



GDLN

Invitation for a Videoconference Dialogue on

Corporate Social Responsibility (CSR)

Friday December 16th, 2011 from 8:30 am to 10:30 am (Washington time)

Dear Sir/Madam,

You are cordially invited to a 2-hour videoconference discussion on “*Corporate Social Responsibility (CSR)*” on December 16th, 2011. The participants will include representatives of the DPE, members of PSEs, the National CSR Hub, the World Bank and the World Bank Institute, and representatives from the Wharton Business School, U Penn.

The objective of this GDLN event is to share the experiences of CSR at the international level as well as initial thoughts on the activities emerging from the collaboration between the DPE and the World Bank on CSR. It will also be an occasion for a mutual introduction to the team and exploration of the CSR initiatives of Wharton for possible collaboration with the Wharton Business School in the future.

Yours Sincerely,

Shabnam Sinha

Senior Education Specialist
World Bank

LOCATIONS

Washington – WB HQ

GDLN studio 2
MCC2-123

India - TERI

Darbari Seth Block
Core 6C, India Habitat Centre
Lodhi Road, New Delhi – 110 003



EVENT AGENDA

Washington time (AM)	Presenters & discussion topics	India time (PM)
8:30 – 8:35	Welcome Address: Amit Dar, Sector Manager, SASSED, The World Bank	7:00 – 7:05
8:35 – 8:40	Background and Objectives of the World Bank Initiative on CSR: Shabnam Sinha, Senior Education Specialist, The World bank	7:05 – 7:10
8:40 – 8:50	Opening Remarks: Mr. D R S Chaudhary, Secretary, DPE	7:10 – 7:20
8:50 – 8:55	DPE and the CSR Agenda - the Journey So Far: Mr. Ashok Pavadia- JS, DPE	7:20 – 7:25
8:55 – 9:05	PSEs: Expectations from the Initiative	7:25 – 7:35
9:05 – 9:20	CSR and the World Bank Institute, a Resource institution on CSR - Djordjija Petkoski - World Bank	7:35 – 7:50
9:20 – 9:35	CSR initiatives at the Wharton Business School - Implications for India: Prof. William Laufer, Wharton Business School	7:50 – 8:05
9:35 – 9:40	National CSR Hub and its Role as Resource organization for CSR: Venkatesh Kumar, Director, CSR Hub, TISS	8:05 – 8:10
9:40 – 10:25	Open discussion and Next Steps – Moderator: Shabnam Sinha	8:10 – 8:55
10:25 – 10:30	Vote of Thanks: John Blomquist, Lead Social Development Specialist, The World bank	8:55 – 9:00

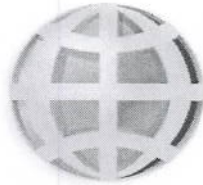
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Minutes from a discussion

1. Expectations from DPE
 - a. Fine-tuning of the CSR guideline is needed to attract more PSEs to engage in CSR and also to set a strategic direction for CSR
 - b. Assessment of social impact on CSR through exchanging views and extrapolating international best practices
 - c. Integration of CSR into business process
2. Public Sector Enterprise (PSE)'s expectations
 - a. In-house capacity development in the area of stakeholder engagement (local community and government) and CSR execution through sending experts from abroad or e-learning
 - b. Industry-specific international best practices/lessons learned would be useful as most of the PSEs are in mining and petroleum sector.
3. Development Agenda
 - a. Skills development for local community where the business of the PSEs operate.
4. Key initiatives on collaboration
 - a. Training of trainers, focusing on action oriented training approach
 - b. E-learning
 - i. Contents need to be customized for public sector enterprises (so far, limited research has been done in this area, and not many contents are available)
 - ii. Executive education for management, board of directors, and leadership team should be included to shift the mindset and corporate culture of PSEs to build more trust in CSR.
 - c. South-North, South-South knowledge exchange
 - d. Development of communication and information dissemination strategy for DPE and PSEs on their CSR activities
 - e. Development of knowledge sharing platform to promote convergence and synergy among public and private firms on CSR
5. Time frame
 - a. February: Another round table will be planned.

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