

PR SENSE

Communicate the communication

India's first Corporate ezine

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PR-e-FACE: From the Editor-in-Chief **“Take care of the society for sustenance”**



Recently, I read an article in one of the blogs. A Corporate CEO after donating an ambulance to a charity hospital was greatly disappointed for not getting enough ‘publicity’. He showed his anger to his PR Agency. That made us to plan this issue on Corporate Social Responsibility (CSR).

At present every industry and business extract lot of things for their business from the society. Most companies enjoy host of government concessions, which in effect are contributed by society. Media and regulatory scrutiny is increasing, raising public awareness about businesses. So also their capacity for questioning every aspect of business.

A time has come when corporates need to seriously work with commitment for welfare of the communities and the society within which they are doing business. CSR should underscore their business for own sustenance.

This edition brings for you views on the theme CSR from several eminent people.

With this edition we are also beginning a cartoon section that goes to lighten and enlighten the eZine theme.

K. Srinivasan

Theme of this month
Corporate Social
Responsibility (CSR)

Guest Editor
Mr S Narendra

In this Issue:

- ☑ Guest Editorial and exclusive article from Mr S Narendra
- ☑ Exclusive interview with Mr Kishor A Chaukar, MD, Tata Industries Ltd
- ☑ Exclusive interview with Mr Gerard Helmink, Director, Akzo Nobel, Netherlands
- ☑ Views from experts
- ☑ Industry Awards and PReality Show

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PR-e-FACE: From the desk of the Guest Editor

“CSR should be closely related to the business objective “

The Guest Editor of this issue is Mr S. Narendra, Former Information Advisor to Indian Prime Ministers. He was the Chief Spokesman of Indian Government for nearly 7 years. He is now a Communication consultant at Delhi. His email id is sunarendra@gmail.com



Some enterprises, like alcohol and cigarette producers cause direct damage to the health and lives of people.

“You will be blessed, even when you give back to the pond a little of the water originally drawn from it’

-Saint Purandaradasa,

In the corporate reputation asset, CSR has come to wield a significant weight. CSR undertaken either as charity or for PR purposes is not sustainable over time. CSR must be closely related to the business objectives of a firm and its stakeholders. An enterprise often causes external costs like polluting the environment, dispossessing people of their land, water or some other resource. What does it do to compensate them, besides paying a fee to the government or one time compensation? In the hinterland of its operations there are people with their own rights. Does it treat them as stakeholders? Give them back some thing like education, health services, better livelihood options, that do not have a direct bearing on its business operations? How does it view the business practices of the supply chain? Future of India’s growth story would largely depend upon India Inc’s response to such questions.

Compliance Plus

Indian Prime Minister Dr. Manmohan Singh had enunciated 10 major areas for corporate participation in development. The Union Budget has begun to offer information on the revenue loss worth lakhs of crore rupees on account of tax and other concessions to the corporate world. Some enterprises, like alcohol and cigarette producers cause direct damage to the health and lives of people. Besides making profit, what do they give back to society in which they operate? Viewed holistically, CSR includes corporate good governance but goes beyond a firm’s legal compliance norms.



PR-exclusive

“Contributing to the community is part of the business “



Mr Kishor A Chaukar, is presently the Managing Director of Tata Industries (TIL), He is responsible for providing strategic direction and support to the Tata companies that have been promoted by TIL. He is also a member of the Tata Group Corporate Centre (GCC), which formulates strategy at the Group level. Mr Chaukar is also closely associated with various rural development initiatives.

Please click here to listen to his podcast interview at <http://tinyurl.com/4cvcab> Excerpts from the interview:

CSR in developing and developed countries

CSR is a CSR wherever they do the business. There is no difference between developing or developed countries. Hundred years back, Jamshedji Tata said, “community is a very important part; that is the reason why business exists: Even subsequent Chairmen of Tata group echoed the same sentiments. At that time, India was not a developing country.

It is more the compassion in the minds of entrepreneurs and business people while looking at the concept of CSR.

Why Corporates should involve in CSR?

As Jamshedji Tata said, business depends on community. If community prospers, business prospers automatically. Business cannot survive at the cost of the community; and vice versa. If community over exploits this, nobody will try to do business there. There is an inter dependence of the two. If the community does not respect or want business in its

place, over a period of time, community will reject this. If you look at the business, which have existed for a long time, braving all stress and strains like economic recession and still commanding respect, you will find that they have shown a great regard to the community and consciously undertaken projects and activities which have improved the quality of living of the community, in which their business operates.

**Jamshedji Tata said,
“Community is a very
important part; that is the
reason why business exists”**

CSR as branding exercise

Branding activity is not decided upon in terms of results by those who undertake activities.

It is decided upon by those who may be affected positively, negatively or shallow. If it is a branding activity, it will have the same fate of that of an advertising campaign, which has substance, if there is substance; and nothing happens, if there is no substance. For the CSR activities undertaken for brand building, community will take a right decision in the course of time.



CSR in future

I see CSR to take place in future as a Corporate Sustainability, rather than Corporate Philanthropy and Charity. A time has come that the organizations engaged in business, look to the community as something which is helping them to grow, helping them to innovate and helping them to become more contributive; and obviously to make profit, while doing so.

I see nowadays, whether developing countries or developed countries, community is conscious of what business is doing. The community as well as Regulations have started paying attention on the environment. Now they have started asking questions about global warming, environment, pollution, etc. Fifty or sixty years back, so much consciousness of these aspects was not there. Now people are becoming conscious, as more and more natural resources like water are getting depleted. Public awareness and regulatory frame will raise lot of questions about the way business conducts itself.

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Conducting business in a manner which is profitable, contributory to the society and which is protective of the environment will be the key for a long term sustainable corporate activity.

Role of NGOs

Corporates cannot undertake the activities themselves. They can only spend and grant money. Another thing that can be done is to extend the core skills in the

corporate to the general public. In TCS, we have a capability of making people literate in a short time. This core service is available at zero cost to the NGOs. The technologies

developed by Tata Chemicals, Indian Hotels in Taj Group and at Jamshedpur are also made available. We are working with NGOs at Hyderabad for imparting training in various skills. Corporates go and teach them. NGOs and Corporates should work together.

If you want to give value for money to your customers, contributing to the community is part of the business.

This ezine PR-e-Sense is a media partner for the 5th World PR Conference and Festival to be held at London on 23rd and 24th June 2008. For registration and for details click on the link www.cipr.co.uk/wprf08



London, 23-24 June 2008



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PR-eXCLUSIVE

“Corporates face increased expectations from public “



The Guest Editor of this issue is Mr S. Narendra, Former Information Advisor to Indian Prime Ministers. He was the Chief Spokesman of Indian Government for nearly 7 years. He is now a Communication consultant at Delhi. His email id is sunarendra@gmail.com

New Paradigm

Prof: C.K.Prahalad's book, 'Bottom of the Pyramid' expounded the concept that it makes good business sense to look at the poor as viable consumer market. Unreached, Unbanked, Unelectrified, Unreserved, are expressions which could mean a hurdle or a new business opportunity. Al Gore conferred on SELCo India, the green Oscar (Ashden Award) for demonstrating that it was possible to run a renewable energy business, which is both profitable and lifts people out of poverty. Qualcomm specializing in wireless

telecommunication unveiled its fishermen friendly mobile application for providing real time information to fishing communities. ITC's e Choupal that networks with thousands farmers for farm production and marketing, HLL's 'project Shakti' that uses the services of women self help groups for rural marketing are the other best known cases of combining profitable business with social responsibility.

Sustainability initiatives

Responsible use of resources taking into account needs of society serves the larger economic welfare of nations. Firms that stop at fulfilling only regulations will face long-term community resistance. Soft drink manufacturers in Kerala and global mining giants in Orissa are now facing such anger. People are also tending to demand clean and green products. For

example, Toyotas Prius, a hybrid car is a run away success in US. An Australian mortgage company is assisting home loan customers to reduce their environmental footprint.

Most PSUs began life as sick because of overload of social expenditure before earning and went bust. Lesson: Profits, not losses, sustain CSR"

Affirmative Action

The job reservations issue has brought a new dimension to the debate on CSR. Infosys offers special training to Dalit/OBC candidates without job promise. CII/FICCI have announced scholarships for bright 'low' caste students; Naukri.Com has developed a caste-based database in case recruiters want such information.



CSR - a new social enterprise

Several firms have set up separate trusts for design and implementation of their CSR. Bharukha Trust sponsored by TCI is an example. As truckers have been identified as the most vulnerable to HIV/AIDS, the Trust is engaged in prevention of HIV. Independent NGOs with local credibility could also be used for CSR execution in true participatory way.

CSR and Communication with Governments

All corporations value their relationship with governing systems, from regulators to political parties and the judiciary. Negative perceptions about firms and their

activities reach this system faster than the positive side of it and could invite unwelcome government and political interventions. A sincere and proactive CSR helps firms in developing independent sources of communication with this system, warding off outside intervention. CII has drafted a 12-point Social Code for Business. Most major company websites now have incorporated their CSR concerns

As the corporate world wrests greater economic territories from governments, the corporates interaction with the people will grow manifold. Infy mentor Narayanamurthy says that in this scenario, corporations face increased expectations.

PReality Show by: V Poornima, Cartoon Editor, PR-e-Sense



“Plan a CSR activity to donate Rs 5 thousand worth books for poor students. Arrange a function & nationwide publicity. Maximum budget for function Rs 3 lakhs & for PR agency Rs 1 lakh”

PR-eSTIGE

“CSR is to be treated as a key value at par with other values “



Mr Gerard Helmink is the Director, IT Shared Services of Akzo Nobel, Netherlands. Akzo Nobel is rated as No 2 in the world for their CSR initiatives. The podcast of this interview may be listened from the link: <http://tinyurl.com/4cvcab>
Excerpts from the interview

Today we are at Siragu School, Chennai, who won the second prize at global level for the 'Best Practices' under CSR.

CSR in Akzo Nobel is placed at the Corporate level. We are located in more than 80 countries and operate in 1000 locations. Every location has got opportunity to engage in a project needed for that location. More than 50% of the locations are engaged in CSR projects. Apart from these community programmes, we are also engaging NGOs.

Out of these projects, 15 projects are selected for the 'Best practices'. Again out of this 15, 3 projects are selected by all the volunteers for awards. That is how 'Siragu Project' won the second prize at the global level.

We are rated as No 2 by Dow Jones for CSR initiatives under Sustainability index.

Every company should think of 'sustainability'. We cannot continue to be taking raw materials and elements from the globe, without looking at the future. Every company has a high responsibility to the community in the locations, where they operate.

Companies engaged in CSR activities for the sake of publicity have only short term vision. You have to embed the CSR, as part of the vision of the company, to become a respectable and well performing company. You need respect from the community to sustain in the business. If you treat the environment and community well, they will treat you well.

In our company, CSR is treated as a 'key value' at par with customer value, shareholders value, etc.

The use of NGOs is a very good vehicle to do CSR. It is their daily work. They know how to work in those projects.

Corporates should take the CSR seriously and should not engage themselves in CSR activities for the sake of publicity. The people in charge of the CSR should be placed at the decent level in the Organisation. In our Company, the Head of CSR is a Staff Director, reporting to the CEO. That gives the signal to the rest of the Organisation, as to how important CSR is regarded within the company.

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PR-eVIEW – Different perceptions on CSR



Normally it is said that 90% performance and only 10% PR. Nowadays, I find that many corporates perform only 10% under CSR and hype becomes 90%. This phenomenon is good neither for the society nor the company. – *Prof. Y S Rajan, Eminent Scientist*

CSR makes the organization trustworthy and trust is definitely one of the most important attributes that an organization would like to associate with. - *Richa Gupta, Media Trainee, Symbiosis Institute of Media and Communication, Pune*



CSR should be a continuous activity to the extent possible. Once you stop funding particular project, one must ensure that discontinuing CSR project should not get bad image to organization. Abruptly discontinuing CSR project will give much harm than good - *Avinash Murkute, Galaxy4u , Pune*

Studies show that corporates with serious budgetary allocation for CSR do perform better in the financial market indices compared to those that do not. This would build corporate brands in positively affecting the brand equity. No corporate can operate in isolation like an island. - *Ashim Ganguly, GM, CorpCom, Indian Oiltanking Ltd, Mumbai*



CSR has to a part of the character of the organization. There is also an angle of inspiring many others to follow the footsteps. Also it has been shown that employees wish to work with organizations that are socially responsible. So if publicity happens there is nothing wrong it should never be a driving force for doing CSR , it has to happen naturally from within . *Sanjay Mudnaney AGM Corporate Communications, MASTEK, Mumbai*



PR-eVIEW



If you have a shoddy product and put up an ambulance to go around the villages as a part of your so- called "CSR", the objective is defeated. The onus, therefore, lies on the PR practitioners to clearly lay down the parameters, and inform the client, that doing well is not designed for media publicity; it has to be a part of an organisation's character. – C J Singh, MD, Core PR, Chandigarh

Now, it is fashionable to talk on CSR. First of all let the companies say that they will guarantee FAIL SAFE products and if failure is reported accept and take back the goods. That is a major social responsibility; not planting 100 tree saplings and do not worry about taking care of them subsequently. - R Desikan, Founder, Consumer Association of India



PR-events – Conferring Awards on achievers



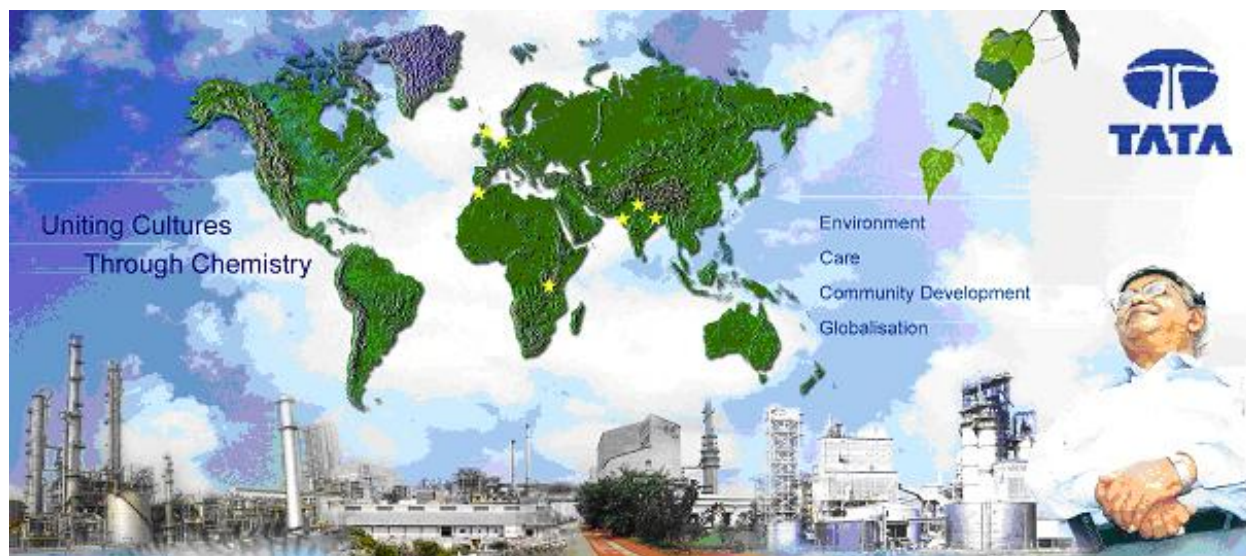
National Public Relations Day was celebrated on 21st April 2008 at Hyderabad jointly by Public Relations Society of India (PRSI), and Global Forum for Public Relations (GFPR).

Since last year, every year, GFPR honours one PR professional on the PR Day with 'Golden Triangle Award' for outstanding contribution to the PR profession. In the picture, Mr Yogesh Joshi, President of Association of Business

Communicators of India (ABCI), Mumbai is seen receiving the Award for the year 2007, from Mr. Anam Ramnarayana Reddy, Hon'ble Minister for Information and Public Relations, Govt. of Andhra Pradesh. Dr C V N Reddi (PR celebrity) and Mr B K Karunaji (President of GFPR) are looking on.

It may be recalled that last year, the first Award (for the year 2006) was given to K. Srinivasan, Editor-in-Chief of PR-e-Sense and Founder of Prime Point Foundation.





For over 50 years we've touched the lives of millions of people on the strength of one single word.

C a r e

Care has always been our defining philosophy, our guiding force. You will see it in the way we run our plant, manufacture our products and, more so, in our relationship with our employees, their families and the community around us. You'll see it too, in the way we nurture and protect our environment. And every day, we touch people's lives in very many ways; whether it is through soda ash, that goes into the making of glass, STPP for detergents, urea and fertilisers viz. DAP, NPK and SSP that increases our crop and yield, salt that is a vital ingredient of our food, or through cement which builds our houses. Our foray into the global arena marks the beginning of a new tomorrow. So, while our turnover of over Rs. 6000 crores is certainly satisfying, it is meaningless without the millions of smiles every day.

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"Together We-99" was launched by Dr Abdul Kalam in Jan 08 to bring together 33 Corporates and 66 Social Entrepreneurs and NGOs for Social cause. Dr Kalam is seen with "We 99" at Pollachi on 1st May 2008 during the workshop for the social Entrepreneurs. For more details contact Mr Dhanapal, Convenor at pdhanapal@yahoo.com



Corporate Houses can associate with small NGOs and UnSung Heroes; they do better social service than big names!

There are many small NGOs and UnSung Heroes who pool their own resources and serve the society with passion and commitment, without any expectations. Sadly, many of the big Corporates do not like to get associated with these small initiatives.

They openly declare that they would like to partner only with 'Top NGOs'. The hidden agenda is that when they go with 'Big NGOs', they get more publicity and mileage.

UnSung Heroes: Prime Point Foundation (publisher of this ezine) manages a very big net work and discussion group "India Vision 2020", for the past several years, bringing together various such *UnSung Heroes*. These UnSung Heroes do 'extraordinary' work for 'the ordinary' people, without making any noise. This group has more than 2000 such members, besides lot of small NGOs.

Partner Organisations: India Vision Group has organised India Vision Clubs at different parts to bring together all such passionate organisations. We have few Partner Organisations who undertake great social initiatives. These initiatives

are managed by young people having great vision for the Country, drawing inspiration from Dr Abdul Kalam. One of our Partner Organisations (Siragu project for street children) has even won the 'Second Prize' from *Akzo Nobel* for the 'Best practices' at Global level. (Read the interview in Page 7)

Corporates and individuals, who want to

engage themselves in CSR, genuinely without making hype, can work with these committed groups. For details visit www.indiavision2020.org

*K. Srinivasan, Editor-in-Chief,
PR-e-Sense*

**India vision 2020 – Partner Organisations
(Managed by young IT professionals and students)**

**Suyam (Siragu Project for street Children)
India Sudar (primary education for underprivileged)**

Manam Malarattum Trust (Learning centre for poor village students)

Team Everest (primary education and to help abandoned old aged people)

Young Minds of India (primary education and health care for villages)

Dream India 2020 (week end classes and scholarships for poor children)

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Ten ways to do CSR



1. Employment generation – differently abled, economically weaker sections, women employment
2. Protecting Environment – Eliminate / reduce emissions, protect / plant trees, reduce water consumption, reduce power consumption, reduce petrol / diesel consumption, reduce travel and conveyance
3. Set up offices / factories in smaller towns / rural regions – create employment in those areas and reduce congestion in metros and big cities
4. Contribute towards increasing education – primary education, increasing quality of education, synchronizing education with industrial / national needs
5. Contribute towards health – employee health, stress management, public health
6. Ensuring reduced cost of ultimate services / products to poor people – ex : increased cost of banking software may increase in cost of services to the masses, increase in cement cost may increase housing costs, increase in fertilizer or chemical costs may increase food prices, etc
7. Increase innovation and product development and reduce or eliminate unnecessary imports
8. Exact resource utilization – don't take land more than required, don't hire people from all disciplines there by depriving other sectors from getting good people (eg: IT companies recruiting Chemical Engineers for software development)
9. Do not indulge or encourage corruption directly or indirectly as this will reduce the quality of products and services
10. Be a good citizen - follow all rules and regulations governing your company (as Corporates who don't follow the rules cannot take up CSR).

*- B Suresh Kamath, Mg. Director, Laser Soft Infosystems Ltd
(President of India Award winner for employing large number of
'differently abled' persons)*

Marcus Evans organizes 'Proactive Rural Marketing Strategies' programme to be held at Mumbai on 8th and 9th May 2008. For more information, delegates registration or event brochure, please contact Ms. Kelly Lee at +603 2723 6798 or KellyL@marcusevanskl.com



Book Review

It's Only Business! : India's Corporate Social Responsiveness in a Globalized World / Meera Mitra. New Delhi, Oxford University Press, 2007, xxiv, 192 ISBN 0-19-568433-8.



A new book by Dr. Meera Mitra (Its only Business-India's corporate social responsiveness in a globalized world published by Oxford

University Press in 2007) sheds light on the many sided debate on the pitfalls and challenges before CSR. While providing the global view of CSR, Dr. Mitra anchors most of the discussion in the Indian context. CSR is not new to India as there is evidence of social concerns pervading business conducted through the ancient Indian guilds. As Indian business expanded and increasingly globalized in 1990s, the spotlight turned to practices like child labour, disregard of labour laws, and weaknesses in governance practices. The

national level business chambers took the initiative in turning the spotlight inwards so that correctives could be applied. CSR concerns were incorporated into the management of seismic changes in the economy and the corporate world. The IT industry that was the first one to globalize was also the first one to recognize the importance of CSR not just within the firm but all along its value and supply chain. Some of the firms like HLL, ITC discovered business opportunities in making the under privileged rural poor as their partners in production and distribution.

The book discusses in detail the expanding engagement of the corporate world with many human development areas. Dr. Mitra rightly argues for taking CSR to different levels of Indian industry and business, particularly to SMEs.

Its Only Business is a slim volume but packed with vital and scholarly perspectives on the relevance of CSR.

Reviewed by Mr S Narendra, Guest Editor



**Attn: Corporates, Individuals and admirers
of Dr A P J Abdul Kalam**

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Social entrepreneurs. Network with the people who silently
contribute to the society.**

http://groups.yahoo.com/group/India_Vision_2020/

and visit

<http://www.indiavision2020.org>



PR eTTY - "Don't chase peripherals; lead a qualify life"

A group of graduates, well established in their careers, were talking at a reunion and decided to go visit their old university professor, now retired. During their visit, the conversation turned to complaints about stress in their work and lives.

Offering his guests hot chocolate, the professor went into the kitchen and returned with a large pot of hot chocolate and an assortment of cups - porcelain, glass, crystal, some plain looking, some expensive, some exquisite - telling them to help themselves to the hot chocolate. When they all had a cup of hot chocolate in hand, the professor said: 'Notice that all the nice looking; expensive cups were taken, leaving behind the plain and cheap ones.

you're drinking from adds nothing to the quality of the hot chocolate. In most cases it is just more expensive and in some cases even hides what we drink. What all of you really wanted was hot chocolate, not the cup; but you consciously went for the best cups... And then you began eyeing each other's cups.



Now consider this: Life is the hot chocolate; your job, money and positions in society are the cups. They are just tools to hold and contain life. The cup you have does not define, nor change the quality of life you have. Sometimes, by concentrating only on the cup, we fail to enjoy the hot chocolate God has provided us. God makes the hot chocolate, man chooses the cups. The happiest people don't have the best of everything. They just make the best of everything that they have.

While it is normal for you to want only the best for yourselves and that is the source of your problems and stress. The cup that

Live simply. Love generously. Care deeply. Speak kindly. Help others and needy. And enjoy your hot chocolate!!

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Listen to the podcast on this ezine – how do eminent persons perceive it?

<http://tinyurl.com/2epo6x>

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