

How to Keep Yourself at Peace

Mrs Santosh Bhandari, Principal, D.A.V. School, Sector 8, Panchkula

Friday, November 26, 2010

Time : 6:30 P.M.

Venue: Hotel President, Sector 26, Chandigarh

Corporate Social Responsibility

The Guest Speaker in our club meeting on November 19, 2010 was Mr. Vinay Sharma, Senior Correspondent of the Economic Times, who was introduced by Rtn. Ritu Singal.

Mr. Sharma spoke on Corporate Social Responsibility (CSR), also known as corporate responsibility, corporate conscience, corporate citizenship, or corporate social performance, a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure its support to law, ethical standards, and international norms.

While India's economic progress was impressive; its performance on other parameters such as health, education and infrastructure needed enabling interventions. This is where Corporate can play an important role.

It would not be wrong to say that the concept of philanthropy is missing in India, though there are few exceptions like Mr. Shiv Nadar, the technology czar and the HCL Technologies director. Inspired by Warren Buffet and Melinda Gates foundation, Mr Nadar has pledged to donate an amount as large as Rs 4000 crore to his own foundation, a significantly huge donation for a social cause!

Another interesting story is of Sports Goods Foundation of India (SGFI), the Jalandhar based NGO, working to rehabilitate the child laborers. SGFI is comprising of 33 sports goods manufacturers.

Budding management gurus in the Indian Institute of Management (IIM), Bangalore will be learning their lessons from SGFI's work on social compliance, mainly pertaining to the rehabilitation of child laborers who used to be part of some of the manufacturing units a decade back.

The study has been sent to the German based funding agency German Development Foundation GTZ for approval. The same case study will also be taught across 500 B-schools worldwide. IIM's case study on SGFI will be taught to MBA

students this session onwards. Professor Amit Gupta and Professor Vasanthi Srinivasan from IIM, have written this case, meant for discussion of various management issues.

In 1997, one year before the FIFA world cup in 1998, B C f l a s h e d pictures of children sewing hand stitched footballs across the world. FIFA acted swiftly and cancelled export orders from Jalandhar in India and Sialkot in Pakistan, resulting in huge losses to sports manufacturers. This resulted in people like Mr Ravi Purewal to start this NGO, with the help of FIFA only. Today SGFI has entered into an agreement with LIC to micro finance the stitchers and has been able to rehabilitate more than 800 labourers.

CBSE has already added a chapter "SGFI and its Organisational Set Up" in the class 12th physical education book.

Taking responsibility for its impact on society means first and foremost that a company must account for its actions. A concept describing the communication of social and environmental effects of a company's economic actions to particular interest groups within society and to public at large, is thus an important element of CSR.

Since the corporate sector claims that it will do the right things voluntarily and does not want restrictions imposed on it by government, it must impose self regulation on itself, before



Mr. Vinay Sharma



R'ann Lalita & Rtn. D.R. Agarwal get wedding anniversary gift from Mr. Vinay Sharma



Rtn. Ritu Singal bags the punctuality award, and Secy Deepak ensures she gets the gift from Mr. Sharma

the Indian government is forced to table a bill in the parliament on CSR. Furthermore, corporates should embrace responsibility for the impact of its activities on environment, consumers, employees, communities, stakeholders and the members of the public. CSR based businesses would proactively promote the public interest by encouraging

community growth and development, and voluntarily eliminate practices that are harmful.

Managing risk is a central part of many corporate strategies. Reputations that take decades to build up can be ruined in hours through incidents such as corruption, scandals or environmental accidents. These can also draw unwanted attention from regulators, courts, governments and media. Building a genuine culture of 'doing the right thing' within a corporation can offset these risks.



AG Rtn. Dr. S.K. Sharma presents a memento to the Guest Speaker, Mr. Vinay Sharma

The practice of CSR is much debated and criticized. Proponents argue that there is a strong business case for CSR, as businesses benefit in multiple ways by operating with a perspective broader and longer than their own immediate, short-term profits. Critics argue that CSR distracts from the fundamental economic role of companies; others argue that it is just a superficial window-dressing. Some strongly feel that it is an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations.

Vote of thanks was proposed by AG Rtn. Dr. S.K. Sharma who appreciated the eye opening social responsibility of the corporates and thanked Mr. Vinay Sharma for enlightening us with his thought provoking talk.

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GSE Team from South Carolina, USA

Reported by PP Rtn. Pallav Mukherjee



GSE Team Leader PDG Mary Martin exchange flags with President Prem Anand



Sitting: President Prem Anand with GSE team leader and other members. Standing (from left): Secy Deepak Sood, PP Pallav Mukherjee, AG Praveen Goyal, Rtn. Maj. Gen. AS Kahlon and PP Capt Moni Kahlon with GSE team members

One GSE team member is a cop - a Sergeant, to be more precise, with a pretty name like Amanda!

The next one's a lawyer - an environmental law specialist, with a degree in stream ecology. That's Kathleen.

Joe Samuels - ex Washington DC, an Associate Professor of Law lives in Columbia, S. Carolina, and is into roller derby. He also sports a French beard - in case you'd like to spot him.

The fourth is Sean Collins. You've got to meet him - he's a genuine fire-fighter! He's got a few medals for his bravery in fighting fires, besides being honoured by his dept. as the Firefighter of the Year!

Then there is Travis, who lives in the same Atlantic coast city of Myrtle Beach as Sean. He is the Director of Student Conduct at the University of Coastal Carolina. He handles 8500 students!

I guess the going is easy for their team leader - PDG Rtn. Mary Martin. Easy to get along with, she's a thinker, and a do-er. Genuinely interested in World Peace! You can't miss her - the aura's a dead giveaway, as is her smile!

We were allotted the rest of Tuesday afternoon to show them around - which Rtn. Maj. Gen. A S Kahlon and yours truly did,

with a little help from an official from the MCC and my son Ashutosh. Starting with coffee at CCD in the Aroma hotel (the RV point) and ending with tea at Hotel President with Rtn. BB Bahl. PP Rtn. Capt. Moni Kahlon was there to ensure the perfect atmosphere.

In between we saw Sector 17, the plaza, and the fountain, then the Leisure Valley in Sector 10 to the Bougainvillea Garden with the Martyrs Memorial, to the Capitol Complex (where we were not allowed to enter because it is reserved for big-shots), past the Rock Garden to the Lake and the promenade where they met the tourist police (?) of Chandigarh Administration and took some photos of the Rotary Peace Monument. That consumed all the time we had been allotted.

We were received at Hotel President by President Rtn. Prem Anand, Secretary Rtn. Deepak Sood and AG Rtn. Praveen Goyal (Rotary Club Panchkula) and we all had a sumptuous dinner, hosted by our club.

The GSE team will be here till Sunday morning when they leave for Dehra Dun. You've got to call Gen Kahlon in case you'd like to catch up.

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President Rtn. Prem Anand & Secretary Rtn. Deepak Sood exchange greetings and gifts with GSE team members

New Telephone Numbers

Please note the new mobile and residence telephone numbers of Rtn. Ashok Kumar Sharma as under:-
Mobile No.: 9316028131 Residence: 01762-2529131

Wedding Anniversary

R'ann Sunita & Rtn. Amarjit Singh  November 28

Punctuality Draw

Won by Rtn. Ritu Singal

Greetings

Birthday of Rotary Ann's

R'ann Maniki Deep  November 26
R'ann Purnima Sood  November 27
R'ann Sushobhita Sharma  November 28

Birthday of Rotarians

Rtn. Sanjay Singhal  November 27
PP Rtn. Subhash Bindra  November 28

 This bulletin is edited by PP Rtn. Dr. V.J.S. Vohra 



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