



**Centre of Excellence in CSR
&
Sustainable Development**



INTRODUCTION

At BRICS CCI CSR Cell, we aim to create a world of socially responsible corporate sector and entrepreneurs who are able to understand various development issues of the country and find innovative solutions.

CSR VISION

- To create a platform for exchange of ideas between companies and stake holders of social development including NGO's and academic institutions with special focus with BRICS countries.
- To evolve a human capital base for CSR.
- To create a research and data support for CSR activities.
- To provide practical training in the field of CSR.

OBJECTIVES

BRICS Chamber of Commerce and Industry (CCI) is a young not-for-profit organization committed to build an enabling eco-system especially for young entrepreneurs and SME segment. We have created a Centre for CSR within the chamber to facilitate some of the following key areas:

1. Create policy framework for engaging SME segment in PPP projects that are mutually meaningful

We shall strive to become a credible organization to help interested organizations set up their CSR agenda and also help them set up adequate monitoring and control systems. These will be process driven, technology enabled for transparency and easy access as well as low on cost solutions. This will encourage organizations and entrepreneurs to engage in this initiative without hassles of managing 'another avoidable' system.

2. CSR advocacy and survey backdrop

We shall strive to increase stakeholder awareness about social impact and how this could be used to promote brand recall as well as meaningful social context. We shall conduct surveys on best practices from both national and international perspectives. International perspectives especially from developing nations context will be relevant to our stakeholders.

3. Expert panel to advise on CSR investment projects

Create a panel of experts in the CCI that could offer Advisory services to organizations. This will entail that the stakeholder organizations will not have to invest in building and monitoring these CSR investments. The chamber will provide alternative modes of CSR investment and at the same time also provide them with impact assessment reports. This will ensure the investments are being used appropriately and for reasons they were meant to be.

4. Carry out Impact Assessment survey to ascertain extent of benefit

The CSR Cell will carry out independent 3rd party Impact Assessment surveys for interested parties. These could be our members or any other organization that may want to assess usability of their investment as well as extent of benefit accruing from it.

5. CSR courses to produce professionally qualified people to work in the area of CSR

In association with some credible educational institutions the chamber will design and conduct Certificate as well as Diploma programs. This will help us build a cadre of professionally qualified people to design and manage CSR projects. Given the vast hinterland and untouched rural population, this could also help engage rural youth and especially women to stay closer to their home and take an active, meaningful role in the story of growing India.

OUR TEAM

The BRICS CCI Centre for CSR is a three tiered body consisting of office of Convener, Chairman, Advisory Board and Expert Panel Members.

ADVISORY BOARD



Dr. Pritam Singh, Senior Member, CSR Advisory Board

Dr. Pritam Singh is the Former Director General of International Management Institute, India. Previously, he has been the Director of Management Development Institute (MDI), Gurgaon, India (1994–1998 and 2003–2006), and Indian Institute of Management, Lucknow (IIML), India (1998–2003). An inspiring role model, Dr Pritam Singh has spent his entire life tirelessly doing what he does best: awakening students, academia, corporate heads, and policymakers to raise their excellence to the next level. As the chairman and member of several policymaking committees and bodies of Government of India, he has stamped his perspective on policy issues that surround both management education and corporate management in India.



Dr. B.B.L. Madhukar, Senior Member, CSR Advisory Board

Dr. Madhukar has deep interest in promoting business education and hence is associated with the Board of Several Business Schools Including FORE School of Management as it's Vice President. He is Gold Medalist both in MA (Economics) and in LL.B., in additions to Ph.D. He has held the position of Chairman & Managing Director of MMTC Ltd, a Govt of India enterprise. He is recipient of prestigious "Udyog Ratan" award. He is Secretary General of BRICS Chamber of Commerce & Industry.



Amb Suresh Goel, Senior Member, CSR Advisory Board

Amb Suresh Goel has held the position of Director General, Indian Council of Cultural Relations, Ministry of External Affairs which carries the cultural flag of India in different countries. He has served in various diplomatic positions in Indian Missions in Singapore, Malaysia, China, Egypt and South Africa. He has been the First Secretary with High Commission of India Kuala Lumpur, Embassy of India, Beijing and Permanent Mission of India, New York. He has also served as Deputy Chief of Mission with Embassy of India, Cairo.



Mr. Lalit Kumar Joshi, Senior Member, CSR Advisory Board

Mr. Lalit Kumar Joshi served as Secretary General of India International Centre, New Delhi. Mr. Joshi is also associated with ITC, Welcome Group and Picadilly. He has vast experience in Tourism and Hospitality Industry including 27 years of Experience International Centre in India, New Delhi. He is also advisor to the Hon'ble chief Minister of State of Uttarakhand. He serves as a Director of Eagle Hunter Solutions Limited and Brahma Resorts Private limited.



Ms. Sujatha Srikumar, CSR Project Impact Assessment, Audit and Implementation

Ms. Sujatha Srikumar is Promoter Director, Powertec Engineering Pvt. Ltd. An electronics engineer and a management graduate from IIM-A, having 25 years of experience as an Institutional and Project finance expert in infrastructure privatisation and financing, and credit risk evaluation. She was formerly the Director at CRISIL (a subsidiary of Standard & Poor's, USA) and the Chief Operating Officer at IL&FS. Ms Srikumar has extensive experience in area of project development, project risk evaluation, resource raising for projects, structuring of payment security mechanisms, financial engineering for innovative credit enhancement and credit evaluation of infrastructure projects and entities.



Mr. Vishwas Tripathi, CSR Industry Connect

Mr. Vishwas Tripathi Chartered Accountant is a Promoter Partner of V. Sahai Tripathi & Co. His areas of experience are Management consultancy, corporate advisory, taxation & investment planning and business advisory services, audit & taxation, business development and establishing business strategies. He specializes in turnaround strategies and is also actively involved in social activities. He is a professional associated with several organisations of national and international eminence.



Mr. Ashok Kumar Singh, CSR Industry Connect

Mr. Ashok Kumar Singh is highly respected player in International Trade and owns a factory for manufacture of led lights. He is also operating large warehouses and plans to set up an education hub in Bihar.

EXPERT PANEL-INTERNATIONAL



David Wilcox, *Global Leadership and Strategy for CSR*

David Wilcox founded Reach Scale to align the social advocacy goals of corporations with high potential social entrepreneurs working in areas of common interest. Creating Reach Scale was a personal response to finding so many exciting and visionary social entrepreneurs with scalable impact models that lacked an organic path to funding and growth. By coupling the talent, leadership and financial resources of leading corporations with the innovative, high impact social enterprises, underutilized resources and the networks of both ecosystems are catalyzed. Wilcox has brought idea-driven and creative advocacy to his work with start ups, Fortune 500s and non profits. He has been a CEO, CMO and head of business development (among other positions) for a number of firms including technology start ups, consulting, think tanks and digital enterprises.

With a hybrid background in business and social consciousness, he is currently focusing on global affordable housing and education initiatives. A long time resident of Brookline Massachusetts (near Boston), Wilcox has traveled extensively and speaks fluent Spanish. He has an MBA from Harvard and a family of three children who remind him frequently that he doesn't know the coolest slang, in English or in Spanish, and that he should wear a helmet when he rides his bike.

To know more about David, visit www.reachscale.com



Jennifer Serfling, *Global Leadership and Strategy for CSR*

Jennifer Serfling is an internationally respected author, keynote speaker and the president and founder of Agility3R. Agility3R is a training and development company dedicated to increasing critical thinking skills & leadership development. As a thought leader in the emerging field of corporate consciousness she uses neuroscience and existential philosophy to inspire leaders. Key outcomes of her work include: stronger decision-making capacity, more integral systems thinking and more robust scenario planning. Jennifer's book *Strategy, Leadership and the Soul*, published by Triarchy Press in the United Kingdom, provides an innovation model that integrates personal development and business strategy.

Most recently she was a speaker at Asian Banker Summit in Bangkok, Thailand and Sibos in Osaka, Japan discussing leadership, globalization and innovation. Jennifer runs a business simulation strategy game called Interplay™ that facilitates awareness and personal accountability focused upon quantifying intangible assets and human capital. Caring very deeply about the intersection between human values and technology, She is a strategic advisor to Washington, DC's think tank Center for Policy and Emerging Technology (C-PET). She holds dual majors in English and philosophy from the University of Colorado at Boulder. Jennifer is a contributing writer to Huffington Post.

To know more

<http://jenniferserfling.com/>

<http://www.huffingtonpost.com/jennifer-serfling/>



EXPERT PANEL - NATIONAL



Mr. Ravi Dhingra, *Leadership and Strategy for CSR*

Mr. Ravi Dhingra is IAS (Retd), Former Chief Secretary, Himachal Pradesh. Appointed as an Independent Director, SJVN. He was also a Senior Consultant with National Disaster Management Authority, National Security Council Secretariat and Srikrishna Committee on Andhra Pradesh. Joined Indian Administrative Service in 1972 and has worked in the State & Central Governments in important positions like Chief Secretary- HP, Chairman- HP Electricity Board and Secretary, Govt India, Ministry of Home Affairs, Inter State Council Secretariat. Former Board Member of the Forum of Federations, Canada & Chairman of the Strategic Council of the Forum.



Mr. Amod Kanth, *Strategic Communications and Opinion Building*

Mr. Amod Kanth, is Former DGP & Chairperson, Delhi Commission for Protection of Child Rights (DCPCR), Govt. of NCT Delhi. Presently General Secretary, Prayas Juvenile Aid Centre (JAC) Society, A voluntary Organisation for neglected & delinquent children operating in Delhi, Gujarat, Bihar, Assam, Haryana, Jharkhand, Arunachal Pradesh and Andaman & Nicobar Islands .



Ms. Sushmita Shekhar, *CSR Evaluation, Execution and Implementation*

Ms. Sushmita Shekhar is Former Secretary General of PHD Chamber of Commerce & Industry she is post graduate in English from Patna University, has over 27 years of experience in the industry, international organizations. She is the President of MA. My Anchor Foundation an NGO working in development sector in different states in India. She is advising REC Power Distribution Company Ltd. (A 'Navratana' Company and Government of India Enterprise) as a senior consultant. She is a consultant in Blackberrys.



Mr. Ashish Srivastava, *CSR in Healthcare*

Mr. Ashish Srivastava is the Director of Rockland Group of Companies which has legendary professionals from medical fraternity. The Rockland Group deals in Healthcare, Hospitality, Infrastructure, Media and Education.



Mr. Anup K Srivastava, *CSR- HR and Accounts*

Mr. Anup. K. Srivastava is a Former Director Personnel & Member Board of Directors Air India. Former Director Personnel & Member Board of Directors Indian Airlines. Former Member, Executive Board of Directors SCOPE. A professional accomplished in Corporate Planning & Management of the entire gamut of HR and Industrial Relations with 34 years' experience in the area/field, Experience in leading a big team of Human Resources, Experience in Corporate merger & amalgamation, Experience in Corporate Communications & Public Relations, Led the entire gamut of Customer Services at Corporate level.



Dr Amit Nagpal - *Social Media & Marketing Communications*

Dr Amit Nagpal, PhD is a Business Storyteller, Speaker and Digital Storytelling Coach. He is also a Social Media Influencer. His unique skill lies in inspirational storytelling on social and online media for brand building. He has more than 15 years of work experience in training/coaching and corporates and has featured in several TV, newspaper and online interviews. He has conducted speaking / training for reputed organisations including Accenture, Tata Communications, and associations including PRSI, DMA, STC India and so on. He tweets at @DrAmitInspires. To know more visit www.alservices.in.

PRESIDENT, BRICS CCI



Mr. B.R. Saini

Mr. B.R. Saini is engaged in International Business, is also a well known astrologer and fortune teller. He is heading a very reputed music and dance academy which was established about nine decades ago. He has wide contacts and has travelled to a good number of countries. Besides being the President of BRICS Chamber, he is also the President of India CIS Chamber of Commerce and Industry.

CONVENER, BRICS CCI CENTRE FOR CSR



Dr. Sushi Singh

Dr. Sushi Singh is an educationist, social activist, accomplished sports person & organizational leader. With an experience of 22 years in education sector she is now committed in CSR advocacy. As chief executive officer and consultant of a foundation of India's largest education solution providing company, she engages herself with students & community at one side & committed in conceptualizing, designing and implementation of social projects at other side. She holds a Ph.D. in Environment science & associate fellow in H.E from Lancaster University. With an added experience of Harvard Executive Education in Corporate Social Responsibility in 2015, she brings experience, knowledge & expertise to the platform of BRICS Chamber of Commerce & Industry as Governing Body Member & Convener of Centre for CSR, BRICS CCI.

CSR MANDATE

COMPLIANCE
OF CSR
UNDER
COMPANIES
ACT, 2013

CSR IN
BRICS &
BEYOND

SURVEY
AND
RESEARCH

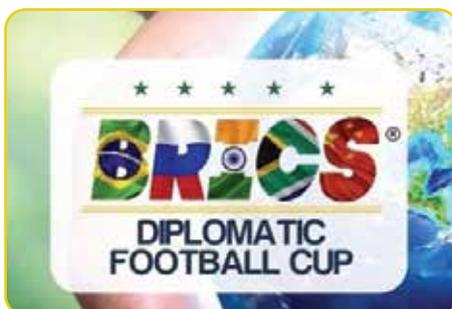
PRACTICAL
TRAINING &
WORKSHOPS
FOR CSR

CSR
AUDIT

CONFERENCES
& WORKSHOP

LATEST & UPCOMING EVENTS

LATEST EVENTS



UPCOMING EVENTS

LAUNCH OF NEW WEBSITE OF BRICS CCI, JAN 2016

TALK FOR SOCIAL ENTREPRENEURS, JAN 2016

A talk for social entrepreneurs is planned in the month of January 2016 which will be addressed by leading global voice of business storytelling Michael Margolis, Founder, Get Storied, USA.

BRICS WOMEN FOOTBALL CUP, APRIL 2016

Centre for CSR will promote the cause of CSR support for women sportspersons through the event planned in April 2016

BRICS FOOTBALL CUP, APRIL 2016

Centre for CSR intends to promote the CSR cause especially encouraging CSR support for sports

NEWS & ACHIEVEMENTS

ORGANISED FIRST NATIONAL ROUND TABLE ON CSR (OCT 19,2015)

Centre for CSR, BRICS-CCI in association with Indian Institute of Corporate Affairs organised First National Round Table on CSR entitled “CSR Feedback & Fast Forward” at India International Centre, New Delhi. Jayant Sinha, Minister of State for Finance inaugurated the conference. The Minister of State for Information & Broadcasting, Rajyavardhan Singh Rathore, released a compendium at the event. Noble Laureate Peace 2014, Kailash Satyarthi, through a video message called “for an urgent need for accountability and reporting in CSR”. Other speakers at the event included BhaskarChatterjee, Director General and CEO of IICA, GOI; Kiran Chopra, Director at Punjab Kesari; Axel Goethel, CEO of European Institute of Asian Studies; Rahul Dev of Samyak Foundation; and U.D. Choubey, Director General, SCOPE.

Three panels were constituted to discuss one year of CSR legislation: experience of stakeholders; key priorities and focus area to enhance the efficacy of implementation in CSR – the road ahead; and leveraging CSR in healthcare and sanitation: challenges & opportunities. The roundtable brought together leading stakeholders, educationists, policymakers and experts to discuss the challenges of past one year through case studies and good practices and the way forward for the future.

PARTNERED FOR BRICS DIPLOMATIC FOOTBALL CUP (DEC 05,2015)

Centre for CSR partnered for “Goals for jobs” initiative in BRICS Football Cup organised at Rugby Stadium, Delhi under the able leadership of H. E G.J. Vaz, CEO Organizing Committee. ‘YES BANK BRICS Diplomatic Cup 2015’ was supported by DIPP under the ‘Make In India’ banner and by the All India Football Federation The event successfully met its objective of bringing together people from different ethnic, cultural, religious, linguistic and socio-economic backgrounds among BRICS nations. Internships were provided at The Leela Hotel, New Delhi to young women from underprivileged section. A related event was also hosted by Embassy of Brazil.

RELEASE OF COMPENDIUM ON HEALTHCARE (DEC 15,2015)

BRICS-CCI CENTRE FOR CSR with the support of Indian Institute of Corporate Affairs & Sattva round-table team, has put together a compendium on “CSR Feedback & Fast Forward” with special emphasis on healthcare sector. It discusses issues and challenges faced by different stakeholders in the process of implementation of Corporate Social Responsibility policies (Section 135 of Companies Act, 2013) and various collaborative frameworks adopted by different corporate organizations.

TIE UP WITH EUROPEAN INSTITUTE FOR ASIAN STUDIES (EIAS), BELGIUM

Centre for CSR has entered into a tie up with European Institute for Asian Studies (EIAS), Belgium



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