



NALSAR
UNIVERSITY OF LAW
HYDERABAD



**The Institute for
Law and Philanthropy**
Buchmann Faculty of Law
Tel Aviv University

Creating Conversations: From CSR Practice to Precept

9th & 10th February, 2019
At NALSAR University of Law, Hyderabad

Organized by : Center for Corporate and Tax Law, NALSAR University of Law, India and The Institute for Law and Philanthropy, Tel Aviv University Law School, Israel

Corporate Social Responsibility is an ever-evolving concept. Only recently, John Elkington, who coined the Triple Bottom Line Concept 25 years ago has written:

“Fundamentally, we have a hard-wired cultural problem in business, finance and markets. Whereas CEOs, CFOs, and other corporate leaders move heaven and earth to ensure that they hit their profit targets, the same is very rarely true of their people and planet targets. Clearly, the Triple Bottom Line has failed to bury the single bottom line paradigm.”^[1]

And yet amidst progressive pressure of adopting sustainable business practices, corporations continue to operate under the constant gaze of their customers, employees, creditors, shareholders, government and society. The challenge is to attain a breakthrough and create a strategic framework leading to sustainable and accountable corporate activity.

In this context, it is therefore imperative to closely study CSR opportunities and critically question approaches of the executives as well as the society towards CSR. What is the right approach to foster this coming together of forces? Can CSR offer possibilities of ‘smart partnering’ between business and society and thereby creating solutions on key areas of influence? Does a top-down approach work? Or is collaborative, network more feasible?

India adopted a Mandatory CSR (MCSR) by virtue of Section 135 of its Companies Act 2013 and thereby requires corporations satisfying specific size or profit thresholds to spend a minimum of 2% of their net profit on CSR, aimed at specific targets and social causes.

In Israel, as well as many other jurisdictions, CSR and Corporate philanthropy go unregulated, and are considered an elective practice, influenced largely by market considerations.

This workshop aims to map and discuss available models of collaborations and legal and regulatory approaches towards CSR that may serve as catalyst for business to target great outcomes for people and the planet too. Towards this end, the workshop will identify best practice examples and go behind the scene to explore available models of corporate-society collaborations from India, Israel and other countries and identify factors that lead to successful collaborations.



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The workshop will promote mutual learning among all participants and is expected to have a continuous conversation by further research, development and implementation on the following areas:

1. Best practices models for targeting and promoting communities' needs, through CSR.
2. Developing programs for collaboration between corporations and CBOs and NGOs for effective application of CSR and MCSR;
3. Research on possible correlations between corporate donations and other CSR practices (e.g., governance, reporting & ethics, responsibility for procurement chain conducts, workplace diversity, health and work-life balance in work-force, human rights etc.);
4. Research on impact of MCSR on scope and type of CSR spending

The workshop targets researchers and corporate executives responsible for MCSR execution to deliberate and discuss practices and impact of Corporate giving through CSR and MCSR in India and comparatively.



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Workshop Program

9th February, 2019 (Saturday)

Time	Session	Speaker
10.00-11.00	Introductory session	Prof. Amita Dhanda, Centre for Disability Studies, Centre for Legal Philosophy and Justice Education, NALSAR Dr.Neha Pathakji , Asst.Prof., Centre for Corporate and Tax Law, NALSAR Ms. Galia Feit, Executive Director, Institute of Law and Philanthropy, Tel Aviv University Mr. Gary Sussman, Knysna Advisory, Israel
11.00-11.30	Tea Break	
11.30-1.00	Legal and Regulatory Landscape of Mandatory CSR in India	Mr.Sudip Mullick, Partner, Khaitan & Co. Ms.Savita Singh, Partner, Khaitan & Co. (discussion on law on CSR, regulatory compliances, practical barriers encountered) Prof.PadminiSrinivasan, IIM Bangalore (discussion on the emerging trends, determinants of CSR spending) Moderator: Mr.Sudhanshu Kumar, Asst. Prof., Centre for Corporate and Tax Law, NALSAR
1.00-2.00	Lunch Break	
2.00-3.30	Mapping the CSR terrain in Israel	Ms. Galia Feit (drawing connections between CSR and philanthropic giving) Ms. Shirley Kantor, CSR Consultant, Israel (exploration of exemplary programmes and practice of CSR in Israel) Moderator: Prof. NetaZiv, Tel Aviv University
3.30-4.00	Tea Break	
4.00-5.00	Peeping into CSR Practice: the Indian experience-Part-I Foundations and Trusts	Mr. Vivek Prakash, Associate Vice President, Jubilant Bhartia Foundation Mr. Paresh Mohan, Sr.Manager, BIOCON Foundation Mr. Sameeraj Rao Ilapavuluri, Program Manager, Tata Trust Moderator: Mr.Alok Verma, Asst. Prof., Centre for Corporate and Tax Law, NALSAR



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10th February, 2019(Sunday)

Time	Sessions	Speakers
10.00-11.30	Peeping into CSR Practice: the Indian experience Part II In-house CSR	Dr. Shama Zaidi, Sr. Manager, Aries Agro Mr. Pankaj Ballabh, GM CSR, Bajaj Auto Mr. Prem Sagar Raju, Sr. Manager, Amara Raja Group Ms. Manjuvani N, Head-CSR, Tata Project Ltd. Mr. Vinayak Kelkar, Praj Industries Ms. Kumari M.S., Asst. Manger-Finance Ms. Nisha Sara Varghese, Deputy Manager-HR, Sundram Fasteners Ltd. Mr. Rohit Rao, CSR Head, Kotak Mahindra Group Moderator: Dr. Neha Pathakji, Asst. Prof., Centre for Corporate and Tax Law, NALSAR
11.30-12.00	Tea Break	
12.00-1.00	Social Venture and CSR Connect	Mr. Ajit Rajnekar, Director General, Research and Innovation Circle of Hyderabad (RICH) Mr. Krishnagopal GV, CEO, Access Livelihoods Consulting India (ALC) Mr. Mahadev Tirunagari (Practitioner, Institute of Company Secretaries of India) Moderator: Ms. Galia Feit, Executive Director, Institute of Law and Philanthropy, Tel Aviv University
1.00-2.00	Lunch Break	
2.00-3.30	Sustainability and CSR- in consonance or dissonance ?	Mr. Vikas Goswami, Head Sustainability-Good and Green, Godrej Industries Ltd. Dr. Ram Fishman, Faculty of Social Sciences, Tel Aviv University Mr. Sachin Joshi, CII-ITC Centre of Excellence for Sustainable Development (web link) (to give an insight into the stakeholder's interest, policy considerations that informed the legislation in first place, the past and future) Moderator: Jateshwar Singh Sohi, Asst. Prof., NALSAR
3:30 to 4.00	Tea Break	
4.00 to 5.00	Joining the Dots: Setting the Agenda for Continuing Conversation	Facilitators Prof. Neta Ziv, Ms. Galia Feit, Dr. Neha Pathakji, Mr. Varun Malik - open session, identifying research questions



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List of Confirmed Participants

No.	Speakers/Participants
External Experts	
1	Prof Padmini Srinivasan, IIM Bangalore
2	Mr. Sudip Mullick, Partner, Khaitan & Co.
3	Ms. Savita Singh, Partner, Khaitan & Co.
4	Mr. Sachin Joshi, Head-Research, CII-ITC Centre of Excellence for Sustainable Development, New Delhi (weblink)
5	Mr. Krishnagopal GV, CEO, Access Livelihoods Consulting India (ALC)
6	Mr. Ajit Rangnekar, Director General, Research and Innovation Circle of Hyderabad (RICH)
7	Mr. Mahadev Tirunagari, Company Secretary, Hyderabad
International Delegation	
8	Prof. Neta Ziv, Tel Aviv University
9	Ms. Galia Feit Adv., Executive Director The Institute for Law and Philanthropy, Tel Aviv University
10	Ms. Shirley Kantor, CSR Consultant, Israel
11	Mr. Gary Sussman, Knysna Advisory, Israel
12	Dr. Ram Fishman, Faculty of Political Science, Tel Aviv University
13	Prof. Hadas Mamane Steindel, Faculty of Engineering, Tel Aviv University
In-house Experts	
14	Prof. Amita Dhanda, NALSAR
15	Dr. Neha Pathakji, Assistant Prof, Centre for Corporate & Tax Law, NALSAR
16	Mr. Sudhanshu Kumar, Assistant Prof, Centre for Corporate & Tax Law, NALSAR
17	Mr. Varun Malik, Assistant Prof, Centre for Corporate & Tax Law, NALSAR
18	Mr. Alok Verma, Assistant Prof, Centre for Corporate & Tax Law, NALSAR
Corporate Executives	
19	Dr. Shama Zaidi, Sr. Manager, Aries Agro
20	Mr. Vivek Prakash, Associate Vice President, Jubilant Bhartia Foundation
21	Mr. Pankaj Ballabh, GM CSR, Bajaj Auto
22	Mr. Paresh Mohan, Manager- Healthcare, BIOCON Foundation
23	Mr. Prem Sagar Raju, Sr. Manager Amara Raja Group
24	Mr. Sameeraj Rao Ilapavuluri, Program Manager, Tata Trust
25	Mr. Vikas Goswami, Head Sustainability - Good and Green, Godrej Industries Ltd.
26	Mr. Vinayak Kelkar, Praj Industries
27	Ms. Manjuvani N, Head-CSR, Tata Project Ltd.
28	Ms. Kumari M.S., Assistant Manager-Finance and Ms. Nisha Sara Varghese, Deputy Manager-HR, Sundram Fasteners Ltd.
29	Mr. Rohit Rao, CSR Head, Kotak Mahindra Group