

## Corporate Social Responsibility: From Doing Good to Being Socially Brilliant

A Next Generation Network event in collaboration with Spin London

<b>Location</b>	Accenture, 1 Plantation Place, 30 Fenchurch Street, London, EC3M 3BD
<b>Date</b>	Thursday 17 <sup>th</sup> February 2011
<b>Time</b>	5.30pm – 8.30pm
<b>Dress Code</b>	Smart casual

### Event Description - Overview

CSR, although a simple concept, is defined in different ways by different organisations. So the question that now arises is what exactly defines a responsible business? Is it looking after your staff? Recycling your used paper and plastic? Or is it beyond that, about the DNA of your organization, wanting to be more responsible in how you work? For a company to properly adopt CSR, it is important to gain a real understanding of it first.

#### CSR in India

Corporate Social Responsibility (CSR) has been on the agenda in India for a considerable period. Most big Indian corporations are engaged in some CSR activities. As is the case in many countries, the private sector is generally more active in this area than the governmental/public sector – the government of India has guidelines on CSR, however these are not legislative and therefore implementation is up to the business. Companies like TATA and BIRLA have been imbibing the case for social good in their operations for decades long before CSR become a popular cause. In spite of having such life size successful examples, CSR in India is in a very nascent stage. It is still one of the least understood initiatives in the Indian development sector. But the situation is improving...

#### CSR in the UK

The CSR landscape in the UK has been through different phases and companies have engaged in various CSR activities ranging from social investment in charities and volunteering to developing products and services aligned with a social ethos. Many innovative initiatives have taken place with companies like Vodafone who have an award winning CSR agenda to Innocent that have embedded the social ethos in their business practices, especially in the area of product development and strategic decision making.

This event aims to define and clarify the term CSR and understand the reality of CSR in India. It seeks to compare CSR practices in the UK and India with a view to drawing out best practices. These best practices should then be shared with young people in order to encourage the next generation of business leaders to incorporate CSR in their businesses as they explore opportunities in the UK India corridor.

Join us for an **inspiring evening of panel discussion** where you get to hear CSR practitioners share their experiences of designing and implementing CSR activities in the UK and India and also their visions for the future. Walk away with some profound and simple ideas and thoughts on how you can engage in a socially responsible way in your businesses and organisations.

## AGENDA

- 5.30pm: Registration & Refreshments
- 6.00pm: Welcome by Accenture/Spin London
- 6.10pm: Introduction of the UKIBC's Next Generation Network  
Richard Heald, CEO, UKIBC
- 6.20pm: Overview of CSR in the UK and India  
Manisha Dahad, Founder of the Centre for Social Brilliance
- 6.30pm: Panel Discussion Begins – moderated by Manisha Dahad  
  
Mark Wakefield, Corporate Citizenship and Corporate Affairs Manager, IBM UK,  
Camilla Drejer, UKI Corporate Citizenship Lead at Accenture,  
Jeremy Glover, Owner Partner at Stephenson Harwood LLP,  
Mallen Baker, Chief Executive of Business Respect,  
Bala Thakrar, Director, Asian Foundation for Philanthropy
- 7.45pm: Networking with drinks & canapés
- 8.30pm: Event comes to a close

## BIOGRAPHIES



Richard Heald  
CEO  
UK India Business Council

Richard is the CEO of the UK India Business Council. The UK India Business Council is the premier membership-led organisation promoting bilateral trade and investment between India and the UK. He assumed this role on 27<sup>th</sup> September 2010

For the past 17 years he has worked for N.M.Rothschild & Sons Limited where he has advised on spin-offs and capital raisings, secondary capital raisings, outbound and inbound M&A as well as the provision of debt and restructuring advice. He has over 30 years experience of the international financial markets, 20 years of which has been focused on advisory and capital raisings for governments and major corporates across the globe.

Richard has, over the past 5 years, been acting as Vice Chairman of Rothschild India, a role which has involved him in acting for numerous UK and Indian corporates. His most recent transactions include advising the Mahindra Group on their acquisition of Ssangyong Motors and the ongoing sale of up to 51% of Cairn India by Cairn PLC.

Richard is a graduate from Oxford University with a degree in law.



**Manisha Dahad**  
**Founder**  
**Centre for Social Brilliance**

With a unique ability of visioning the new untapped potential in individuals and society, Manisha has always worked in innovative ways within organisations and communities bringing new social and business ideas to fruition. From engaging in large transformational programmes as a Management Consultant with IBM and working with telecom companies like O2, T-Mobile and Cable & Wireless, to designing and delivering social leadership programmes for corporate organisations such as Kroll and Colliers CRE in partnership with Save the Children and other charities, she weaves a core thread of social consciousness in each initiative.

A visionary, speaker, coach and documentary film-maker who wants to connect brilliant potential around the world, Manisha recently created a short documentary highlighting the spirit and sparks of magnificence in two young children living in the slum communities of Mumbai in India.

Manisha has an MBA from London Business School, a Masters in Science and Technology from BITS, Pilani, a leading engineering institute in India and is a trained Visionary Coach from the Coaches Training Institute and the Visionary Network. [www.socialbrilliance.org](http://www.socialbrilliance.org)

## Panelists



**Mark Wakefield**  
Corporate Citizenship and Corporate Affairs Manager  
IBM UK

Mark qualified as a teacher in 1979 but once qualified chose to become a youth worker instead. He spent 12 years as a youth worker, working in some of London's most disadvantaged areas and was one of the first youth workers to introduce IT into youth work programmes.

Subsequently Mark managed a youth service and aspects of community education provision for a local authority before becoming Chief Executive of the London Union of Youth Clubs. He then led the merger of this 100 year old charity with the London Federation of Youth Clubs to form a more powerful delivery and campaigning organisation: 'London Youth'. This was achieved whilst also completing an MBA with the Open University.

In 2001 Mark joined IBM as Corporate Citizenship & Corporate Affairs Manager, responsible for the implementation of IBM's extensive community programmes across the UK and for engaging IBM UK's 20,000+ employees in those programmes. IBM's community programmes focus on the innovative use of technology within educational and community contexts, particularly within communities that are disadvantaged. Mark has the lead responsibility for Corporate Social Responsibility for IBM UK.

Mark maintains his youth work interests through the Avenues Youth Project in Paddington and is a Trustee of UK Youth - a national charity promoting youth provision and non- formal education. He is a Fellow of the RSA and sits on the Royal Society's Education Committee.



**Camila Drejer**  
**UKI Corporate Citizenship Lead**  
**Accenture**

Camilla Drejer is the UK & Ireland Corporate Citizenship Lead for Accenture. Camilla is responsible for setting Accenture's Corporate Citizenship strategy and defining and driving employee engagement projects spanning community investment, engagement and collaboration (incl. volunteering, pro bono consulting, managing the company's charitable Foundation) as well as fostering environmental awareness amongst employees and driving continuous improvement. Camilla joined Accenture and the Corporate Citizenship Team in November 2006 as a corporate citizenship specialist focusing on managing operational aspects of the employee volunteering and giving programmes as well as communications and programme reporting before taking on community relations management and most recently the full Corporate Citizenship piece. Camilla holds a degree in Political Science and an MSc in Political Theory and has previous experience of working in the not-for-profit sector and most recently in the UK Parliament prior to joining Accenture.



**Jeremy Glover**  
**Owner**  
**Stephenson Harwood Lawfirm**

Jeremy has over 15 years' experience advising UK and international quoted companies, private companies, financial institutions and funds on aspects of governance, management incentives and equity arrangements. Jeremy's clients include RBS, BTG, Lovefilm and many smaller companies. He advises on all governance, legal and tax aspects of remuneration, employee incentives, bonus arrangements, share plans and management equity participation. Jeremy is a member of the Share Plan Lawyers Organisation and he is on the Share Schemes Committee of the Quoted Companies Alliance.



Mallen Baker  
Chief Executive  
Business Respect

Mallen Baker is a writer, speaker and strategic advisor on corporate social responsibility and Founding Director of Business Respect.

He is a regular columnist with Ethical Corporation, as well as being a member of the Ethical Corporation Advisory Board.

Mallen was formerly the development director with Business in the Community, where he was responsible for developing BITC's approach to marketplace issues, which includes how companies manage issues that arise around their core products and services. He produced the Marketplace Responsibility Principles working with a leadership team of CEOs from major companies headquartered in the UK.

He initiated the Business Impact Review Group - the group of 20 companies who developed a common approach to CSR reporting, and was responsible for the work of the Business Impact Taskforce which produced the landmark "Winning with Integrity" report.

Mallen chairs the CSR Superbrands project in the UK, and is a member of the Social Marketing Standards Advisory Task Group. He chairs Kingfisher plc's Stakeholder Advisory Panel, and was a board member of CSR Europe 2006 - 2008.



**Bala Thakrar**  
**Founder and Director**  
**Asian Foundation for Philanthropy**

Bala is the Founder and Director of Asian Foundation for Philanthropy (AFP). AFP is established to support Indian Diaspora to channel their philanthropic activities to support development initiatives in India.

Bala has over 15 years experience of working with national and international charities, both as an employee and as a management committee member.

She was involved with establishing the first Housing Association (HA) for Asian Disabled People called Apna Ghar Housing Association - supporting and empowering Asian disabled people to achieve independent living.

As a key officer for the Confederation of Indian Organisations (UK) she held a portfolio of supporting Asian charities and community organisations across Britain. She worked with organisations to bring funding to groups and help groups to set up proper structures from which they could grow their projects and organisations. Her work benefited several hundred women, older people, disabled people and the organisations she worked with are now delivering much needed services to communities across the country. She has also worked with Charities Aid Foundation (CAF).

Her work with Voluntary Service Overseas (VSO) helped to support charities in many developing countries. An example is her work in Ghana supporting Disabled People's Organisations (DPO).

Through AFP, Bala is championing the cause of many grass roots organisations often unheard of because of their low profile and yet they are delivering many benefits to those challenged by poverty and inequality. This work also involves working with Asian businesses on being responsible (CSR)

Bala won the 2008 Social and Humanitarian Award at the ninth Asian Women of Achievement Awards. Bala won for her work in supporting disadvantaged Asian people in the UK and Worldwide. She also serves as a trustee of Think Global (formerly known as DEA) and has also spoken at international conferences as an expert on South Asian Diaspora issues.

**The UK India Business Council (UKIBC)** is the lead organisation supporting the British Government in the promotion of bilateral trade, business and investment between the two countries. UKIBC seeks to play an influential role in creating and sustaining an environment in which free-trade and investment flourishes. A key objective in this regard is the highlighting, and dismantling, of bureaucratic and regulatory barriers to entry. Through the facilitation of partnerships, and with the support of an extensive network of influential corporate and individual members, UKIBC provides the resource, knowledge and infrastructure support vital for UK companies to make the most of emerging opportunities in India.

### **The Next Generation UK India Network (NGN)**

The UKIBC's Next Generation Network is a network of young people – under 40 years of age - of all nationalities, interested in the UK India business relationship. Its aim is to bring together the next generation of top entrepreneurs and business leaders to network, share ideas, and hold events that tackle topical areas of interest. Through this it aspires to promote diverse opportunities emerging from the Indian market and enable a new group of individuals to engage with government and leaders of British and Indian Industry with innovative ideas and thoughts.

The Next Generation UK India Network has successfully held events in London, Oxford and Southampton in the South East region, Cambridge in the East of England, Leeds in Yorkshire, Edinburgh in Scotland, Manchester in the NW and Mumbai, Kolkata and New Delhi in India. Most recently, following Prime Minister David Cameron's visit to India in late July, the NGN have been asked by senior UKTI officials to contribute their views on how the UK India relationship can be improved.

For any further information about UKIBC or Next Generation UK India Network, contact: UK India Business Council, 12th Floor Millbank Tower, 21-24 Millbank, London, SW1P 4QP, Tel: +44 (0)20 7592 3040; Email: [enquiries@ukibc.com](mailto:enquiries@ukibc.com), Website: [www.ukibc.com](http://www.ukibc.com)

### **Spinlondon**

Spinlondon is a non-profit organisation, which provides an open & independent forum to promote and accelerate sustainable excellence. The mission of Spinlondon is to provide a conducive environment:

- to promote innovators in professional services industry
- to facilitate networking among the members
- to provide a channel for information sharing
- to create a platform for promoting best practices
- to be a testing platform for new ideas

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For any further information about spinlondon, contact:  
Tel: +44 (0) 79 12345 207; Email: [info@spinlondon.co.uk](mailto:info@spinlondon.co.uk); Website: [www.spinlondon.co.uk](http://www.spinlondon.co.uk)

## ATTENDEES

First name	Surname	Company
Josephine	Broomfield	Accenture
Brian	Carbonero	Accenture
Jemma	Depala	Accenture
Rose	Fredua	Accenture
Vinay	Gulati	Accenture
Kevin	Hanley	Accenture
David	Hayman	Accenture
Charles	Holdenby	Accenture
Dee	Jadeja	Accenture
Michele	Lucas	Accenture
Emily-Jane	Macdonald	Accenture
Ruchi	Malhotra	Accenture
Sally	May	Accenture
Yen	Nguyen	Accenture
Philip	O'Hagan	Accenture
Sanju	Pal	Accenture
Rahul	Upadhyay	Accenture
Jennifer	Wilson	Accenture
Marc	Faltheim	Across Associates
Deepak	Winston	Alcatel-Lucent
Alexander	George	Allen & Overy
Sakate	Khaitan	ALMT Legal
Richard	Gubbins	Ashurst
Vikram	Duhan	AsterTec Services
John	Hutton	BAM Nuttall Limited
Ashwin	Saddul	BetterThanPaper.com
Richard	Bellars	Beyond Winning Ltd
Madhu	Rajesh	British Asian Trust
Shrikant	Sharma	Buro Happold Ltd
Karishma	Jain	Cambridge University
Richard	Hollis	Cambridge University Press
David	Braid	Central Saint Martins College of Art & Design
Tina	Dhingra	Central Saint Martins College of Art & Design
Jackie	Thoms	Centre for Social Brilliance
Monika	Gera	Centre of Gravity
Kush	Kanodia	Choice International
Nisha	Mothilal	Choice International
Manoj	Soma	Choice International

Simon	Fletcher	Clifford Chance LLP
Bruce	McNaughton	Customer Driven Solutions
Sujit	Nair	Dabblerr.com
Jennie	Longden	Data Advance
Roshni	Mehta	Development In Action
Shefaly	Yogendra	Dr Shefaly Yogendra
Ole	Hoyer	Energy Excellence
Aneesh	Varma	FabriQate Digital
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Kanthi	Ford	KFV Consulting
Bharathi	Vasanthakrishna	Kornerstone Consultant
Krishnan Unni	Madathil	KPMG LLP
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Kunal	Nandwani	Leo Packaging
Andy	Peers	Love Enterprise
Dr Phyllis	Santamaria	Microfinance Without Borders
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Pamela	Ravasio	Pachacuti
Girish	Kapoor	Pratham UK
Nick	John	Prudential Global Data Systems
Yasmin	Lambert	RSG Consulting
Shazia	Saleem	Shazia Saleem Ltd
John	Hamlen	Simply Business Skills
Carole	Still	Simply Business Skills
Sue	Rule	SMS Exemplar
Ray	Sheath	Social Investment International
Jitender	Kumar	SPIN London
Kavita	Gulati	SPIN London
Mickey	Kalifa	Sportech Plc
Amitabh	Singhania	Standard Chartered
Amit	Agarwal	Student
Bisola	Fasanya	SunGard
Harpreet	Chawla	Supply Chain Europe
Razia	Sultana	The Asians
Manish	Chaudhary	The Institute of Chartered Accountants in England and Wales
Ron	Kang	The International Developer
Benita	Matofska	The People Who Share
Claire	Arnott	The Social Investment Consultancy



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