

CSO CONCLAVE - II

Corporate Social Responsibility Track

Team Corporate Social Responsibility Track

1. **Mr. Aditya Petwal**, International Union for Conservation of Nature
2. **Mr. Sudeep Kodialbail**, SGS India Pvt. Ltd.
3. **Mr. Ashwin Upadhyay**, KPIT Cummins Pvt. Ltd
4. **Ms. Niyati Sareen**, Hindustan Construction Company Ltd.
5. **Mr. L Rajan**, State Bank of India
6. **Mr. Ibrahim H Rehman**, The Energy and Resources Institute
7. **Ms. Rabab Fayad**, World Business Council for Sustainable Development
8. **Mr. Sarfaraz Khan**, Indus Towers Pvt. Ltd.

CSR Implementation for Sustainable Impact

Partnering with the Government

- Prevention of Duplication of Efforts
- Results in Better Efficiency

Community Analysis

- Leads to Optimum Resource Utilization

Local Ownership for the Projects

- Ensures the Sustainability of the Project

Key Deliverables

1. Developing criteria for choosing a Project Site

- Long term sustainability of the environment/urban management has to be kept in mind

2. Conference call to finalize the criteria for potential locations

3. Visit and Finalize the Location

- Report about feasibility of the place; Location to be finalized

4. Devising the Interventions

- Key specific activities already happening to be kept in mind

5. Meeting to be hosted keeping the following stakeholders in mind

- Government local panchayat (Sar Panch, Gram Sauk, BDO, Collector)
- Local NGOs, Local Businesses, Self-help Groups

1. Demonstrate a system and integrate approach with CSR

2. Work out a collaborative business model that is co-owned

The Plan

4. Conduct international workshops and publish reports for outreach

3. Demonstrating a pilot project which can serve as a best practice example for governments, corporates, national and the international community

Way forward

- Peer **consultations** for project
- Making the **business case** for CSR
- **Engaging** with the government and community
- **Site visit to an integrated CSR project**
- **Webinars** with experts towards an integrated approach on CSR
- Implementing **a pilot project** to prove the concept