

FICCI CSR Summit and Awards 2016

Conference on “Strengthening CSR Ecosystem in India for Sustainable Impact” held

New Delhi, 22 December 2016: The FICCI CSR Summit 2016 concluded today which was organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) on the theme ‘**Strengthening CSR Ecosystem in India for Sustainable Impact**’. The conference provided a platform to exchange ideas about strengthening CSR ecosystem in India for sustainable impact.

In the inaugural session, **Padma Bhushan Smt. Rajashree Birla**, said, "CSR is increasingly becoming a business strategy and it can reap accelerated results and success when CSR vision is parallel with the business vision."

Dr. A. Didar Singh, Secretary General, FICCI said, “The first step towards creating an enabling environment is to include key external stakeholders such as governments, incubators and public institutions experts. The FICCI CSR Summit and Awards is one such platform to engage, discuss and share experiences.”

The 6th Korea-India CSR Forum was one of the highlights of the conference. Alluding to the six years of association of Korean Embassy in India with FICCI, **Mr. Hyun Cho, Ambassador of the Republic of Korea in India**, said, “What can justify the constant efforts to create this dialogue is the underlining belief that if we work hard on issues, discuss the content, we can improve anything including our CSR initiatives. Even in Korea, CSR is evolving to cover more and more business ethics and human rights”.

Mr. Hyun Cho added, “As for Korean companies in India, it has been challenging to localize their initiatives and bring efficiency which is a common problem faced by MNCs. Right now there are 500 Korean companies in India but soon the number will touch 1000 because of the booming Indian industry. Despite success stories of Hyundai, LG, Samsung in CSR space, there is a huge prospect for refining the model.”

The forum delved deep into the strategies adopted by Korean companies in India with a round of discussion with CSR heads of exclusive Korean companies and professor of Korean studies. India-Korea relations has made great strides in recent years and has become truly multidimensional, spurred by a significant convergence of interests, mutual goodwill and high level exchanges.

During the conference exclusive discussions on various aspects of CSR such as on sustainable skill,

inclusive development of people with disabilities, women entrepreneurship and sustainable wash solutions, were organized.

Some of the key panelists were **Ms. Panudda Boonpala, Director, ILO; Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition & Former Country Head, HSBC India; Ms. Aradhana Lal, Head, Sustainability Initiative, Lemon Tree Hotels; Ms. Chetna Sinha, Founder Mann Deshi Mahila Sahakari Bank and etc.** Each session witnessed keen interest and inquisitiveness from the audience which interacted with the panelists to discuss opportunities of arriving at sustainable and replicable solutions.

The day-long deliberations was followed by an enlightening talk and presentation by the Leh-based, mechanical engineer and social Innovator, **Mr. Sonam Wangchuk**. A novel point that he made was that “There is no poor that does not have land under his feet or sun above his head. Both are in abundance and come with opportunity”.

“When people don’t recognize education as their basic requirement , their leaders are hand tied to ignore it too. To bring a revolution, work should be first done to make people realize their real prioritizes like education which is as crucial as food, water and shelter”, said Mr. Wangchuk.

Mr. Wangchuk who **had inspired the character of Phunsukh Wangdu played by Aamir Khan in the Hindi film '3 Idiots'**, graced the FICCI CSR Summit & Awards 2016 as a Guest Speaker. Mr. Wangchuk had recently bagged the Rolex Awards for Enterprise 2016 for his innovation of Ice Stupas or artificial glaciers. He has been working in Ladakh for over 20 years through his Students' Educational and Cultural Movement of Ladakh (SECMOL).

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