



**ADITYA BIRLA GROUP**  
Engage. Uplift. Empower.

Presents



Conversations around sustainability and CSR

*Celebrating*  
**10** *Years of*  
**CSR IN INDIA**

Magnolia Hall | India Habitat Centre | New Delhi

21 February 2023

Episodes Storyboard, Conversation  
Rounds and the Day's Schedule

Under aegis of

**CAUSEBECAUSE**  
 **FOUNDATION**

# Conversation Rounds – Episodes Storyboard

## Theme

### 10 Years of CSR in India – Perspectives and the Path Ahead

#### Coffee-room dynamics

In the heart of the country's capital, at our very own India Habitat Centre, a select group of people are sitting across roundtables and having conversations over coffee. The conversations in the room revolve around policy, programmes, ideas, thoughts and solutions.

#### All those who are in the room

They have played a role in shaping the CSR and sustainability domain in the country. Most of these individuals plan, lead, steer and execute ideas for some of the country's largest business corporations that have become significant stakeholders in the social sector. They have helped initiate impacting social programmes, and overseen the realisation of the 'theory of change' at the grassroots.



#### Coffee-room layout – studio setup

- There will be just these few individuals – about as many to complete a fine quorum for an eclectic conversation.
- The roundtables arranged in a way that all participants are able to comfortably converse, have coffee, and are visible and audible to everyone in the room.
- There will be a podium for a few addresses and felicitations, although the conversations will unfold around the tables mainly.
- There will be 2-3 cameras – static as well as moving around the room to capture the footage for each episode.



#### Conversations format

- If you have been at the earlier editions, you already know that it is not a conference, seminar, workshop, or a large forum – here, it's about having meaningful conversations over coffee – conversations that one will take back with them.
- We will continue to follow the not-so-formal conversations format.
- Each table will be marked for one round – however, the conversations will not be restricted to participants from that table.



## Opening schedule

9:30 am: **Introduction to Edition 7**

**Ranjan Rayna**

Co-founder & chief strategist, CauseBecause

9:35 am: **Congratulatory address**

**Smt. Rajashree Birla**

Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development

9:40 am: **Special address**

**Dr Bhaskar Chatterjee** (IAS)

CEO - Anil Agarwal Foundation

Former Director General & CEO, Indian Institute of Corporate Affairs (IICA)

9:46 am: **Felicitations of Thought Leaders 2022**

## EPISODE I

10:00 am to 10:45 am

### Conversation round 1

#### 10 Years of CSR in India – Perspectives and the Path Ahead

It's nearly 10 years since India became the first country in the world to mandate corporate social responsibility (CSR). This provided an additional (and much-needed) impetus to development and environmental programmes – these had an infusion of nearly a trillion rupees in the last decade.

As big as this figure may be (and it is), it is still a minuscule amount when compared to the country's budgets for the mammoth welfare schemes run by the government and can only somehow complement and/or supplement the government's efforts.

This particular conversation round sets the context for the day's theme and remains at the core of all conversations that follow.

- What really has been achieved in the last decade in terms of corporates' capacity to implement and support social and environmental programmes?
- What are the programmes that really worked (maybe also the ones that did not) and have the capacity to be scaled up for more impact?
- How does the next decade look like – intervention areas that may speed up the progress being made towards achieving the SDGs.
- Will we see more corporate-government and corporate-corporate partnerships for a larger impact?

and more...

### In the conversation

**Dr Bhaskar Chatterjee**

CEO, Anil Agarwal Foundation  
Ex-DG & CEO, IICA  
(Min. of Corporate Affairs)

**Bharatendu Kabi**

Head communications & CSR  
Hero MotoCorp

**Chetan Kapoor**

Chief executive officer  
Tech Mahindra Foundation

**Rishi Pathania**

Group head, CSR  
UPL Ltd

**Nikhil Pant**

CEO, REACHA  
Ex-Chief programme executive  
National Foundation for CSR  
IICA

**Ranjan Rayna**

Co-founder & chief strategist  
CauseBecause

## Points to ponder upon

All talks will include, but not be limited to, the following points:

- Have we been able to arrive at impacting, measurable, scalable and sustainable CSR models?
- Instead of talking about numbers (money, number of people impacted, etc.), participants to share stories and experiences, and talk about qualitative impact that their projects have brought about—and how
- Challenges that continue to limit the impact and the possible solutions to these challenges
- “There's always scope for improvement.” Does this apply to the CSR rules, which have already seen a few amendments in the last decade?

## EPISODE II

10:46 am to 11:30 am

### Conversation round 2 – Education

**Almost all social interventions have primarily focused on the three Cs – creativity, curiosity and consciousness – that we need in our education system**

Education is one of the largest recipients of CSR spending. Imagine what all can be done with that kind of support, resource pooling and funding. For one, raise a roomful of children eager to create, invent, paint, heal, lead, mentor, protect, preserve, nurture. Skills and qualities that humanity and this planet need more urgently today than ever.

### In the conversation

#### Chetan Kapoor

Chief executive officer  
Tech Mahindra Foundation

#### Anurag Pratap

Vice President & CSR Leader  
Capgemini

#### Saharsh David

Head CSR & Sustainability  
Ericsson India

#### Dr Umang Mathur

Executive director  
Dr Shroff's Charity Eye Hospital

#### Tushar Sud

Director, partnerships and resource mobilisation  
Swades Foundation

#### Praveen Karn

VP & Head CSR  
Spark Minda Group

#### Lalitendra Bhartiya

Sr Project Manager, Shiksha Initiative  
Shiv Nadar Foundation



### EPISODE III

11:31 am to 12:25 pm

#### Conversation round 3 – Environment

**The policies are only going to get more stringent here on and unsustainable practices may very well come to be equated with unlawfulness**

All large business conglomerates have committed to net-zero carbon, water neutrality, zero waste, circular economy... how much of it is possible and how?

It cannot be just about planting and nurturing trees; there has to be something before, after and around that to make your environmental programmes comprehensive and cohesive...

#### In the conversation

##### Arun Arora

Director and Head  
Chetak Foundation

##### Adwait Joshi

Sr Energy Advisor  
Institute for Sustainable Communities

##### Kanika Ahuja

CEO  
Conserve India

##### Ranjan Rayna

Co-founder & chief strategist  
CauseBecause

### EPISODE IV

12:26 pm – 01:30 pm

#### Conversation round 4 – Community empowerment & livelihoods

**How many years of human evolution, yet the core problems remain the same...**

The face of the rural hinterland is changing and it is a bit too early to say if it is for good or worse. However, the immediate challenges for communities still include employment, income, safety and well-being of children and women, natural calamities, access to healthcare...

#### In the conversation

##### Anurag Pratap

VP & Lead CSR  
Capgemini

##### Brajesh Gupta

Head CSR  
Delhi International Airport

##### Sumit Chauhan

Vice president, CSR  
RBL Bank

##### Abhishek Kumar

Lead CSR  
LG India

##### Vivek Prakash

Head, CSR  
Jubilant Ingrevia

##### Anupam Nidhi

Head, CSR  
Hindustan Zinc

##### Parul Priya Aggarwal

Deputy director  
Concern India Foundation

##### Ravi Agarwal

Head, CSR  
FAME, (CSR arm of AYE  
Finance, Gurgaon)

1:31 pm: **Vote of thanks and notes on conversations that will be continued...**

1:33 pm: **Conversations over lunch**

## Open house conversations

### **Rajesh Mukhija**

Sr advisor, CSR  
Hero MotoCorp

### **Puja Trisal**

Director  
Flipkart Foundation

### **Gambhir Agrawal**

Lead CSR  
Relaxo Footwears

### **Gurbirender Singh**

Director, Development & Alumni Relations  
BML Munjal University

### **Vikas Goswami**

Head of Consulting  
Boundless Environment Resource  
Ex-CSR lead, Godrej

### **Shantanu Das Gupta**

Head, Community operations & strategic  
planning  
Dr Shroff's Charity Eye Hospital

### **Ganesan Subramanian**

Head, corporate affairs  
Ball Corporation, India

### **Ravi Pahuja**

CEO  
Raman Kant Munjal Foundation

### **Anita Ahuja**

Founder & creative director  
Conserve India

### **Rohit Sharma**

CEO  
Purp

### **Shiv Chaudhary**

Regional head  
Agastya International Foundation

### **Padma Pegu**

Co-founder & editor  
CauseBecause

## ABOUT CAUSEBECAUSE

Founded in 2009 in Delhi, CauseBecause (CB) is an independent, multifaceted organisation, with capabilities in content, research, and conversation-based events in the corporate social responsibility, sustainability, and environment domain.

- **Vision**

Be a catalyst in the making of a more inclusive and sustainable society

- **Purpose**

Keep alive the conversations that give us hope that a 'sustainable world' can be a reality, and strive to play our part in making social projects deliver

- **Thought**

Solutions are all around us, and we can get there through partnerships and collaborations, keeping the end goals and impact in sight.



Visit CauseBecause



Visit CB IMPACT



Visit Coffee for Cause



Join #TogetherWeCan