



CSR Practices & Knowledge sharing between Japan and India Video Conference Seminar Report

The World Bank

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This report covers what has been discussed at “CSR Practices & Knowledge sharing between Japan and India Video Conference Seminar” held on August 3, 2012, organized by the World Bank India Office in collaboration JICA, Indian Institute of Corporate Affairs, and Tokyo Development Learning Network connecting between Delhi and Tokyo.

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1. Program Overview

Corporate Social Responsibility (CSR) activities have been playing an essential role in addressing the development needs of nations and in promoting social inclusion, particularly in developing economies. In 2009-2010, private companies in India spent \$7.5 million for CSR activities while public-sector enterprises spent an additional \$700 million.

To channelize CSR efforts towards attaining the Millennium Development Goals in a socially responsible manner, the World Bank is assisting India's Ministry of Corporate Affairs (MCA) to structure its CSR work. It is doing so through the Indian Institute of Corporate Affairs (IICA), a think tank affiliated to the Ministry. The Bank has also been working closely with the IICA in structuring the National Foundation for CSR that is the model body for CSR work in India. As part of these efforts, the World Bank is providing the MCA with access to international best practices, including institutional frameworks with transparent guidelines and effective monitoring mechanisms.

After the first video conference on CSR, held through the Global Development Learning Network (GDLN) in December 2011, a strong demand has emerged among CSR stakeholders in India for learning from international best practices in the field.

Japan has been chosen as the first country for this international knowledge exchange because the nation has undergone a transition similar to the one that India is going through. A new network and platform for collaboration between corporations, government organizations, and civil society organizations (CSOs) has also emerged. In addition, the movement for BoP (Base of the Pyramid) business, or so-called "Inclusive Business," has been active since 2009, when the Government of Japan, including Japan International Cooperation Agency (JICA), officially strengthened its supports to promote such business. Many Japanese corporations are interested in incorporating poverty reduction and economic development aspects into their core business or their CSR work. The most popular country for implementation is India. Japanese corporations are also interested in opportunities for collaboration with organizations in India. The interaction between Japanese and Indian corporations is expected to lead to a substantial transfer of ideas from CSR as practiced in Japan for possible adoption by Indian businesses in their CSR agendas.

India has a rich tradition of CSR since ancient times. Large Indian companies are now transitioning from philanthropy to a rapidly evolving strategic engagement in development issues. India has already created structures and is in the process of enacting a Companies Bill that will make CSR a voluntary, but necessary engagement for business. Learning from these collaborative initiatives will therefore help India develop its own frameworks.

In response to this demand, IICA, JICA, the World Bank, and the Global Development Learning Network (GDLN) will jointly organize a video conference-based seminar to exchange practice and knowledge on CSR in India and Japan.

Target Audience

Companies interested in learning about CSR practices from Japan as well as NGOs and CSOs exploring partnerships with Japanese corporations can apply to participate in this videoconference seminar. Through attending this seminar, participants will be able to:

- Understand CSR development and challenges in India and Japan (actors, policies to enhance CSR, collaboration with NGOs, and other stakeholders, etc)
- Obtain practical lessons on CSR activities from actual cases from India and Japan
- Exchange information on markets and players for Base of the Pyramid business for India and Japan

2. Discussions

Opening Remarks

Speaker: Mr. Roland Lomme, Program Manager, World Bank India

The World Bank is supporting creation of a National Foundation for CSR with Indian Institute of Corporate Affairs (IICA) from the Ministry of Corporate Affairs (MCA). CSR is not an ancillary activity and has to be mainstreamed in companies and related to corporate governance as well. We have been targeting to achieve Millennium Development Goals (MDGs) and the Government of India is also keen on achieving MDGs. In India, unfortunately, we probably miss some of the important ones in a wide margin, including those related to health and sanitation. About two thirds of the rural population in India, which is 20% of the urban population and about 600 million, do not have access to proper toilets. Another important agenda related to MDGs is gender. In India, child sex ratio has been increasing in the past years, and the participation of women in workforce is comparatively extremely low -less than 30%-, which is decreasing as well. The last point is that in India, informality is pervading in economic activity and hardly less than 10% of the workforce is employed by the formal sector. Private formal sector in India is marginal. This issue of informality, a lack of legal and social security for the most of the population need to be tackled. For CSR, the whole supply chains of formal companies which comply with CSR in forthcoming legal provision and expected roles of these companies are what is crucial. There is a huge part of the economy which escapes the purview of the law and legal obligations. It is an extremely important agenda for us and very grateful for that JICA is also associated with this initiative.

Welcome Remarks

Speaker: Mr. Jin Wakabayashi, Director, Private Sector Partnership Division, Office for Private Sector Partnership, JICA

JICA is pleased to host this seminar with the World Bank, IICA, and Tokyo Development Learning Center (TDLC) and welcome important partners - private sector speakers and participants from India and Japan. As everyone knows, poverty reduction and environmental problems have been severe and in order to tackle these issues, JICA has been implementing activities. Up to 1990, Official Development Aid (ODA) has been taking up the majority of the international development financial flows – 70% at some point. However, through globalization and raising awareness of the private sector on economic growth in developing countries, the importance of private companies' presence in development issues has increased. Hudson institute's research mentions that, in 2008, philanthropic activity has been occupying 50% of the

total amount of ODA. Also, CSR activities in the past 10-20 years have been evolving. In Japan, since 1970, CSR has been active and Japanese people have been conducting philanthropic activities both inside and outside of Japan. Now it is shifting towards more strategic CSR and each company is trying to create more values and become more competitive through CSR activities. The importance of CSR activities in developing countries has been also increasing. Internationally, CSR is becoming more important and in 2010, ISO 26000 identified CSR through an issuance of “guidance on social responsibility.” In this context, JICA thinks it is important to tackle development problems in collaboration with the private companies’ CSR activities. We think that the ideal model for development is to expand development impact and reduce negative impact through collaborating with the private sector. JICA, as a Japanese Government agency, has been providing a support to developing countries through Technical Assistance, grants and citizens’ participation. We would like to achieve development impact in collaboration with the private companies. I hope that in this seminar, we can use the opportunity to make CSR more active in India and strengthen collaboration and evolve a partnership between JICA and the World Bank as well.

Objectives of the Seminar

*Speaker: Ms. Shabnam Sinha, Senior Education and Institutional Development Specialist,
The World Bank India*

It is encouraging to hear from JICA, with a special reference to development agenda on CSR, which is also crucial for the World Bank as we move forward in our relationship with the Government of India. We would like to appreciate all the participants for your presence. A nodal agency is Ministry of Corporate Affairs (MCA), which set up an IICA, an independent organization, with which the World Bank has been dialoguing over the past few years. There was a need for creating an autonomous and independent institution which provides capacity development, advocacy activities, and facilitates dialogues and discusses what works for India for CSR. Another component of our activities is to work with Department of Public Enterprises (DPE) which looks after public sector enterprises and state-owned enterprises. We provide support to them to consider how public sector enterprises can channelize their resources for achieving MDGs.

Moving forward, as Roland has mentioned a National Foundation for CSR has been created and already running. We have structured a program together with ILCA to discuss how we will work together. We also have planned to set up a CSR hub focusing not only on India but on South Asia. One of the interesting transitions is that MCA and IICA now look at CSR as a strategic intervention of corporations and move the dialogue from philanthropy to strategic CSR, which has been happening and receiving positive responses. Another transition is that CSR dialogue has moved from compliance, including ethical standards, human rights, and supply chain management, which is a statutory requirement, to a development component, and CSR is looked at to attain MDGs. Moving forward, we are going to organize an international conference on CSR and MDGs, and we welcome bilateral and multilateral agencies to share their thoughts on this.

This GDLN is a part of knowledge sharing activities and Japan has now become our valuable partner. We have been also sharing knowledge and international best practices with MCA and DPE. The World Bank recently organized an international conference with Harvard Business School in March 2012 where we had dialogues in forming a national CSR hub and private sector shared their views on where the CSR agenda should be taken forward. We have also organized a knowledge sharing activity for public sector

enterprises in Norway. In Norway, the criticality of CSR is taken as a business proposition as well as ethical requirements, including human rights issue, environmental issue, and sustainability issues. In this way, the dialogue on CSR in India has been evolving. The objective of this GDLN is to understand how CSR has evolved, who the actors are, what the challenges have been in both countries, what the policies are, and how the different stakeholders can collaborate in this discourse. We would like to look at private sector's practices as well as development aspects of CSR. The participating agencies are JICA and JANIC, Japanese corporations, CSR Asia, Felissimo, and Eisai in Japan and we have Japanese embassy, JICA, and TATA, Dalmia, and Bharti foundation in India.

Keynote Remarks -Setting the Stage - Overview of CSR in India

Speaker: Mr. Manoj K Arora, Additional Director General, Directorate of Export Promotion, Ministry of Finance (Representing Dr. Chatterjee, IICA)

CSR in the form of charity and philanthropy has been in existence in India as old as the business has been in existence. There is a strong element of the religion that we follow in India that, apart from the profits, business must give back its profit to the society. After independence, Gandhi gave the concept that business men are custodians of the society's wealth and not the personal wealth, so they must give back to the society what has earned from the society. This trusteeship concept has been taken by many large Indian corporations and you will hear some of them today. In 2003, the prime minister of India has come out with the Ten Point Social Charter, through which, for the first time, the government showed its own view towards the corporations about where they can contribute to the development of the society per se. It indicated corporations the areas that they can contribute to the society through CSR activities. Finally, over the last 5-6 years, agenda in the government policy on CSR has evolved substantially and government rolled out its policy in four areas.

The first role that the government has adopted is that for state own enterprises, there is already a mandatory requirement in place that the companies have to contribute a part of their profits for CSR activities. Under this mandate, we have about a half billion US dollars equivalent money spent every year for CSR activities in cutting-cross sectors from gender empowerment to drinking water to local area development, medical child care, health care, and education. This mandate applicable for state owned enterprises is now under consideration for mandating to private companies. This will be taken to the parliament for a consideration in the next couple of months.

The second role that the government has adopted is a dialogue enabler, that is to create a necessary coalition and institutional frameworks for the private sector's efforts in CSR activities can be channelized to desirable activities. For this, we have the national foundation for CSR being created by the government in the IICA, which you will hear more from my colleague shortly. The second thing which is evolving very interestingly is that Indian body for developing the five year plan, which is the planning commission, is going to come out a strong agenda on CSR in the current five year plan, which will be released shortly, where the objectives of CSR are boldly and clearly articulated.

The third role that the government has already adopted is to mainstream CSR and the IICA at the moment as a national hub is undertaking all activities and working closely with all the members of the trade associations in the country, and the entire corporate efforts in this space have been brought out and mobilized.

The fourth role that the government has adopted is partnering. It looks at various methods of engaging with corporations, social entrepreneurs, and NGOs with multinational bodies where they can start working and assisting various stakeholders to come up with the implementable projects on the ground. You will see more of these in the days to come when the government resources and private sector efforts and the energy of civil society organizations channelized together to make a difference at the bottom of the pyramid with scalable and sustainable projects. This is the brief on how the government has evolved, policies on CSR, and how it is working towards channelizing the whole efforts from the government side, private side, and civil society side so that sizable segment of impact could be achieved in pursuit of the MDGs, which is the basis of our planning effort.

National Foundation for CSR

Speaker: Gayatri Subramaniam, IICA

In India, the CSR discourse on CSR has been moving from philanthropy to sustainability. The mission of the national foundation is to help build an enabling environment for corporations to work in partner with the government, civil society organizations, as well as local community organizations for effective contribution towards sustainable growth and development. That is the reason why the MCA through IICA has brought out this platform where all these entities can work together, exchange best practices, share knowledge, and provide capacity development. The main objective would be to provide a strong and independent platform in order to advocate CSR practices. Sustainable business and activities would be conducted through outreach and communication, conferences and workshops, and networking exercises. We will also build a credible database on CSR for India, South Asia, and maybe international. We also take out some compendium on national status on CSR and bring out credible index and rating system on CSR. All of these activities will be related to a creation of a national award for CSR so that the corporate CSR activities will be recognized and awarded. Government is also going to come up with some reporting format to measure the impacts of CSR, with which the World Bank provides a support.

Sharing Japanese Experience: CSR development and challenges in Japan

Speaker: Ms. Makiko Akabane, Director, CSR Asia Japan

CSR Japan is based in Hong Kong and was established in 2003. It is a think tank for CSR. There are 10 offices in Asia and last year, we opened another office in London. 40 experienced professionals are working. CSR Asia conducts CSR consulting, CSR training, publishes newsletters, and holds annual CSR Asia summit. In regards with Japanese CSR, environment is one of the big topics. Environmental pollution is the origin of Japanese CSR and around 1954, after the WWII, Japanese economy has grown very fast and the average annual economic growth was 9.1% between 1954 and 1973. As a result, various pollution scandals occurred. In India, current economic growth is almost similar to Japan during this period. Around this time, lots of oil plants have been established and smoke contained lots of chemicals. Chemical plants also polluted the ocean. Since Japanese people eat lots of seafood, chemical affected fish. These pollution problems affected the company to start dealing with an environmental problem around 1975. After 20 years, Japanese environmental ministry created a guideline for environmental reporting and around that time, many companies started to disclose their environmental actions. ISO14001 (Environmental Management System) issued in 1996 accelerated the companies to take actions on environmental issues. Japanese corporations are eager to get international certificate, so this became very prevalent after 1996.

In terms of social and compliance aspects, Japan has to learn more from other countries. In response to series of corporate scandals, a shift occurred from a strong focus on environmental management to an emphasis on legal compliance and corporate ethics. In 1991, during the bubble economy, there were extra resources and many big financial companies have fallen down. Many corporations' misconducts started. In 1991, Japan Business Federation issued the Charter of Corporate Behavior. In 2002, it was revised partly in order to regain public trust in the wake of numerous scandals caused by some of its member companies. After 10 years, a dairy company had a scandal and affected a health condition of 10,000 people. Also, there was a false labeling of origins and grades of meat. In 2002, the Charter of Corporate Behavior was revised and required the involvement of the top of the company when the problem occurs. In Japan, CSR has been changing every 10 years. And in 2012, with the devastating earthquake more corporations started to get involved in CSR. In Japan, corporations are researching what is happening in global perspectives and try to incorporate best practices. At the same time, Japanese companies are evolving. In Japan, diversity and human rights are understood within the realm of recruiting women and disabled people. For example, after the earthquake, Tokyo Electric Power Company (TEPCO) was considered as violating human rights from other countries, but not so much from Japan. Therefore, Japanese understanding of human rights and diversity is different from other countries. However, in reality, because of the misconduct of the company, those who used to live around the nuclear power plant needed to start their own life again, which is a human rights violation.

A difference of CSR practices between Japan and India is reflected in ASR (Asian Sustainability Rating) which is a rating of Asian corporations developed by CSR Asia. We asked 100 questions to 770 corporations in 11 Asian countries. The questions were categorized into environment, society, governance, and general. Both Japanese and Indian top 3 companies scored high on environment based on the disclosed information. Compared to India, Japan does not have many local issues, so that companies may not have to get involved in solving community issues. But in 2011, many corporations started to notice this and they are now doing more. Japan scored very low on governance parameters. Compared to other countries, the ratio and the number of female executives are low. On the contrary, in India, the governance score is high. For instance, Infosys scored 100% for the governance. The governance indicator includes information disclosure, human rights policy, and etc. Japan has a lot to learn from other countries, including India, on governance.

Collaboration with NGOs by JANIC

Speaker: Ms. Azusa Ibata, Japan NGO Centers for International Cooperation (JANIC)

JANIC is the largest network NGO in Japan established in 25 years ago. It was founded by a group of NGO leaders who recognized the need for a better coordination of Japanese civil societies and facilitation of communication with overseas groups. In Japan, 400-600 NGOs are working in international development tackling MDG issues and these are JANIC's target organizations. 50,000-60,000 NPOs also exist in Japan to tackle domestic issues. JANIC's associated members include 56 non-profit organizations, 39 corporate members, and 165 individual members. Roles of JANIC are: promoting partnerships among NGOs, conducting policy advocacy and campaigns, promoting citizen participation in NGOs, promoting dialogue and networking with other sectors, strengthening capacity and social responsibility of NGOs, and providing JANIC taskforce for disaster response.

JANIC established a networking platform to facilitate networking between NGOs and corporations to tackle poverty reduction in a collaborative manner. It was established in 2007 and since 2008, 34 NGOs and 19 corporations had dialogues. Every two months, all the members get together and conduct workshops. Various collaboration cases are on the website, too. The three year plan since 2011 is to improve quality and quantity of cooperation between NGOs and companies.

When it comes to the collaboration between NGOs and corporations, there have been challenges, such as difficulties in finding partners, miscommunications between the two, companies' tendency to require short-term benefits, NGOs' slow decision making, a hierarchical relationship between the two, and sustainability of the partnership. Collaboration means that both parties have a shared objective which is to solve global issues. Collaboration is just a means and not the end for poverty reduction. Corporations do not have know-how on the ground, so NGO can provide it and private sector can provide financial resources and technical expertise. Sometimes NGO thinks that NGO may have been used for marketing of the corporation. Therefore, a common guideline for achieving an ideal partnership was created. The guideline defines 3 types of partnerships: (i) philanthropic type (one-way relationship and involvement of companies in NGOs' activities is relatively low and NGOs tend to show gratitude to the companies as if they were donors. Examples include donation, grant, provision of facilities, sending volunteers/experts, and sponsoring/ participating campaign of NGOs), (ii) transaction type (relationship which produces mutual understanding and trust. There are some similarities on missions/values and strong connections at individual leader level. Examples include employee training, consulting on CSR procurement, participation in Stakeholder Dialogues, participation in corporate governance as an advisory committee or external directors), and (iii) integration type (relationship which is integrated into a business. Both parties share the common mission/value and they are mutually involved. Examples include cause-related marketing and co-business (product development and base of the pyramid business and etc). The guideline provides 12 steps of creating partnerships and encourages following a "plan-do-check-action" cycle to improve the relationship.

1. Clarify the purpose of a partnership
2. Understand each characteristics
3. Find the partner
4. Choose the partner
5. Set concrete goals of the partnership
6. Confirm each role
7. Determine the scale of project
8. Scheduling
9. Staffing
10. Make an agreement on paper. (e.g. Contract, MOU)
11. Evaluation and reporting
12. Action for improvement

It is important to learn about the difference of each entity. To begin with, attending various conferences to learn about NGOs would help for the corporations. Finally, three things to keep in mind for developing a good partnership are: (i) share the purpose (overall purpose of the partnership should be poverty reduction in developing countries), (ii) understand each other (NGOs and companies have different organizational structure and culture, and thus, it is important to understand and respect each characteristics and values) ,

and (iii) be honest (it is important to share the information on the expected risks beforehand to help solve the problems in case of an accident)

Case presentations by Selected Companies

Tata Services Limited

Speaker: Achala Kumar, Principal Executive Officer

Cross-cultural learning is very important in this globalized world and the topic of today's discussion is very important. I would like to share a short story of TATA Steal's advertisement campaign which started in 1990, which focused on community-centered operations showing happy employees, customers, and communities. This ad was applauded by the nation, because TATA Steal was doing more to the community than merely making steal. The message in this ad captures the philosophy behind every business of TATA Group and TATA Steal in particular. TATA's business and CSR go hand-in-hand. We are India's largest business group operating in 7 sectors and 80 countries. We have 425,000 people and the net revenue is US\$83.3 billion during the fiscal year 2011-12. More than the two thirds of revenues come from operation. The purpose of our group is to attain leadership through business excellence in the sectors which the group operates in: while upholding our values and integrity to improve the quality of life of the community we serve. We are serving the community and do not make money out of them. TATA's holding strategy is unique. TATA Sons and TATA Industries are the two holding companies and invest in existing company to incubate and facilitate growth of current businesses. TATA Sons are owned by 66% of public trusts. TATA Industry is also 50% owned by TATA Sons. Profits from TATA Sons and TATA Industries are backed to TATA Trust and used for social activities of the trust. TATA Trust has 4 pillars of CSR activities: (i) endowments for creation of national institutions (including a medical center and a center for performing arts), (ii) development assistance – for livelihoods, health, education, microfinance, biodiversity, and water harvesting, (iii) foreign scholarships – science and engineering, and (iv) disaster relief. TATA group spent US\$170 million on CSR activities between 2010 and 2011. They allocate 3% of TATA companies' net profit and TATA Trust spent US\$110 million and individual companies spent US\$60 million between 2010 and 2011. TATA's CSR started in early 1900. At that time, maternity benefits, profits sharing with owners, and 8 hours working hours were introduced in TATA group before it was introduced in the entire world and in the West. With the large company like TATA, the real challenge for TATA Group is how to integrate social responsibility programs within all these companies. The way we do is it to use the TATA Business Excellence Model (TBEM). TBEM integrates social responsibility into the framework of corporate management wherein social responsibility is encapsulated as a key business process. In fact, all social service departments in TATA companies have annual programs and budgets and all of them are aligned to the MD's Balanced Score Card. TATA declaration of CSR focuses on 8 areas:

1. Serving the community is the purpose of the business
2. Enhancing Human Excellence and Improving the Quality of Life
3. Integrating Environmental Management with Social Development
4. Sharing Core Competence and Technology with the underprivileged
5. Business as a Partner in Development
6. Culture of Volunteering

7. Organizational and Personal Learning
8. Institutionalizing Social Responsibility in the Business Process

One of the challenges in CSR is to get business realize that it is not making money but it is a sustainable business which secures the future of the business and human kind. It is also clear that a rapid depletion of natural resources, air and water pollution, and endless hunger for material wealth are not sustainable. If businesses are to prosper in the long term, there has to be an end to such insensitivity to mother earth, its limited resources and its capacity to fulfill human creed. The challenges are to get companies create responsible businesses voluntarily and to ensure that such guidelines instituted by the IICA are universally followed. The definition of CSR should expand the role of corporation and communities that we operate and make it a meaningful terminology. We are replacing the term CSR by the larger term, a responsible business by truly becoming such an entity focusing on producing products and services meeting the needs of the worlds and not merely creating a wealth. To encompass, we are expanding our target to a large pyramid of consumers that are within the reach of less privileged to provide them with products and services as corporate social citizens. For this, CSR has to be embedded in our business. Just to show how TATA will do in the future, TATA group is to expand the domestic addressable markets and cater toward a larger part of the pyramid consumers. Thorough the expansion, we will fulfill our business responsibility by filling the needs of the large proportion of our pyramid consumers. I will show you a couple of examples of such products and services. The first one is a “swach,” a low cost water purifier and it is very hygienic. It runs without electricity and costs about 1,000 INR. TATA Motors has introduced “nano,” a low cost automobile for the less wealthy in our country. “Ginger” is a low cost hotel for the smaller districts, and annual cost housing is produced by TATA Housing. Finally, I will end my presentation with a quotation from our founders – “The developing world has two options. The first is to sit back and react only when the problems arise. The second is to act as conscious citizens and rise above our vested interests for the sake of future generations, so that history does not record that we deprived them of their livelihood. I think that the message we should leave with our CEOs is that there is an integrated approach – that we want them to be profit-oriented, we want them to be cost effective, we want them to be quality conscious, and we want them to be good corporate citizens”-.

Eisai

Speaker: BT Slingsby, MD, PhD, MPH, Eisai Head of Global Access Strategies

Eisai is a Japanese pharmaceutical company was established in December 1941, and we have consolidated sales of about 700,000 million yen in 2012. Eisai is an R&D-based pharmaceutical company with offices around the world. The majority of our sales come from the US, Europe, and Japan. We do have offices in operations in India and China and much of the emerging markets throughout Asia. Our corporate philosophy focuses primarily on the patients and their family. We strive to increase the benefits that health care provides them and we conduct our business to meet their diversified health care needs worldwide. We aim to be Human Health Care (“hhc”) companies that make a meaningful contribution under any health care system through our business activities around the world. The ethos of Eisai itself fits hand-in-hand with CSR, meaning that our business itself can be explained as a business of CSR. Therefore, there is not any separation between business of Eisai and the concept of CSR. If you take corporations, CSR came from the West or corporations which were not looking at the benefits of consumers. There was a backlash from the society and a product of the backlash was that we have to do

something good because we are doing something bad. But, if we start with doing something good, there is no reason to build a separate unit to try to do something that is in line with a new concept of CSR.

We approach our business looking at patients and community and try to build a business to provide benefits with them worldwide. Given that we are a healthcare company and the major problem in India and throughout the emerging market is access to health care, this is where we are contributing to communities in terms of a long term investment. Like TATA's approach, we are also trying to grow the market and help more of the lower middle income people to become upper middle income to make them become our consumers to actually expand the market. So, the key issue and concept to expand the market is access. We define access with four "A"s: architecture, affordability, availability, and adoption. Architecture means anything from the infrastructure at the macro level to the management at the micro level. And we have affordability. Eisai provides original research products at a patient friendly price and provides cost effective disease solutions through launching branded generic at a local market price. We define availability for supply. We partner with local players to be able to expand a reach and penetration to increase availability. Finally, adoption means that there needs to be awareness among consumers and patients that this is the reason why they need to receive healthcare and products. Without that awareness and knowledge, no matter how much affordability, availability, and architecture are in place, consumers will have a choice to reject using that project. So, with this four "A"s, you have access. This is our strategy to business in India and overall strategy to emerging market and even in developed countries. This fits well in line with CSR or strategic CSR.

We launched Aricept at a discounted price, one tenth of the US price, in India, for affordability. We also work with other partners to increase the availability of our products which is an integrated partnership model that was presented by JANIC today. With adoption, we work with mass media, government, and NGOs to increase awareness throughout India. We have a multi-tiered approach including: (i) strategic solutions, (ii) capacity building, (iii) quality innovation, (iv) long term investment, and (v) product creation to increase access in India. It is all done through business. The greatest example is actually in household goods with Unilever. Unilever sells soaps in a large quantity in the US and Japan, but they sell products in small packages in India to make them affordable for patients and consumers. This model is more sustainable. This is the same concept in terms of looking at the new products in our company. Other ways that we contribute through strategic solutions are through partnerships to create new business models. For example, our medications, diagnosis, and treatment are available at a discounted rate at Apollo hospital through partnering with a public sector. We also have a new business model with Apollo hospital, Help Age (NGO), and ARDSI to create a new market for Alzheimer's disease. As a capacity building activity, we create comprehensive disease solutions and empower physicians on latest development in diagnosis and treatment thorough screening camps and workshops. For quality innovation, Eisai sets quality assurance as our underlying principle of our company, our business, and our relationships with each patient and family.

We have a new program to develop a new drug for the WHO so that it can treat lymphatic filariasis, which is also quite prevalent in India and one of the neglected tropical diseases, which is infectious. So, this fits in line with the MDG number six, which is to eliminate infectious disease, particularly TB, malaria, and Neglected Tropical Diseases (NTDs) worldwide by 2020, and WHO along with the UN are working on this. We were privileged to be a partner to eliminate NTDs by 2020. In line with this commitment, we developed a new product in the factory in India to supply a free of charge 2.2 billion

tablets of the medicine to eliminate this disease around the world. We see this not as a CSR activity but as a long-term investment activity. The more people are healthier, the more people can participate in the economy, which leads to a larger and quicker economic growth. This will allow us to have a larger market in the country in the next 10 years. In this way, we look at these types of CSR activities, if you want to refer to that, as a long term investment, so the businesses in the market become more sustainable and also a sustainable society will be achieved in the next 10 years.

Bharti Foundation

Speaker: Vijay Chadda, CEO

Bharti Foundation is an independent entity, which is the corporate philanthropy of Bharti Enterprises. Bharti Enterprises comprise of many businesses and are India's leading business group, operating in over 20 countries across the globe. Many of them are joint ventures with the international companies, such as Wal-Mart, AXA, Del Monte, and Airtel. This creates a challenge of integrating the entire group for CSR. Our key focus area in terms of the social part of CSR is around education.

The management of CSR has a CSR policy part, with CSR Policy, Employee Volunteering Policy, and Employee Philanthropy Policy in place. CSR activities function within CSR Council, where all CEOs sit, and CSR working group, which takes over the decisions of CSR Council on the objectives and issues that we work on throughout the year, besides sharing the best practices. We also have recognition in the group, such as Changemaker Awards where individual group companies and large sections within the companies are recognized and awarded for their CSR work.

Under our CSR policy, there is a commitment to the stakeholders, including government, shareholders, customers, employees, and their families, to conduct our business in a responsible and structured manner that creates a sustained positive impact. This aims to ensure that CSR principles are integrated into the core business and not the sideline activity, and build active and long term partnerships with communities to improve social condition of needy people. Responsible business includes corporate responsibility and employee philanthropy. Corporate responsibility is to integrate corporate responsibility as an integral part of our everyday business from detailed business process to overall strategy of conducting business. Employee philanthropy includes employee volunteering and donation through Employee Payroll. Bharti's pillars of CSR are disaster relief, environment protection, and in terms of the social part, education remains the key pillar of the group.

Bharti Foundation was launched in 2000 as a philanthropic arm of Bharti Enterprises to help underprivileged children and young people of our country to realize their potential and it aims to provide quality education and impart training to make people employable and responsible citizens of the country. Through our program, we established Bharti School of Telecommunication Technology and Management in IIT Delhi, Bharti Center for Communication in IIT Mumbai and provided Bharti scholarship for higher education. Our rural education project called Satya Bharti School Program took off in the year 2006 and this became a core of our program in education, focusing on rural education, girls, and providing quality education for free for underprivileged children. The goal of the program is to establish 500 Primary Schools, 50 Sr. Secondary Schools, and educate 200,000 Children and we are at the half way through. We aim for creating replicable and scalable quality schools. We have three types of schools, including Greenfield schools, which are constructed, run, and managed by the Foundation on land allotted or leased by government or donors (199 schools in 6 states), adopted government primary schools (49 schools in

Rajasthan), run, managed, and funded by us, and schools under public-private partnership with the Government (5 senior secondary schools in Punjab), which is funded by the government, but managed by Bharti Foundation. Key features of these schools are quality education, rural-based, free schools, providing student welfare, including mid-day meals, textbooks and notebooks, targeting underprivileged children, offering pre-primary education to class XII, focusing especially on the girl child, and provision of vocational education. Currently, Bharti Foundation is running 186 primary schools, 62 elementary schools, and 5 senior secondary schools in 6 states and around 40,000 students are enrolled. The majority of them are from underprivileged background (48% are girls and 76% are from SC/ST/OBC communities). We have close to 1,400 teachers. The school focuses on holistic development of children by educating them beyond academics. We also execute a campaign against child marriage, campaign for adult education, campaign against substance abuse, campaign for education for girls, and campaign for greener environment. Our students also won “Design for Change Schools Contest” in 2009, 2010, and 2011 and Pramerica Spirit of Community Awards in 2011 and 2012.

Teachers are dedicated, passionate, and committed, and recruited from local communities. Their thoughts align with the vision and mission of Bharti Foundation. Teachers are also provided with a peer learning program, including coaching and mentoring, reward, recognition and career growth path, and teacher subject knowledge test ensuring teachers’ knowledge.

Parents and community engagement is also strong and this is one of our pillars. Schools visit homes regularly and structure parent-teacher meetings to ensure parents connect with the school. Schools also organize community development campaigns, ask communities to share skills, knowledge and donate materials, and provide opportunities for community volunteering to preserve linkages with the local culture. Schools are also built on donated or leased land.

Essentially, Satya Bharti School Program functions as a credible platform for investment and welcome partnerships on technical and knowledge sharing, materials and financial with various corporations and organizations in the world. We not only facilitate CSR for Bharti Group companies, but for individual philanthropy and companies and provide platforms for the companies outside of Bharti Group. Various ways for partnering can be adopted, such as adoption of school for life, sponsoring school construction, and teachers’ provision and etc. We have partners from large multinational corporations to small Indian companies and individuals who have high faith in our companies. We focus on sustainability and transparency and we run this platform with the highest form of corporate governance that we invest.

Felissimo Corporation

Speaker: Tatsuya Kasai , CEO

Felissimo was established in 1965 and our management philosophy is to establish and practice business guided by the goal of achieving happiness of the society. Our corporate philosophy is to maximize happiness. Our goal is to promote well-being in the world that is lasting and evolving through our business activities. Our name”FELISSIMO” was created by fusing the Latin word “felicity” and “-ssimo”, a suffix which emphasizes the meaning of the word. The name underscores our commitment to pursue and practice our philosophy to promote well-being (happiness) in the world that is lasting and evolving. Felissimo’s business is defined at the intersection of three elements: profitability, originality, and social relevance. The main model is a direct marketing and we design our own products and sell them through catalogues and websites. The products include fashion-related products, kids’ items and various

general merchandise and target customers are female. Various brands are available for each market segment.

We define CSR as C- cooperate with customers and try to find what we can do with customers, S- sustainable society, and R- responsibility and responsiveness of our company to various situations. We do not have a CSR division and call CSR activities as “Social Cultural Activities” and conduct different types of activities. We have four activities, including funding activities, livelihood support activities, citizen cultural activities, and design business. In “funding activities”, we sell products, a part of their profits is added to the funds, raise funds from the customers, and solve global issues with the citizens. With “livelihood support activities,” we develop products in collaboration with the physically challenged people and sell fair trade products. Through “citizens cultural activities,” we support activities that make citizens major players to contribute to the society. Finally, “design business activities” create happiness in the society through design. We try to aim for giving our profits back to the society and think about our cost and expenditure structure in that way. In terms of the CSR management process, we have the third party assessment entity to objectively evaluate our activities and report to our consumers. Felissimo manages a fund by receiving the activity reports from each supporting organization, evaluating the effectiveness of the activities, which is conducted by Felissimo Fund Office and Planet Co-creation Promotion Committee (evaluation committee) and developing the following year’s support activities. Planet Co-creation Promotion Committee is managed independently from the corporation, excluding company’s arbitrariness and ensuring that the activity is supported based on the mission of the fund.

We have a forest project conducted in West Bengal and Orissa. Since 1990, we have been working on this and in 2006, elephants have returned. This project was financed by collecting 100 yen donation from the customers. The total amount of funds were 80,955,485 (JPY) and 4,867,195 (USD).

The second project is a peace by peace cotton project, launched in 2008 to save the farmland from the damage caused by chemical fertilizers and pesticides and to keep the agricultural workers and their children from the health damage caused by those toxics. The project also helps marginalized cotton farmers in India improve their livelihood options by making their farming systems more sustainable and profitable through organic farming and facilitating access to an international market for organic cotton, providing training on organic farming, and supporting education for children. Indian organic cotton was sold at the price including a donation amount. Project donors are all citizens. Consumer behavior is directly linked to the production activity. Since the quality difference between organic and non-organic cotton is marginal, “Consumer Responsibility” is the key in this cycle. Accumulated donation has been contributed to the Indian NPO called Chetna Organic Farmers Associations to help local cotton farmers transfer to the organic cotton producers as well as to give scholarship to children (more than 60 students received a scholarship in 2011). Felissimo aims for making high value products through hand-holding every step of the product development. Since it is fashion, “doing good” and “natural taste of organic cotton” will be not good enough to be sustainable. Felissimo thinks that all industries need to evolve by having this kind of mindset. With JICA India office’s help, we have supported various business developments in collaboration with Chetna Organic in Orissa. This project itself became a CSR business model and the received a good design award. We constantly think about how we can be happy together with our partners. Chetna Organic Farmers Association engages with communities to promote sustainable agriculture practices especially on organic farming. It is adult’s responsibility to leave the good

mechanism for the future. We hope that we can still take pictures of those who became happy through our projects 100 years from now as well.

Dalmia Cement Group

Speaker: Col. Harmit Sethi, Assistant Executive Director, Corporate Affairs

We consider communities are one of our important stakeholders. Dalmia was founded in 1936. CSR has started as charity and philanthropy since 1936 and formal CSR programs have started since 2008-9. There are two CSR strategies and positioning within the company: (i) belief in giving back – inclusive growth and development, and (ii) organizational and environmental sustainability. We have partnerships with Non-governmental organizations, Government, and Financial institutions. Funding comes 70% from Dalmia and 30% from Government and financial institutions. There are three funding principles of our programs: (i) eradicate poverty from our target villages, (ii) ensure that all the children below 14 are part of the regular school system, and (iii) provide access to basic health services in our targeted villages for all. Partnership of course is very important for our CSR and we have both in-kind donation and financial donation from the government and financial institutions. We collaborate with district administration, Department of Health and Family Welfare, Department of Rural Water Supply, and Department of Education, Rural Banking Institutions and etc. We are very active in partnership and these partnerships carry certain competencies and quality of CSR programs on the ground. CSR portfolio includes livelihood, health and sanitation, children and education, and environment, energy and infrastructure and strongly links with UN MDGs. Main funding allocation is in livelihoods which accounts for 51% of the total funding and health accounts for 28% and education accounts for 21%.

Given the products we have, we try very hard to getting into the bottom of the pyramid targeted products like TATA. We also have a methodology for our program. We believe strongly in transparency and reporting and have a monitoring and evaluation mechanism. We have independent studies and impact assessment, which provided positive results and showed the value of the presence as an industry as well as our CSR programs. The strategy and structure of CSR starts with systematic needs assessment and program formulation, utilization of methodical, outcomes and causative metrics, and assessment by independent agencies. So far, our baseline survey and independent assessments show improved health status, lowered drop-out ratio and economic progress among our beneficiaries. Our villages in Ariyalur were singled out by the government for zero malnutrition cases. Our health programs are available for the entire population of our target villages and so far, we reached out to 140,000 people with our programs across our locations. Few hundred toilets were also constructed by us and this paved the way for improved health and hygiene in our villages. More than 15,000 people have been brought above the poverty line or the beneficiary income has increased by at least Rs.1,500 per month. Finally, village development committees, farmers committees, and self-help groups formed by us have created a village level infrastructure and partnership for development.

The addressed needs from our CSR program assessment include operational efficiencies and MIS management to strengthen program reporting, enhancement of communication mechanisms between CSR coordinators to improve quality of information, aggressive follow-up with government departments and other development partners vital for successful scaling up of programs, and clarification of “roles and responsibilities” for seamless efficiency in implementing programs. We need to integrate CSR with business operations and move towards sustainability.

Between 2012 and 2015, we aim for improving our CSR reporting standards to the global level, increasing the linkages with UN MDGs, increasing the presence at external meetings, and winning CSR awards. As a vision 2015, we try to shift to a foundation model to balance the project financing sources to an equal proportion between our company and external sources, integrate CSR into business through extending a coverage to a supply chain and etc, reach 250,000 lives and be recognized for corporate citizens, and enhance external stakeholders engagement and partner with NGOs, government, local community, private sector, and industry bodies.

We could reach to 140,000 people through various livelihood, education and health programs, including construction of compost unit, conducting health camps, organizing a nutrition and health day, and providing scholarships. We also want to be able to provide economic sustainability and continue to enhance the reach of our program. We have a strong structure to ensure the strong participation of beneficiaries in our program.

3. Q&A

1. Mr. Izumida (Working group for SD):

In relation to the small packaged soap discussed during Eisai's presentation, what do you think about the use of bamboo to make soap for BoP customers and its implication for the environment impact and BoP business? Do you think it is a good idea?

Ms. Kumar (TATA): It sounds like a good idea but I need to see the details of the projects before I make any comments on how useful it is for CSR.

Dr. BT Slingsby (Eisai): The example of the soap that I gave is a concrete example from Unilever and how each company needs to modify the products, thus, it is not our product.

2. Mr.Yamada (JICA Research Institute)

I used to work in JICA India office. I have a question to IICA. About four years back, in August 2008, a special commission chaired by a professor submitted to a Ministry of Minorities Affairs a diversity report that contains a suggestion to establish a diversity indicator for the corporates to measure and hire the employees with diversified ethnic and religious background. I am wondering to what extent these recommendations are implemented?

Ms.Subramaniam (IICA): Diversity report is related to corporate governance. I have to inform you that Ministry of Corporate Affairs constituted a committee working on national policy on corporate governance and soon the report will come out. Committees meeting have been held in a frequent basis and once the report comes out, it will be in the public domain.

3. Ms. Sinha (World Bank)

Many bilateral agencies have been involved in CSR. For JICA, what is the strategy of CSR and how do you collaborate with countries where you operate?

Mr. Kawatani (JICA): JICA does not have a concrete strategy for CSR, but we are, as a government agency, in a position to promote CSR and encourage corporations to comply with CSR in many ways and scale up CSR projects. We have been doing a project to utilize Clean Development Mechanism (CDM). Honda has been cooperating with us to financially support our project to scale up the project. We have another example in Africa in which one company tries to promote its product, which is a TV screen, in non-electrified village. Using this TV screen, we are trying to educate HIV to the villagers. We are using the product to promote the company and also trying to scale up our own HIV project. That is one of the roles of JICA in CSR. We are also trying to give as much information as possible, such as the role of CSR and how stakeholders like government, NGOs, and companies can work together.

4. Ms. Sinha (World Bank)

This question is for CSR Asia. Could you help us with “International Conference on CSR” through bringing experience from Japan?

Ms. Akabane (CSR Asia): Yes, I think so. CSR Asia also organizes a summit every year and on September 18th and 10th, we will hold one in Beijing. We also held one last year in Kuala Lumpur. We are still not sure about the next year.

5. Ms. Kumar (TATA)

Ms. Akabane mentioned that because of the development level of the country, the focus of CSR in Japan has not been so much of the underprivileged people. Is there a focus on under developing nations or developing nations? Do you also have to focus on environmental issue in your country?

Ms. Akabane (CSR Asia): Japanese poverty level is not like that of developing countries, thus, not many companies conduct poverty reduction programs in Japan. Japanese companies’ poverty reduction programs tend to be in developing countries. Although companies are based in Japan, they operate in different countries, thus, some companies provide products in developing countries and conduct CSR in these countries.

4. Next Steps

Ms. Sinha concluded that as a next step, three things can be done together. The first one is to have a collaborative networking event together with JICA and IICA, facilitated by the World Bank. Some advocacy and communication work can be also done together. The second one is to create a network with JANIC for Indian NGOs and service providers to see how we can impact MDGs together. Finally, the World Bank has facilitated certain CSR projects in education and rural development. Thus, if JICA or Japanese companies could get involved in these kinds of opportunities, collaborative work can be implemented.

Mr. Kawatani from JICA responded positively that JICA would like to do anything to create a networking event. He mentioned that creation of a communication platform needs to come first as JICA had not had such a platform on CSR in the past. Mr. Kawatani suggested that moving forward, developing a collaboration plan and holding discussions would be the next step.

Ms. Iyata from JANIC mentioned that there exist Japanese companies which are already collaborating with local Indian NGOs. Thus, when new companies would like to collaborate with Indian NGOs in the future, new partnership model can be created and scaling up can happen.

As a next step, JICA and the World Bank agreed to explore partnerships on CSR issue. The results of the survey conducted by participants also revealed that Japanese corporations are interested in collaborating with Indian government, NGOs, and corporations on CSR and Base of the Pyramid Business issue. Japanese companies are also interested in learning about concrete options for collaboration and more details about the activities of Indian NGOs and enterprises, including challenges that they face.

Annex 1: Agenda

Date: Friday, August 3, 2012

Time: 10:30-13:00 in India / 14:00-16:30 in Japan

Venue: The Energy and Resources Institute India, New Delhi, India
World Bank Tokyo Development Learning Center, Japan

Time (India)	Time (Japan)	Duration	Program	Speaker
10:00-10:30	13:30-14:00	30 min.	Registration (VC pre-connection)	
10:30-10:40	14:00-14:10	3 min	Opening Remarks	Mr. Roland Lomme , Program Manager, World Bank India
		3 min	Welcome Remarks	Mr. Jin Wakabayashi , Director, Private Sector Partnership Division, Office for Private Sector Partnership, JICA
		4 min	Objectives of the Seminar	Ms. Shabnam Sinha , Senior Education and Institutional Development Specialist, World Bank India
10:40-10:50	14:10-14:20	10 min	Keynote Remarks: -Setting the Stage- <ul style="list-style-type: none"> • Overview of CSR in India - Evolution of CSR and challenges in India (role of public & private enterprises, regulations etc) - Collaboration with social enterprises and civil society - BOP issues 	Mr. Manoj K Arora , Additional Director General, Directorate of Export Promotion, Ministry of Finance (Representing Dr. Chatterjee, IICA)
10:50 – 11:10	14:20-14:40	10 min	Sharing Japanese Experience: <ul style="list-style-type: none"> • CSR development and challenges in Japan - Evolution of CSR and challenges in Japan - Actors and their roles & responsibility in CSR/BOP (METI, JETRO, JICA, university, company, and NGO etc). - Regulations, policies, and guidelines for CSR in Japan 	Ms. Makiko Akabane , Director, CSR Asia Japan
		10 min	<ul style="list-style-type: none"> • Collaboration with NGOs by JANIC - Role of JANIC - Types of partnerships between companies 	Ms. Azusa Ibata , Japan NGO Centers

Time (India)	Time (Japan)	Duration	Program	Speaker
			and NGOs, and guidelines	for International Cooperation (JANIC)
11:10-12:10	14:40-15:40	60 min (10 min each)	<p><i>Case presentations by selected companies:</i></p> <ul style="list-style-type: none"> - Brief corporate overview and CSR/BOP activities, organizational set-up and strategy with core business activities - Challenges and opportunities - Monitoring and evaluation 	<p>Representatives from selected companies in Japan and India*</p> <p>Japan : Felissimo, Eisai India: TATA, Intel, Bharti Foundation of Airtel, Dalmia</p> <p>(*Please see the Speaker Organization Profile.)</p>
12:10-12:55	15:40-16:25	45 min	Open Discussion and Next Steps	Chaired by Ms. Sinha, World Bank India
12:55-13:00	16:25-16:30	5 min	Closing Remarks	Ms. Sinha, World Bank India

Annex 2: Speaker Organization Profile



CSR ASIA, Makiko Akabane

CSR Asia is the leading provider of information, training, research and consultancy services on sustainable business practices in Asia. Operating as a dynamic social enterprise, CSR Asia occupies the unique middle ground between civil society organisations and fully commercial consultancies. This enables us to provide independent and cutting edge services and expert insight into the Corporate Social Responsibility (CSR) issues facing companies in Asia. Through our offices in Beijing, Hong Kong, Kuala Lumpur, Guangzhou and Singapore and our partnerships in Vietnam, Thailand and Bangladesh. CSR Asia builds capacity and promotes awareness of CSR in order to advance sustainable development across the region. – CSR Asia <http://www.csr-asia.com/>



JANIC, Azusa Ibata

The Japan NGO Center for International Cooperation (JANIC) is a non-profit, non-partisan networking NGO founded in 1987 by a group of NGO leaders who saw the need to better coordinate activities in Japanese society and facilitate communication with groups overseas. To promote CSR activities, JANIC has been performing as the secretariat of the NGO and Enterprise Collaboration Promotion Network since its establishment in April 2008. The network involves 34 NGOs and 19 firms in 2012. – JANIC <http://www.janic.org/en/>



Felissimo Corporation, Tatsuya Kasai

Felissimo was established in 1965 as a direct marketing company to sell domestically- and internationally-produced goods and services, which are selected and especially planned & designed by its own perspectives to consumers through its own media, such as catalogs and website. The company covers a wide range of products from fashion and food, domestic goods, hand-made kit, and beauty products. Felissimo promotes responsibility & responsiveness in all facets of production and sales by engaging with customers to create sustainable systems. - Felissimo <http://www.felissimo.co.jp/>



Eisai Head of Global Access Strategies, BT Slingsby, MD, PhD, MPH

Eisai Co., Ltd. is a research-based pharmaceutical company that discovers, develops and markets products worldwide. Guided by its corporate mission of “giving first thought to patients and their families, and to increasing the benefits that health care provides,” all Eisai Group corporate officers and employees aspire to meet the various needs of global health care as representatives of a “human health care (hhc) company” that is capable of making a meaningful contribution under any health care system. – Eisai Global <http://www.eisai.com/index.html> / Eisai India <http://www.eisai.co.in/>



IICA, Manoj K Arora, Ministry of Finance (Representing Dr. Chatterjee, IICADG & CEO)

IICA has been established by the Indian Ministry of Corporate Affairs for capacity building and training in various subjects and matters relevant to corporate regulation and governance such as corporate and competition law, accounting and auditing issues, compliance management, corporate governance, business sustainability through environmental sensitivity and social responsibility, e-Governance and enforcement etc. – IICA <http://www.iica.in/index.aspx>



TATA, Achala Kumar, Tata Services Limited

The Tata group comprises over 100 operating companies in seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals. The group has operations in more than 80 countries across six continents, and its companies export products and services to 85 countries. The total revenue of Tata companies, taken together, was \$83.3 billion (around Rs3,796.75 billion) in 2010-11, with almost two-thirds of this coming from business outside India. Tata companies employ over 425,000 people worldwide. As an ambassador of the brand of Tata companies, Tata Services is a first point of contact for external stakeholders from India and abroad. – Tata <http://www.tata.com/>



Vijay Chadda, Bharti Foundation

Bharti Enterprises is one of India's leading business groups with interests in telecom, agri-business, financial services, retail and manufacturing. Bharti has been a pioneering force in the Indian telecom sector with many firsts and innovations to its credit. Bharti Airtel Limited, the group's flagship company, is an integrated telecommunications company with operations in 20 countries across Asia and Africa. – Bharti Enterprises <http://www.bharti.com/>

BHARTI FOUNDATION, the philanthropic arm of Bharti Enterprises was established in 2000 to bridge the existing education divide and make quality education accessible to underprivileged children in rural India. The Foundation aims to help underprivileged children and young people of our country realize their potential. – Bharti Foundation <http://www.bhartifoundation.org/>



Dalmia, Col. Harmit Sethi, Dalmia Cement, Group

Dalmia Bharat Group started with its cement operations in Dalmiapuram of Trichy District in Tamil Nadu in 1936. Over the next 75 years, Dalmia Bharat Group spread its wings in cement, sugar and refractory businesses in Tamil Nadu, Andhra Pradesh, Odisha, Uttar Pradesh, Gujarat and Madhya Pradesh. Three generations of promoters and employees of Dalmia Bharat Group contributed to the well-being and welfare of the communities through various forms of charity and philanthropy focused on health, education, disaster relief, community infrastructure and nutrition.

In 2008, Dalmia Bharat Group Foundation was created as the CSR arm and corporate foundation for Dalmia Bharat Group. - Dalmia www.dalmiabharat.com/ / [www.dalmiabharatfoundation.org.](http://www.dalmiabharatfoundation.org/)

Annex 3: Participants

<Organizers and Speakers>

No.	Last name/First Name	Organization
1	Sinha, Shabnam	World Bank (India)
2	Lomme, Roland	World Bank (India)
3	Gupta, Renu	World Bank (India)
4	Imaizumi, Saori	World Bank (India)
5	Naito, Tomoyuki	Tokyo Development Learning Center (TDLC) (Japan)
6	Koyama, Takiko	Tokyo Development Learning Center (TDLC) (Japan)
7	Arora, Manoj K	Additional Director General, Directorate of Export Promotion, Ministry of Finance (representing IICA) (India)
8	Subramaniam, Gayatri	IICA (India)
9	Gaur, Geetanjali	IICA (India)
10	Kaura, Chetna	IICA (India)
11	Gupta, Ruchi	IICA (India)
12	Kawatani, Nobuhiro	JICA (Japan)
13	Wakabayashi, Jin	JICA (Japan)
14	Kasai, Tatsuya	Felissimo (Japan)
15	Ibata, Azusa	JANIC (Japan)
16	BT Slingsby	Eisai (Japan)
17	Akabane, Makiko	CSR Asia (Japan)
18	Kumar, Achala	TATA Group (India)
19	Chadda, Vijay	Bharti Foundation (India)
20	Sethi, Col. Harmit	Dalmia Group (India)
21	PV, Narayanan	Dalmia Group (India)

<Participants (Japan)>

No.	Last name/First Name	Organization
1	Irisawa Eri	Tokyo International Coordination Service Co. Ltd (TICS)
2	Isaku Misako	Fujitsu
3	Izumida Teruhiko	working group for SD
4	Ogata Yukiko	Hitachi Ltd
5	Ohta Rieko	Save the Children Japan
6	Kaida Nobuyasu	Ernst & Young ShinNihon LLC
7	Kabuto Morihiro	Japan Association of Corporate Executives
8	Kato Mika	Tokyo Foreign University
9	Kawasaki Shinichiro	Hitachi
10	Koshikawa Yoshie	Save the Children Japan
11	Kumamoto Kaori	
12	Kunugi Hiromi	The International Development Journal Co.,Ltd
13	Sakamura Michiko	FELISSIMO CORPORATION
14	Shitara Emi	The Nippon Foundation

No.	Last name/First Name	Organization
15	Suzuki Yuka	DaiNippon Printing Co., Ltd
16	Tanase Reina	Waseda University
17	Tabata Kiwako	Tokyo Foreign University
18	Tachibana Yuko	NPO Plan Japan
19	Takachi Yurika	Ricoh
20	Takahashi Riichiro	Toshiba India
21	Takasawa Sachiko	Nomura Holdings Inc
22	Takayasu Kenichi	Dokkyo University, Economics Faculty
23	Takeichi Naoko	NPO Plan Japan
24	Tomozawa Kousaku	Honda R&D Co., Ltd.
25	Tone Hideo	Japan Center for International Exchange (JCIE)
26	Tsuchiya Megumi	Value Frontier Co. Ltd
27	Tsuchiya Yuhi	Hosei University
28	Tsuruoka Hideyuki	London School of Economics
29	Nagayama Tomoyuki	Nishimatsu Construction
30	Haraguchi Makoto	MS&AD Insurance Group
31	Hulbert Ayumi	Tokyo International Coordination Service Co. Ltd (TICS)
32	Maeda Hiroshi	EQ Management
33	Masaki Hirokazu	Hosei University
34	Masatomi Yoshinobu	NTT Communications
35	Motoyama Katsuhiko	The Nippon Foundation
36	Wakabayashi Yukiko	Saitama University
37	Watanabe Tamako	The Japan Research Institute Limited
38	Yamada Koji	JICA Research Institute
39	Yokoayama Kiichiro	Nomura Research Institute
40	Joshua Weeks	The University of Tokyo
41	Sudipta Bhawal Mukherji	University of Tokyo
42	Sanchit Anand	University student

<Participants (India)>

No.	Name	Affiliation
1	Konishi, Yoko	Embassy of Japan
2	Enoki, Miki	JICA
3	Ikai, Masayuki	Mitsubishi Corporation India
4	Gupta, Neelam	AROH Foundation
5	Himanshu Shekhar	YES BANK Ltd.
6	Yuko Shinohara	UNIDO
7	Mohan Mandawara	KGN Management Consultants