

Introduction

CSM is pleased to bring to you the second edition of “**Who’s Who in CSR in India: A Resource Guide**”. This updated version comes in response to the enthusiasm generated by the launch of the first edition in October 2004.

We are pleased to note that the Resource Guide has indeed become a must-use resource for businesses, NGOs, donor agencies, government bodies, academics and others looking for a way to navigate the increasingly diverse CSR field in India. At the same time, a key objective of the Resource Guide has been to develop a sense of identity amongst practitioners of their role in a wider and vibrant ‘CSR community’ in India. We are, therefore, encouraged by reports that the Resource Guide has led to increasing collaboration and partnerships amongst organisations listed in the 2004 edition.

Intended to be updated periodically, this second edition includes the CSR practices and policies of 15 new organisations, building upon the updated profiles of many featured in the first edition. There are over 150 references to articles, reports, and other resources covering general CSR debate, labour and human rights, sustainable finance, SMEs, among others.

The Resource Guide is dedicated to providing up-to-date information on the practice of CSR in India. By bringing together contributions from practitioners and promoters working in the field, it offers emerging insights into the evolution of this field of work and inquiry.

In 2006, CSR has demonstrably entered into the political discourse and public lexicon in India. Entries in this Resource Guide reflect new sets of interventions and strategies being adopted across a range of issues, and by an increasing array of agencies and actors (including policymakers).

Responses in the “Who’s Who” section profiles organisations practising and promoting CSR. The profiles were developed through survey responses by a broad base of organisations operating in India. Respondents received a detailed questionnaire based on an organisation-centric model as opposed to a narrowly corporate model. For the second edition, we have updated the questionnaire used to include practices that reflect organisational commitment to CSR.

The virtue of this organisation-centric approach is that it can more accurately reflect the true level of comprehension and commitment to CSR by a range of organisations – not just corporates. At CSM we firmly believe that CSR principles are not just for the private sector alone but need to be reflected in the workings and structures of all organisations be they private, public or voluntary.

We also believe that CSR addresses wider issues such as environmental stewardship, human rights, employment practices, diversity, governance, bribery & corruption, transparency and disclosure, etc. This is our understanding of the larger social change and responsible competitiveness agenda suggested by the short-hand term ‘CSR’. The Questionnaire, included in the Annex, has been designed with this holistic vision in mind.

We hope that this Resource Guide will also increasingly be used by donor agencies and inter-governmental bodies to inform their engagement with the private sector, and other key stakeholders, in India on the sustainable development and poverty eradication agenda.

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The Resource Guide is a testament to the growing recognition by corporate leaders, social entrepreneurs and enlightened policy-makers of the fundamental role of the private sector in generating environmentally sustainable, socially responsible, 'pro-poor' growth and development. But delivery on this agenda will not happen by itself. It will require the conscious action of corporates, citizen groups, administrators and law-makers all pulling in the same direction. Each has their own role to play but.

Although by no means comprehensive, we hope that this updated Resource Guide will make a helpful, if modest, contribution to this fertile area of social action and corporate activism in India. We are grateful to all those who have sent us their contributions for this edition and helped to make this a living chronicle of the CSR movement in India.

We hope that the resources in this edition will both bring insight as well generate future partnerships – and look forward to hearing about your own efforts for inclusion in the next edition.

Malini Mehra
Founder & Director

March 2006

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