play in my life. Being affected by polio, I was hardly doing any physical activity and over years it led to compression in my spine and affected one of my lungs. One of the suggestions for my condition was to undergo spinal surgery which made me think deeply about my physiotherapist's suggestion of hydrotherapy. I committed myself to hydrotherapy and if there is one decision I am proud of it is that one!! Once under water I realized that my body was doing many things - walking, stepping etc hitherto never a possibility for me. That was the eye opener and it got me excited about sports in general and specifically to swimming which became a virtual addiction. I found my health to be improving rapidly and was suddenly able to think about improving my stamina even more of which seemed like a miracle!

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P Madhavi Latha

President
Wheelchair Basketball
Federation of India

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

"BUSINESS EXCELLENCE IN UNDERSTANDING FINANCE" ONE DAY TRAINING PROGRAM FOR DICCI MEMBERS ORGANIZED BY CII 18th September'17, Pondicherry

CII organized BUSINESS EXCELLENCE IN UNDERSTANDING FINANCE with DICCI members with the objective to create awareness about various products and services that DICCI Members can offer to the CII Members and the procurement opportunities that CII Members can offer to the DICCI Members. DICCI seeks supports from CII for the Existing Entrepreneurs in the field of Supplier diversity, Inclusion in vendors list, Extend the support for gap analysis, Awarding contracts & Giving Distributorship. The training program was to address the needs and challenges of DICCI members by way of continuing business advisory services, where the concepts are imparted and handholding is done for applying them. The training program was held in Pondicherry on the 18th September with around 29 entrepreneurs participating and being benefited out of the program.



"Business Clinics for the SC/ST students"

Business clinics are done for the students who require guidance in addressing specific challenges with regards to business, implement the discussions and discuss the further progress that can be made on their business plan to motivate and also in enhancing employability and entrepreneurial skills within them. In this connection we had invited four mentors and mentees to address the needs and challenges and also in handholding them with their presentations and addressing their queries. The Business clinic was held in Jeppiaar Engineering College, Chennai on the 11th September with around 54 students participating and being benefited out of the program.



Project on Certificate Program on Entrepreneurial Skill Development for SC/ST Students

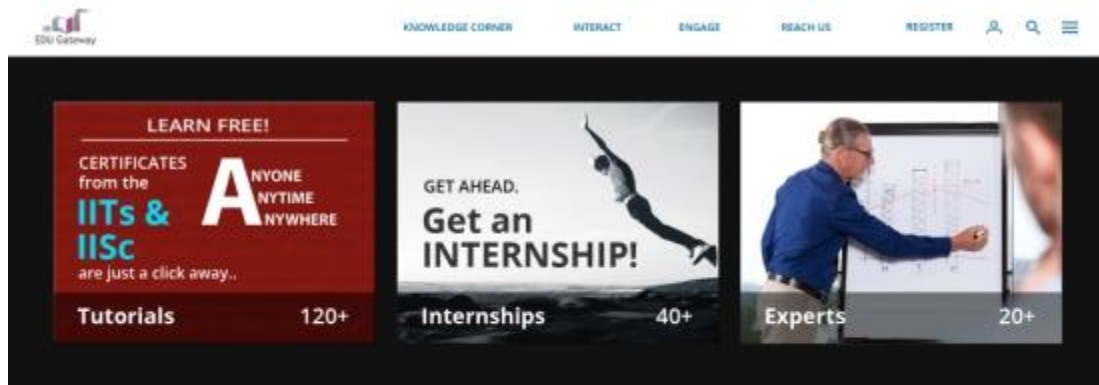
The third batch for the Certificate Program on Entrepreneurial Skill Development for the SC/ST final year students was conducted at the Thiruvalluvar University, Arakonam. The 24 hours in depth module was spilt into 3 days intensive training program (8 hours per day) and was delivered to the students. The orientation conducted on the 12th September 2017 witnessed 143 students out of which 44 students were shortlisted after screening and finally 28 students were selected after a one on one interview. The 3 days training program was conducted on 22nd, 25th and 26th September 2017. Arakonam is a semi-rural area and the students who attended the session were from different walks of life, this training helped them get a perspective on the entrepreneurial aspects which would help them become a job giver than a job seeker. Though stepping foot into the rural area is challenging, but the results that would be produced by reaching out to rural area students with lack of proper facilities and exposure will create huge impact and contribute towards nation building. The Business Clinic and Valedictory for the students of Thiruvalluvar University will be scheduled soon.



Whats Trending

Launch of the CII Edu Gateway

CII has come up with an Edu Gateway, a single point connect platform for grabbing in all the informations you look for regarding Jobs, Internships, Industry updates, Industry Expert connect, announcements on Job fairs among others. A platform to bridge the gap between Industry and Institutions to help students and faculty to stay ahead and meet the expectations of the Industries and the latest trends and technology in the market.



About CII Education Initiatives

Focusing on connecting the Education Institutions and Industries to provide better learning and outcome in the Education space in order to improve the skil efficiency of the youth for their better productivity and hence for the growth of the nation, CII has come up with a platform to connect industries and institutions.

This has been done, stimulating to the need to enrich and enlighten students under various sectors and corresponding opportunities. CII Edu Gateway is a single point solution for various opportunities comprising of jobs, Internships, Higher Education Opportunities, Industry expert connect, International Partnership, Adjunct Faculty etc.,

[More](#)

Edu Gateway, an interactive and informative platform is scheduled to be launched on 23rd-24th of October'17. The gateway is visioned to connect members and non-members, 500+ institutions, experts, adjunct faculties, international institutes and students. We been supported by various institutions to make it valuable in terms of sharing knowledge. The Portal features Job and Internship Opportunity, Trans National Connect, Experts, Mentoring, Events, Case Studies, Articles and Innovations and Discussion Board among others, keeping the major objective of Industry-Institute connect to provide quality skill training programs and internship opportunities.

to know more, log on to ciiedugateway.org

Online Webinars & Trainings

Balanced Score Card - How to implement it in your Business Southern Region

This webinar on “Balanced Score Card - How to implement it in your Business”, will help you and your business team to understand the step-by-step methodology of building and implementing a balanced scorecard strategic management system in your organization. This webinar is carefully designed to allow every participant to develop the scorecard for a typical organization.

CIH
Confederation of Indian Industry

CIH - Online Session
"Balanced Score Card - How to implement it in your Business"
13 October 2017 from 11:00-12:00 hrs, CIHR

DESCRIPTION & PURPOSE
This webinar on "Balanced Score Card - How to implement it in your Business", will help you and your business team to understand the step-by-step methodology of building and implementing a balanced scorecard strategic management system in your organization. This webinar is carefully designed to allow every participant to develop the scorecard for a typical organization.

LEARNING OBJECTIVES:

- Gain insights of the balanced scorecard tool how to use to meet to corporate/organizational objectives.
- How to design approach to build and implement a balanced scorecard.
- How a scorecard system can drive a performance-based budget and improve accountability?

KEY TAKEAWAYS:

- Participants will understand the key concepts of the balanced scorecard, and how it has made a difference to MNC's in achieving organizational goals.
- Participants will have a copy for step-by-step methodology for building and implementing the balanced scorecard, based on the performance management theory developed at Harvard University.
- Participants will also have clear ways of the challenges and pitfalls of strategic management, and how to deal with them.

WHO SHOULD ATTEND?

- Executives
- HR/HRD managers, consultants and analysts who are keen to improve organizational performance.
- This webinar is targeted to the executives who wish a clear, high-level guidelines to the balanced scorecard and how to use it to improve their organization's work.

ABOUT THE FACILITATOR:
This webinar will be handled by Prof. Sumantra, an experienced business leader and who has diverse background in marketing, training and corporate affairs.

TECHNICAL REQUIREMENTS:
CIH-based attendees: Windows® 7, Vista, XP or any other internet-based platform. Mac (OS X) or any other platform (if any).

[Click to View](#)

[Register](#)

Social Networking for Image Building, Marketing and Productivity - A Webinar Session Southern Region

Connectivity is increasing every day. Can we leverage strengths readily available in the market to our advantage? Yes we can. Storytelling on customer feedback on service and products, employee satisfaction increase public image for our organization and products. Small group formation to share best practices help reach better levels of productivity. Instagram, Face book pages, Likes, Twitter can make things go viral. Advantages are many so are challenges.

CIH
Confederation of Indian Industry

Webinar on
"Social Networking for Image building, Marketing, Productivity"
27 October 2017, 10:00-10:30hrs, Live from CIH Chennai

Connectivity is increasing every day. Can we leverage strengths readily available in the market to our advantage? Yes we can. Storytelling on customer feedback on service and products, employee satisfaction increase public image for our organization and products. Small group formation to share best practices help reach better levels of productivity. Instagram, Face book pages, Likes, Twitter can make things go viral. Advantages are many so are challenges.

This webinar will explore various aspects of Social Networking, writing and reporting skills, increasing networking capabilities.

Key Learning & Takeaways:

- Identifying contacts
- Sourcing contacts for networking
- Understanding what cannot be shared
- Use social networking in a judicious manner
- Being cautious with personal, unnecessary information, information that cannot be verified

Program Content:

- Social networking possibilities
- Writing skills - reporting information
- Speaking skills
- Choice of words
- Choice of instances

Who should attend?

- Marketing Executives
- PR
- Communication specialists
- HR/HRD
- Technical/Investment website
- Marketing strategy specialists
- Press Report writers

Delegate Fee
INR 1000/- (Inclusive of Tax)

Speaker Details

[Click to View](#)

[Register](#)

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CII - DICCI BUYER-SELLER MEET



CII works closely with the Dalit Chamber of Commerce and Industry (DICCI) as part of the Supplier Diversity Agenda under the CII Affirmative Action. CII Membership and many other leading Industry members are sourcing products and services from Dalit entrepreneurs. CII has been working on Affirmative Action since 2006 as a national endeavour to ensure equal opportunity to members belonging to SC/ST communities. CII is organising a Buyer Seller Meet with DICCI members on 26 October 2017. Objective of this session is to create awareness about various products and services that DICCI Members can offer to the CII Members.

Over 50 suppliers from DICCI to be present for B2B meetings. These entrepreneurs are offering wide range of quality products and services at competitive rates, which members may like to explore.

To know more and register, write to archana.esther@cii.in

MCSR 9th 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.

CII
Confederation of Indian Industries

"Mastering Corporate Social Responsibility"
Online Certificate Course on CSR (Batch 9)

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Recognizing the need for building capacities required to handle CSR-related activities, CII is introducing a certificate course to help your CSR team with the company's CSR agenda. This course has been designed to help your team members develop a sound conceptual understanding and practical CSR management skills.

Course Objectives:

- To understand the evolution of CSR in India and its significance in the business world.
- To understand the various CSR activities and their impact on society.
- To understand the various CSR reporting standards and frameworks.
- To understand the various CSR implementation strategies and best practices.
- To understand the various CSR measurement and evaluation methods.
- To understand the various CSR communication and stakeholder engagement strategies.

Course Duration: 3 Months / 60 Hours

No. of Sessions: 10 Sessions / 2 Hours per session

Fee: Rs. 10,000/- (Incl. of all materials)

Benefits:

- Flexible learning
- Access to expert knowledge with related latest updates
- In addition to the CSR activities, the course provides with an opportunity to gain deeper understanding of the social issues that corporate leaders typically encounter
- Networking support for building and expanding the role of a CSR professional in the organization
- Certificate of participation will be awarded by CII, India's premier business association that over 5000 members from the private as well as public sectors, including MNCs and SMEs, and an eminent leadership of over 500 CSR activities.

Course Content:

- Introduction to CSR
- Evolution of CSR in India
- CSR Reporting Standards and Frameworks
- CSR Implementation Strategies and Best Practices
- CSR Measurement and Evaluation Methods
- CSR Communication and Stakeholder Engagement Strategies

Course Fee: Rs. 10,000/- (Incl. of all materials)

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Catalog watch

Resources

India's CSR reporting Survey 2016 by KPMG



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Corporate Social Responsibility & Social Business Models in India by Nishith Desai Associates



[Read More](#)

Case Studies

Changing the Lives of Girls in India



This case study was commissioned by Ongood a few years ago.

[Read More](#)

Arts In Education Case Studies



Classrooms across Chennai, Kanchipuram and Tiruvallur Districts.

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Peek Through

CII Flagship Projects

Project On Revival Of Agriculture And
Restoration Of Livelihood
Nurturing Merit, Enabling a Bright Future



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Rebuilding Rural Infrastructure In Partnership
With The State Government



[To Know more](#)

For further details on the CII CSR Gateway,
you may please contact Ms Archana Esther at 044-42444555, Extn: 671
Email: archana.esther@cii.in