President's Page

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Theme: Corporate Social Responsibility

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Corporate Social Responsibility (CSR) also called Corporate Conscience, Corporate Citizenship or Sustainable Business or Responsible Business is a form of corporate self regulation integrated into a business model.

In 2014 India became the world's first country to enact a mandatory minimum 2% CSR spending law particularly for large corporations. The rules came into effect from 1st April 2014.

A business needs a healthy educated workforce, sustainable resources and a clean environment. People, planet and profit, also known as triple bottom line, therefore, forms one way to evaluate CSR. Hence, common CSR approaches include environmental sustainability, community involvement & support and ethical marketing. Let's now dwell on specific thrust areas under each of them.

1. Environmental sustainability which looks for

- Adoption of 4 R s (remove, reduce, recycle and reuse) on all wastages
- Conservation of all natural resources such as oil, water, tree, coal etc.
- Prevention of air, water and noise pollutions
- Adopting leadership in energy & environmental designs (LEED) including non conventional energy
- Wild life conservation
- Rain water harvesting & secured land fill
- Opting for ISO 14064 : 2006 on carbon foot print
- Developing green belt which envisages Kyoto protocol of 1990
- Having top management commitment for continual improvement on all the above.

2. Community involvement and community support

Here education and health are two basic thrust areas.

2.1 Under education common issues tackled by corporations for under privileged children are :

- Imparting self reliant skills on masonry, carpentry, electrical repairing, plumbing, welding, sewing, vegetable cultivation, vermi compost making, papad making, leaf bowl making, candle making, pickle making, rice grinding, goat rearing etc.
- Providing scholarship to needy & meritorious students.
- Undertaking literacy drive to villages, operating night schools, teaching computer basics and data punching.
- Creating awareness among villagers about their responsibilities by making the head of the family write a personal mission such as (a) I will not drink (b) I will send my children to school (c) I will not abuse my wife (d) I will plant 5 trees and nurture them
- Providing mid day meals to reduce dropout rates in schools which partly takes care of malnutrition as well.

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2.2 Under health, common approaches have been

- Run charitable hospitals; mobile dispensary in remote villages, holding eye camps, blood & organ donation drives.
- Work towards reduction of mortality rates in mother & children, as well as malnutrition in children.
- Make provision of drinking water in remote village by digging deep bore wells and raising the height of bunds.

3. Ethical marketing

Companies that ethically market to consumers are planning a higher value on their customers and respecting them as people who are ends in themselves. They do not try to manipulate or falsely advertise to potential customers. This is important for companies that want to be viewed as ethical.

According to Dr. Deming this is one most important non financial measure of success of an organization.

4. CSR benefits

While CSR's tangible benefits are hard to quantity Orlitzky, Schmidt and Rynes found a correlation between social & environmental performances with that of financial performance.

5. Flip side

- Some critics believe that CSR programs are undertaken by companies to distract the public from ethical questions posed by their core operations. They argue that the reputational benefits that CSR companies receive such as high profits, compared to spending in CSR, demonstrate the hypocrisy of the approach.
- Another criticism is that while ISO 26000 provides some guidelines, so far there are no audit standards on CSR. Companies' response to this has been to bring out sustainability development report based on Global Reporting Initiative (GRI) in G3 frame work.
- Controversial industries such as tobacco, alcohol etc. make products that damage their consumers and / or the environment. Such firms may engage in the same philanthropic activities as those in other industries. This duality complicates assessment of such firms with respect to CSR.

6. Way forward

Intellectual community firmly believes that teething problems of CSR will soon get over. It will eventually come out as a powerful tool to differentiate companies as a class from a mass and help them to forge ahead.

We at NCQM & NHANCE have experts to guide you in your CSR drive and be active partners in your growth process.

B.Banerjee
President, NCQM

Corporate Social Responsibility - An Overview

by Dr. R.H.G.Rau, Chairman, Advisory Board
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(An abridged version of the presentation at the Mumbai Seminar of
July 17, 2014, jointly held by NCQM and NHANCE)

1. Introduction

Let me start with the quote "where there is love, there is life." from Mahatma Gandhi, father of our nation. Love, which drives Quality of Life, has a huge relevance to Corporate Social Responsibility. At my initiative as an adjunct professor, a study was conducted five years back with the support of an NGO. It was over a 2- month period, covering 110 select participants, when 92 percent responded to a set of questions. One of the questions posed to them was: "how do you perceive quality of life?" 76 percent of respondents said: " by being nice and polite to everyone".

2. Customer

Who is that "Everyone"? The answer to the question rests in our understanding of customer.

Most of us have limited appreciation of the word "customer". We tend to look at him purely from business point of view. Actually, only a small part of our life is entwined with business. The fact is - anyone who is impacted by our action in life is our customer.

All our customers can be broadly grouped under three different heads.

- external customers : in a business sense
- internal customers: in an organizational sense and
- personal customers: in a wider sense, at personal level.

Personal quality is not seperable from professional quality. Personal quality is like religion. It has to be believed and practiced every day. When done, it will surely become a way of life. Further, personal values are often picked up from the environment, by looking at role models, how they behave and what values they cherish. Values are also picked up from sources such as family, parents, teachers, opinion-makers and society.

Greed has tremendous negative impact on personal quality. To recall what the outstanding cosmologist Dr. Stephen Hawking said: *we are in danger of destroying ourselves by our greed. We cannot remain looking inwards at ourselves on this small and increasingly polluted and over- crowded planet.*

3. Responsibility

Responsibility means being accountable for not only what you do but also fail to do. It may also be defined as "a duty or obligation to satisfactorily perform or complete a task – assigned by someone, or created by one's own promise, or circumstances – that one must fulfill, and which has a consequent penalty for failure."

The three types of responsibility are: personal responsibility: - towards self, family, all personal contacts, professional responsibility: - towards organization, colleagues and all stakeholders, and social responsibility: towards environment, neighbourhood and society at large.

Responsibility leadership is about making business decisions that not only impact the interests of the shareholders, but also all the other stakeholders - such as employees, clients, suppliers, the environment, the community and even future generations.

Enlightened leaders recognize that lasting business with sustained success must be built on credible business practices, that they should prevent activities such as fraudulent accounting and employee exploitation and that sustained business should provide products and services that satisfy customers, without jeopardizing the environment, and also operate in a responsible manner.

4. Being Socially Responsible

The need is to be kind to one and all. We can never underestimate the power of a kind gesture, word or deed. We should never waste an opportunity to tell someone that you love them. The need is to always empathize. An expression of a genuine smile spreads happiness all around. We can never deprive someone of hope since sometimes it might be all they have.

It speaks volumes when we recall what Albert Einsein said: *I speak the same way, whether he is the garbage man or the President of the university."*

Being socially responsible enhances quality of life – of both self and everyone around.

As Jagadguru Sringeri Sankaracharya said: *he who eats throughout the day is "rogi"; who eats to contentment both*

day and night is "bhogi"; and the one who eats only once a day, within limits is "yogi". When we don't over-eat, over-spend and over-indulge, we have that extra left for the needy.

Selflessness is a virtue. On July 29, 1969 when man landed on moon for the first time, some one asked Mother Theresa whether she would like to visit the moon if given a chance. "Certainly yes" replied the mother, *"if the diseased, destitute, helpless and unwanted are there".*

4.1 Corporate Social Responsibility (CSR)

Way back in 1999, World Business Council for Sustainable Development defined CSR as "the continuous commitment by business to behave ethically and contribute to economic development while improving *the quality of life* of the workforce and their families as well as the local community and society at large."

The goal of CSR is to embrace responsibility for the company's actions and encourage positive impact through activities on environment, consumers, employees, communities, stakeholders and members in the public sphere.

In responsibility, we act to perform, while in CSR we act to give. For effective CSR, we need to change all three of our characteristics; namely, our thinking, our attitude and our behavior.

Among the CSR initiatives are community welfare, clean environment, philanthropy, ethical labour practices, non-exposure to hazardous substances, excessive noise and vibration control, shared values such as social health and education. Environmental aspects of CSR are extremely broad, and may include areas such as paper recycling, sustainable use of resources, minimising environmental footprints and reducing water consumption.

Finally, CSR implementation is a commitment, providing immense impact on both personal and societal values.

5. Indian CSR Law

Corporate philanthropy, so far, has primarily been a voluntary gesture on part of companies and their management.

The Companies Act 2013 was notified in the Gazette of India on August 30, 2013 replacing a near 60 year old act of 1956. The new act has made regulations more contemporary, covered in 29 chapters, 470 clauses and

7 schedules. It sure is a major overhaul!

The law section 135 on Corporate Social Responsibility now is a legal obligation, and surely is a historic mile stone! Against this backdrop, on February 27, 2014, the Ministry of Corporate Affairs has notified the "Companies (Corporate Social Responsibility Policy) Rules, 2014, which came into force on April 1, 2014.

Section 135 has the potential to be a model of improved Corporate Governance , enhancing the interests of not only stakeholders but community at large.

Any company having a net worth of Rs.500 crores or more or having an annual turn over of Rs. 1000 crores or more, or having an annual net profit of Rs. 5 crores or more must contribute 2% of the average net profit from the three preceding financial years towards CSR initiatives. At the same time, companies are permitted to spend on building capabilities or training of its personnel or their implementation agencies (with 3 year track record) such expenditure not exceeding 5% of the CSR spend.

Among the activities approved u/s 135 of the Companies Act 2013 for CSR spend are: eradicating hunger, poverty, malnutrition, promoting healthcare, sanitation, making available safe drinking water, promoting education, including special education, employment enhancing vocational skills - especially among children, women, elderly, and the differently-abled -, livelihood enhancement projects. promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centers, and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups, ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water, protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up libraries; promotion and development of traditional arts and handicrafts, measures for the benefit of armed forces veterans, war widows and their dependents, training to promote rural sports, nationally recognized sports, paralympic sports and olympic sports, contribution to prime minister's national relief fund or any other fund set up by the central government for socio-economic development and relief and welfare of the sc/st, other backward classes, minorities and women, contributions or funds provided to

technology incubators located within academic institutions which are approved by the central government, rural development projects and slum clearance projects. The above list is just indicative.

There has been a clarification from the ministry that the company can take up any activity once it is approved by the board and routed through CSR committee.

Failure to constitute CSR committee is an offence. The company shall disclose contents of its CSR policy, overview of projects undertaken with particular emphasis on local area development, in the web-site if any, and compulsorily in the annual report. The company shall also disclose any amount due and unspent and the reasons for the same in its board report.

Failure to spend 2% not an offence; but, has to be reported with reasons. Unspent money can be carried forward.

Critics say that government is shifting their obligation to private parties and it is like another tax. They feel these acts have to be voluntary and not forced upon. However, many believe it is a timely reminder to give back something to the society.

Prof. Wayne Dunn, a practicing CSR professor of over 30 years in Mcgill University, Canada says: "csr is a complex, evolving and exciting area that is finding new ways to create and distribute value. The language and frameworks are evolving rapidly and helping executives, professionals, and academics with practice and understanding . We are all learning and none of us is an expert."

6. CSR Benefits

When CSR is managed as a part of business strategy, it influences the behaviour of a company while maintaining its competitive advantage. It treats main stakeholders of a company in a responsible manner, making companies to take societal issues seriously and act within – and even beyond – societal norms. When points of intersection between a company and society are addressed, both benefit. Select social issues can create shared values, benefiting the society and company's bottom line are driven by company's societal values.

7. Leader Practices

Several leading Indian companies have been practicing CSR over years. Prominent among them is Tata Steel, which was allocating 5 to 13 percent PAT on

societal aspects even during 1990 -2000 period. Among other companies are Jindal Steel and Power, Adani Enterprises, Reliance Power, National Aluminium Company and Ambuja Cements, to name a few.

Swedish companies have a long history of active CSR work. The scope of the term CSR has expanded dramatically over years. Currently known as "Sustainable Business Practice", it covers aspects as diverse as corruption in supply chains and local environmental efforts.

Hong Kong International Airport (HKIA) has developed "Environmental Footprint" with an objective to make HKAI the world's greenest airport. It has a rigorous 3-year environmental plan, and currently 120 initiatives are in progress.

RICOH Hong Kong (RH) CSR programme looks into four distinct areas: Integrity in corporate activities, Harmony with environment, Respect for people and Harmony with society. It's Corporate Philosophy has the "The Spirit of 3 Loves": Love your neighbour, Love your country and Love your work. It was named one of the 2013 World's Most Ethical Companies by Ethisphere Institute, 5th year in a row.

8. Conclusion

At the end of the day, it is all about how responsible we all feel, commit and manage about ourselves, our community, our well wishers, our stakeholders, our country and our planet. This brings us back to the ancient Indian way of doing business , *"You win, I win"* , as opposed to the 20th century paradigm of *"I win , You lose"*.

CSR in Educational Institutions - Case Studies

by Dr. Deepa Sharma

Principal, M.D. Shah Mahila College and Member of NCQM Governing Board

1. Introduction

"In a free enterprise, the community is not just another stakeholder in the business but is the very purpose of its existence."

- Jamsetji Tata, Founder, Tata Group

The importance of social responsibility cannot be over emphasized. The Companies Act 2013, provides yet another opportunity to industry and educational institution to join hands and enhance the growth and development potential of the country.

2. Industry- Academic partnership- a win-win strategy

Education, by virtue of its implicit character has vast human resources that can impact the nation. Even a small change introduced at education institutes can influence a large population because when one deals with hundred children, one is effectively dealing with hundred families which in turn translate into more than four hundred individuals. Also, as education involves young minds, the ideas and thinking is fresh. The very innovative Ideas, many a times come from the young without prejudice reaching to more number of beneficiaries at low cost.

3. NCQM and NHANCE – A Call Away

NCQM and NHANCE can help the corporate as well as the NGOs working in this direction by giving the following support-

3.1 Gap Analysis

3.2 CSR Strategy & Planning

-Suggestions to bridge the gap with projects goals and aims link with company's objectives

-Empowering human resource with innovative CSR/ Sustainability trainings and capacity building tools

3.3 Regular CSR audit

3.4 Sustainable development through CSR

3.5 CSR document- Communications and reporting

3.6 Helping in Fundraising and assisting in Partnerships and alliances

3.7 Impact analysis

NCQM's BEST EDUCATIONAL QUALITY ENHANCEMENT TEAM (BEQET)

PRESIDENT AWARD-2014

One of the thrust areas of NCQM has been to promote Quality Values among educational institutions in our country. For the past few years, NCQM have been successfully facilitating a number of schools and colleges in their journey towards quality improvement.

It is heartening to note that, as an outcome of this facilitation, a large number of Quality Improvement projects have been successfully undertaken and many more are being attempted.

The improvement areas covered so far are academics, administration, infrastructure and housekeeping. All of them have been following structured quality improvement methodologies, using the powerful team approach coupled with applications of statistical techniques.

With a view to enhance NCQM's involvement and encourage Quality Improvement Teams in Educational Institutions in the country, NCQM has instituted the Best Education Quality Enhancement Team (BEQET) Awards since 2006.

For details & application form please visit NCQM website www.ncqm.com

Corporate Social Responsibility and its relevance in India

by Mr. S.V.Viswanathan, Expert Panel Member - NCQM

1. What is CSR

CSR is Corporate Social Responsibility & also called as **Company's Social Responsibility or ISR i.e. Institutional Social Responsibility.** This is often referred as the **Corporate Conscience, Corporate citizenship, Social performance,** or **Sustainable Responsible Business. Responsible Business** is a form of corporate self-regulation integrated into a business model as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms and sometime goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law.

CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

CSR is titled to aid an organization's mission as well as a guide to what the company stands for and will uphold to its consumers with regards to ethics in a business environment.

ISO 26000 is the recognized guidance international standard for CSR which speaks for seven principles viz.: **Accountability** for the organisation's impacts on society and the environment, **Transparency** in the organisation's decisions and activities that have impact on society and the environment, **Ethical behaviour** at all times, Respect, consider and respond to the **interests of the organisation's stakeholders** that includes employees; Accept that **respect for the rule of law** is mandatory; **Respect international norms of behaviour,** while adhering to the principle of respect for the rule of law; and **Respect human rights** and recognise both their importance and their universality.

It also addresses seven core subjects in order to identify the issues and priorities that are relevant for the organisation viz. : Organisational governance; Human rights; Labour practices; Environment; Fair operating practices; Consumer issues; and Community involvement and development.

2. CSR Approaches

Corporate philanthropy is easily understood as a common approach to CSR such as monetary donations, aid given to both local & non-local non profit organizations & communities. This includes donations in areas such as the arts, education, housing, health, social welfare, and the environment. This excludes political contributions and commercial sponsorship of events. Community-based development generally leads to more sustainable development of the locals and local environment.

A business needs a healthy, educated workforce, sustainable resources and adept government to compete effectively and for society to thrive, profitable and competitive businesses must be developed and supported to create income, wealth, tax revenues, and opportunities for philanthropy. CSR is incorporated as a business strategy, Creating Shared Value on the idea that corporate success and social welfare are interdependent. Creating shared Value acknowledges trade-offs between short-term profitability and social or environmental goals, but focuses more on the opportunities for competitive advantage from building a social value proposition into corporate strategy.

Many companies benchmark to compete within their respective industries in CSR policy, implementation, and effectiveness. Benchmarking involves reviewing competitor CSR initiatives, as well as measuring, evaluating the impact that those policies have on society, the environment, and how customers perceive competitor CSR strategy. After a comprehensive study of competitor strategy, an internal policy review performed, a comparison can be drawn and a strategy developed for competition with CSR initiatives.

3. CSR relevance in India

A bill was passed on Lok Sabha on 18th December, 2012 and later signed oof oof by the President.

Clause 135 states:

(1) Company having net worth of rupees 500 crore or more, or turnover of rupees 1000 crore or more or a net profit of rupees 5 crore or more during any financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting

of three or more directors, out of which at least one director shall be an independent director.

(2) The Board's report under sub-section (3) of section 134 shall disclose the composition of the Corporate Social Responsibility Committee.

(3) The Corporate Social Responsibility Committee shall:

(a) Formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII;

(b) Recommend the amount of expenditure to be incurred on the activities referred to in clause (a); and

(c) Monitor the Corporate Social Responsibility Policy of the company from time to time.

(4) The Board of every company referred to in sub-section (1) shall:

(a) After taking into account the recommendations made by the Corporate Social Responsibility Committee, approve the Corporate Social Responsibility Policy for the company and disclose contents of such Policy in its report and also place it on the company's website, if any, in such manner as may be prescribed; and

(b) Ensure that the activities as are included in Corporate Social Responsibility Policy of the company are undertaken by the company.

(5) The Board of every company referred to in sub-section (1), shall ensure that the company spends, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy: Provided that the company shall give preference to the local area and areas around it where it operates, for spending the amount earmarked for Corporate Social Responsibility activities: Provided further that if the company fails to spend such amount, the Board shall, in its report made under clause (o) of sub-section (3) of section 134, specify the reasons for not spending the amount.

Explanation - for the purposes of this section "average net profit" shall be calculated in accordance with the provisions of section 198.

Schedule VII

Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to:

(i) Eradicating extreme hunger and poverty;

(ii) Promotion of education;

(iii) Promoting gender equality and empowering women;

(iv) Reducing child mortality and improving maternal health;

(v) Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;

(vi) Ensuring environmental sustainability;

(vii) Employment enhancing vocational skills;

(viii) Social business projects;

(ix) Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities & women

(x) Such other matters as may be prescribed.

After the passing of the Companies Bill 2012, it has become mandatory for Corporate to adopt Corporate Social Responsibility (CSR).

What was once voluntary has become law.

A company with a net worth of Rs 500 crore or more, a turnover of Rs 1,000 crore or more or a net profit of Rs 5 crore or more in a financial year shall constitute a corporate social responsibility (CSR) committee of the board, consisting of three or more directors, of which at least one shall be an independent director.

Before the Companies Bill was passed, CSR was in the nature of voluntary actions that businesses could take. It was like going the extra mile. But the provisions of the Bill, particularly Section 135, read with Schedule VII, show that the Government has adopted an inclusive growth strategy to implement CSR through Corporate. While mandating CSR spends for the Corporate, the Government has also ensured that such spending is monitored in the form of reporting and disclosure.

4. Business Responsibility

The provisions of corporate governance and CSR in the Companies Bill are based on UN principles and cover human rights, labour standards, environment and ethical practices.

The intention of the Bill is to eradicate extreme hunger and poverty, promote education, enhance vocational skills and empower women.

The new Bill says larger Corporate should contribute to society, especially the communities in which they operate, by setting aside 2 per cent of their net profit towards CSR. Since CSR spending will be tax-free, there is an opportunity for Indian Corporate to embrace a few large consensual projects that could make social commitments visible to all.

The need for CSR has its roots in the fundamental moral thought - "what and how much has been given back over and above what you have taken from society."

CSR is often referred to as "business responsibility"- in other words, an organization's action on environmental, ethical, social and economic issues. It was soon realized that promoting a responsible way of doing business actually improved the bottom-line.

Section 135 of the Companies Bill provides that "the functions of the CSR committee shall be to formulate and recommend a CSR Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII of the Bill.

The CSR committee shall also deliberate on the amount to be incurred on activities mentioned in the CSR Policy. It shall also monitor the CSR Policy from time to time.

The company's board, after receiving the panel's recommendations, will adopt a CSR Policy and ensure that the activities it mandates are undertaken.

The board must ensure that the company should spend for CSR, every financial year, at least 2 per cent of the firm's average net profits recorded in the three immediately preceding financial years. The company is expected to give preference to the areas around which it operates in spending the amount earmarked for CSR activities.

If the company fails to spend such an amount, the Board shall, in its report specify the reasons for not doing so.

The company shall not select a project that earns profit for the company, but rather take on work that benefits society.

The new company law has made it mandatory for all companies, listed or unlisted, to have independent directors forming one-third of the board.

4.1 Mandate to Independent Directors

In Indiathe expression 'independent directors' means directors who, apart from receiving director's remuneration, have no other material pecuniary relationship or transactions with the company, its promoters, its management or its subsidiaries, which in the judgment of the board, may affect the independent judgment of the directors.

A large number of people working in NGOs or running an NGO will be benefited when these companies appoint them as independent directors to run their CSR initiatives.

Socially responsible business houses, such as the Tatas and Birlas have, for decades, contributed immensely through their various charitable and welfare Trusts.

Such Trusts have been the guiding MSE's to fund various small social causes in their areas of operation or in their home towns and villages.

For some, the interface between CSR and the law might seem like a contradiction. Compliance could seem forced, as if the expenditure is an additional cost of being in business.

Yet, there is an opportunity for responsible and concerned boards to improve relationship, enhance a reputation and build a corporate brand. A synergy between CSR and the law will eventually help.

It is not enough for companies to spend the mandatory 2 per cent of their net profit on corporate social responsibility projects and they must also display social sensitivity and responsibility in earning the remaining 98 per cent of profits as well. The concept of CSR would really become meaningful only "when the customer evaluates the product based on the producer's track record of social sensitivity, corporate social responsibility. If a company's activities cause damage to the environment it will be of no use even if it spends the mandatory 2 per cent or more on CSR.

5. Certain Misconceptions

The passing of the bill saw most of the companies starting NGO's so as to corner the 2% spending according to their whims and fancies.

Similarly many NGO's already existing and newly formed were looking for a grabbing the 2% pie. Many of these NGO's are reported to use funds for their self uses and political means.

Some CSR examples from India

by **Dr. P. Poddar,** Sr. Faculty Member, NCQM

1. Types of Corporate Social Responsibility

CSR can encompass a wide variety of tactics, from giving nonprofit organizations a portion of a company's profits, to giving away a product or service to a worthy recipient for every sale made. Here are just a few of the broad categories of social responsibility businesses are practicing:

1.1 Environment: One primary focus of corporate social responsibility is the environment. Businesses, both large and small, have a **large carbon footprint.** Any steps they can take to reduce those footprints are considered both good for the company and society as a whole. Examples include everything from curbing pollution to developing clean energy solutions.

1.2 Philanthropy: Businesses also practice social responsibility by donating to national and local charities. Whether it involves giving money or time, businesses have a lot of resources that can benefit charities and local community programs.

1.3 Ethical labor practices: By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility e.g.

∨ Equal wages for equal work to men and women
∨ No child-labour
∨ Social measures e.g. Provident Fund, Health check ups / health insurance
∨ Compensation in case of injury, accidents
∨ Third party Insurance

2. Examples

2.1 Tata Group

Tata Group in India has a range of CSR projects, most of which are community improvement programs. For example, it is a leading provider of maternal and child health services, family planning, and has provided 98 percent immunization in Jamshedpur. The company also endorses sports as a way of life. It has established a football academy, archery academy, and promotes sports among employees. It offers healthcare services all over the country with programs like rural health development.

Tata Group also has an organized relief program in case of natural disasters, including long-term treatment and rebuilding efforts. It did laudable work during the Gujarat earthquakes and Orissa floods. It also supports education, with over 500 schools, and also is a benefactor of the arts and culture. It has done abundant work in improving the environment and local populations around its industries.

2.2 Infosys

Infosys is aggressively involved in a variety of community growth programs. In 1996, the company created the Infosys Foundation as a not-for-profit trust to which it contributes up to 1 percent of profits after tax every year. Moreover, the Education and Research Department at Infosys also works with employee volunteers on community development projects.

The management team at Infosys continues to set examples in the area of corporate citizenship and has involved itself vigorously in key national bodies. They have taken initiatives to work in the areas of research and education, community service, rural outreach programs, employment, healthcare for the poor, education, arts and culture, and welfare activities undertaken by the Infosys Foundation.

2.3 Mahindra & Mahindra

At Mahindra & Mahindra, The K. C. Mahindra Education Trust was established in 1953 with the purpose of promoting education. Its vision is to renovate the lives of people in India through education and financial assistance across age groups and across income strata. The K. C. Mahindra Education Trust undertakes a number of education plans, which make a difference to the lives of worthy students. The Trust has provided more than Rs. 7.5 crore in the form of grants, scholarships and loans. It promotes education mostly by the way of scholarships. The Nanhi Kali (children) project has over 3,300 children under it and the company aims to increase the number to 10,000 in the next two years by reaching out to the underprivileged children, especially in rural areas.

3. Conclusions

Taking socially responsible initiatives with your business is truly a win-win situation. Not only will your company appeal to increasingly socially conscious consumers and employees, but you'll also make a real difference in the world. Keep in mind that in CSR, transparency and honesty about what you're doing are paramount to earning the public's trust

Understanding Corporate Social Responsibility and Legal Requirements Under the Companies (Corporate Social Responsibility Policy) Rules, 2014

by **Mr. Keshav Ram Singhal,** Centre Co-ordinator of NCQM Ajmer Extension Centre

1. Introduction

Corporate social responsibility (CSR) is a form of corporate self-regulation integrated into a business model. It is also called corporate conscience, corporate citizenship, social performance, sustainable responsible business, or Responsible Business. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. In some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere, who may also be considered stakeholders. The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed.

2. Definition of CSR

Corporate social responsibility may be defined as corporate initiative to assess and take responsibility for the organization's effects on the environment and impact on social welfare. The term generally applies to organization efforts that go beyond what may be required by regulators or environmental protection groups. Corporate social responsibility may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

3. Five trends of CSR

A common understanding is emerging around the world, an organization's long-term financial success goes hand in hand with its record on social responsibility, environmental stewardship and corporate ethics. Georg Kell, executive director, UN Global Compact, suggests five trends that shows 'corporate responsibility is here to stay.' These five trends are: transparency, trust, community participation, assessing new market responsibly, and initiatives to engage organizations.

4. Important Social Responsibility issues

Dr. Sneh Bhatia (BIS) emphasizes corporate social responsibility as the business contribution to our sustainable development goals. Essentially, it is how business takes into account its economic, social and environmental impacts in the way it operates, maximizing the benefits and minimizing the downsides. Important social responsibility issues she includes are: transparency, fair play, contribution to community (charity giving), ethics and corruption, trust, consumer complaints and redressal, accountability, respecting human rights, respecting privacy, environment, women advancement, advancement of minorities, work place issues, disclosure of information, community outreach, impact on social society, communication and corporate governance.

5. CSR Rules

Having realized the needs of corporate social responsibility in our country, Ministry of Corporate Affairs, Government of India, has framed the Companies (Corporate Social Responsibility Policy) Rules, 2014 in exercise of powers conferred under section 135 and sub-sections 1 and 2 of section 469 of the Companies Act, 2013 and these rules have been published in the Gazette of India date 28 February 2014. Salient features of these rules are highlighted in subsequent paragraphs:

5.1 Every company including its holding or subsidiary, and a foreign company defined under clause (42) of section 2 of the Companies Act having its branch office or project office in India which fulfills the criteria specified in sub-section (1) of section 135 of the Act is required to comply with the provisions of section 135 of the Act and the rules framed under the Companies (Corporate Social Responsibility Policy) Rules, 2014.

5.2 Net worth, turnover or net profit of a foreign company of the Act is required to be computed in accordance with balance sheet and profit and loss account of such company prepared in accordance with the provisions of clause (a) of sub-section (1) of section 381 and section 198 of the Act.

5.3 Every company which ceases to be a company covered under sub-section (1) of section 135 of the Act for three consecutive financial years shall not be required to - (a) constitute a CSR Committee; and (b) comply with the provisions contained in sub-section (2) to (5) of the said section, till such time it meets the criteria specified in sub-section (1) of section 135.

5.4 The company is required to undertake CSR activities as per company's stated CSR policy, as projects or programs or activities (either new or ongoing), excluding activities undertaken in pursuance of its normal course of business.

5.5 The board of the company may decide to undertake its CSR activities approved by the CSR committee, through a registered trust or a registered society or a company established by the

company or its holding or subsidiary or associate company under section 8 of the Act or otherwise: Provided that - (i) if such trust, society or company is not established by the company or its holding or subsidiary or associate company, it must have an established track record of three years in undertaking similar programs or projects; (ii) the company has specified the project or programs undertaken through these entities, the modalities of utilization of funds on such projects and programs and the monitoring and reporting mechanism.

5.6 A company may also collaborate with other companies for undertaking projects or programs or CSR activities in such a manner that the CSR committees of respective companies are in a position to report separately on such projects or programs in accordance with these rules.

5.7 The CSR projects or programs undertaken in India shall amount to CSR expenditure.

5.8 The projects or programs or activities that benefit only the employees of the company and their families are not to be considered as CSR activities.

5.9 Companies may build CSR capacities of their own personnel as well as those of their implementing agencies through institutions with established track records of at least three financial years but such expenditure must be limited to five percent of total CSR expenditure of the company in one financial year.

5.10 Any amount contribution given by the company to any political party is not considered as expenditure on CSR activity.

5.11 A company is required to constitute a CSR Committee, for which rules are: (i) an unlisted company or a private company, which does not have independent director, can have its CSR Committee without such independent director, (ii) a private company, having only two directors on its Board, shall constitute its CSR Committee with two such directors, (iii) In case of foreign company in India, the CSR Committee must have at least two persons of which one person must be a person as specified under clause (d) of sub-section (1) of section 380 of the Companies Act and another person is nominated by the foreign company.

5.12 The aim of constituting the CSR Committee is to institute a transparent monitoring mechanism for the implementation of the CSR projects, programs or activities undertaken by the company.

5.13 The company must have the CSR Policy that must (i) include a list of CSR projects or programs which the company plans to undertake, (ii) specify modalities of execution of such projects or programs, (iii) specify implementation schedule for such projects or programs, (iv) specify monitoring process of such projects or programs, and (v) specify that the surplus arising out of the CSR projects or programs must not form part of the business profit of the company.

5.14 It is required to ensure that: (i) the CSR activities does not include the activities undertaken in pursuance of normal course of business of the company, and (ii) the activities included by the company in its CSR Policy are related to the activities included in schedule Vii of the Act.

5.15 All expenditure, including the contribution to corpus, for the projects or programs relating to CSR activities, approved by the Board on recommendations of its CSR Committee, will be CSR expenditure. Any expenditure on an item not in conformity or not in line with activities which fall within purview of schedule VII of the Act will not be the CSR expenditure.

5.16 The Board's Report of a company, covered under the Companies (Corporate Social Responsibility Policy) Rules, 2014, pertaining to a financial year commencing on or after 01 April 2014, must include an annual report on CSR containing particulars specified in the Annexure of the rules. In case of foreign company, the balance sheet filed under sub-section (b) of sub-section (1) of section 381 must contain an annexure regarding report on CSR.

5.17 After taking into account the recommendations of the CSR Committee, the Board of Directors of the company is required to (i) approve the CSR Policy for the company, (ii) disclose contents of such policy in its report, and (iii) the same must be displayed on the company's website, if any, as per the particulars specified in the Annexure.

Note: The Gazette has also provided the annexure mentioning the format for the annual report on CSR activities to be included in the Board's Report.

6. Conclusions

At the start of this paper, it is stated that Corporate social responsibility (CSR) is a form of corporate self-regulation integrated into a business model, but now in India it has become a **legal requirement** to follow for every company including its holding or subsidiary, and a foreign company defined under clause (42) of section 2 of the Act having its branch office or project office in India which fulfills the criteria specified in sub-section (1) of section 135 of the Act.

Courtesy

http://en.wikipedia.org/wiki/Corporate_social_responsibility

http://www.theguardian.com/sustainable-business/blog/five-trends-corporate-social-responsbility-global-movement

http://www.investopedia.com/terms/c/corp-social-responsibility.asp

Corporate Social Responsibility, Sneh Bhatia, Standards India (Monthly publication of BIS, New Delhi), April 2006

The Gazette of India, Extraordinary, 28 February 2014

Towards Inculcating Social Responsibility among Future Managers :
Goa Institute of Management's GiveGoa Initiative

by Dr. Divya Singhal

Associate Professor, Goa Institute of Management,
Sanquelim Sattari Taluka-403505, Goa and Fellow Member of NCQM

There is an ongoing debate that largely B-schools' students lack awareness about local environment and developmental concern of large segment of society. In this regard, it is very important that management education include responsibility aspect in its curriculum. Goa Institute of Management (GIM), Goa realized this concern and incorporated social responsibility in their curriculum, through "GiveGoa" initiative in July 2011.

The purpose of the "GiveGoa" initiative is to promote social responsibility among the students of GIM through service to the less privileged communities and thereby contribute to goal of a more inclusive society.

It is operationalized as a compulsory four-credit course in the first year of the PGDM program. The course has two components: a three-credit experiential project with partner organizations (such as Zonal Agriculture Office, Banks, ICAR, NABARD and NGOs) based on service-learning approach where students learn through service to the community and one-credit classroom learning experience. All first year students contribute one day every week for 20 weeks in putting their efforts in supporting the underprivileged section of the society by undertaking projects at an organization in Goa.

Prof. Ranjini Swamy, founding coordinator of GiveGoa project conceptualized and initiated this project at GIM in 2011.

Projects were taken up broadly in the field of education, agriculture, environment protection, awareness regarding various government schemes and health etc. Students formed group of 6 members each, which is guided by a faculty member and by a project coordinator in the client organization.

A snapshot of projects undertaken in last four years is provided in table below contribution :

Number of	2011	2012	2013	2014
Projects: undertaken	40	41	42	40
Students: participated	240	247	247	245
Organizations: who got involved	21	14	16	18
Faculty: participated	18	19	22	26
Man-hours worked	2410	2480	2480	ongoing

Currently, we have 40 groups of students working with various clients organizations e.g. Banks, NGOs, Government departments like Zonal Agriculture Office, NABARD etc. and Corporate partners e.g. Nestle, CIBA etc.

"GiveGoa" project of GIM acts as a bridge between partner organizations and the external community. GIM's mandate is to generate and disseminate knowledge and to motivate our students to carry out these projects. In this connection, GIM takes the responsibility to send its students to the respective locations suggested by partner organizations to serve less privileged community. Our students organize trainings, workshops and spread awareness etc. Every group is guided by a faculty / mentor who plays advisory role to the students.

The true worth of education is the promotion of responsible behavior towards all stakeholders. These behaviors cannot be inculcated exclusively through classroom instruction: practice and reflection are critical. When designed well, service-learning projects such as the "GiveGoa" initiative can be a powerful instrument for inculcating responsible behavior among many students.

ISO 26000:2010 an Advisory International Standard on CSR.

by Mr. S.V.Viswanathan, Expert Panel Member - NCQM

1. ISO 26000 and its purpose

ISO 26000 outlines international recommendations for making organizations socially responsible and help in delivering a long term strategy, working practices to environment policies, sustainable development & communities impacted and released on 1st Nov 2010 as an advisory standard.

With legislation in Parliament that want companies to spend on CSR it becomes legally responsible for organizations to spend time, energy and resources on Social responsibility; is an organization's legal and voluntary duty to consider its social and environmental impact of its decisions and activities. A corporate responsibility strategy outlines the ways that an organization contributes to sustainable development, engages with its stakeholders and behaves ethically

This standard will enable businesses to bring together best practice in terms of workforce, customers, neighbours fair trade and the all important demands on our natural resources and our climate.

1.1 Purpose of ISO 26000

The purpose of ISO 26000 is to embrace the other standards such as ISO 9001, ISO 14000, and OHSAS 18001 & to prove compliance with regards to specific issues concerning social responsibility.

2. Seven principles of ISO26000

Organisations following ISO 26000 should respect the following seven principles:

- **Accountability** for the organisation's impacts on society and the environment;
- **Transparency** in the organisation's decisions and activities that have impact on society and the environment;
- **Ethical behaviour** at all times;
- Respect, consider and respond to the **interests of the organisation's stakeholders** that includes employees;
- Accept that **respect for the rule of law** is mandatory;
- **Respect international norms of behaviour,** while adhering to the principle of respect for the rule of law; and

- **Respect human rights** and recognise both their importance and their universality.

3. Seven Core Subjects of ISO 26000

After recognising the seven principles, an organisation should address the following core subjects in order to identify the issues and priorities that are relevant for the organisation:

- Organisational governance;
- Human rights;
- Labour practices;
- Environment;
- Fair operating practices;
- Consumer issues; and
- Community involvement and development.

4. ISO 26000 Certificate

ISO 26000 provides guidance and hence it cannot be certified like other ISO standards. Instead, it helps clarify what social responsibility is, helps businesses and organizations translate principles into effective actions and shares best practices relating to social responsibility at International level irrespective of their activity, size or location. The standard was launched in 2010 following five years of negotiations between many different stakeholders as part of International consensus that included most governments, NGOs, industry, consumer groups and labour organizations.

ISO 26000 cannot be used as basis for audits, conformity tests and certificates, or for any other kind of compliance statements.

ISO 26000 encourages to reconsider an organization's social responsibility or "socially responsible behaviour" and to identify from its recommendations, where the organization could engage in contributions to society and report on actions taken in a transparent way that promotes respect and responsibility based on reference documents without stifling creativity & development.

5. Some tips for ISO 26000 implementation

- Get your core team trained by NCQM or any other reputed institute for easy implementation.
- Identify the core subjects that are most

relevant for your company based on ISO 26000 requirements along with related actions and expectations.

- Set priorities and define the most important issues that you want to address.
- Implement an action plan to address the priorised issues.

6. ISO 26000 benefits

Designing and building a social responsibility strategy tailored to any business; Adapting the strategy to any legal, cultural or political environment; Managing social & environmental issues; Engaging stake holders i.e. employees, communities and business partners in the strategy and winning greater trust and credibility as a socially responsible organization.

NCQM NEWS

WELCOME ABOARD - NEW MEMBERS

Senior Life Category
SL0036   Mr. Deepak Gupta   Singrauli, M P

Converted from Fellow to Fellow Life Category
FL0009   Mr. Deepak S. Kulkarni   Pune

Individual Member Category
MI0550   Mr. Ashwinkumar V. Chavda
Vadodara

NCQM's FORTHCOMING PROGRAMMES

- Performance Management System - Sept 29, 2014

- Value Engineering - An effective Management Tool for Competitive Edge - Oct 13, 2014

- Internal Audit as per ISO 9001: 2008 standards Oct 17-18, 2014

- Supply Chain Management - Nov 2014

- Root Cause Analysis & Use of QC Tools - Nov 17, 2014

- Internal Audit for Integrated Management Systems - Nov 24-25, 2014

- Effective Management of Work Place Through Principles of Housekeeping (5S) & Waste Elimination (8W) - Nov 2014

- Internal Audit for Energy Management Systems Dec 2014

NCQM Events

Annual General Meeting : 2013-14

Annual General Meeting for the year 2013-14 was held on September 20, 2014 at the NCQM Learning Centre at 3.00 pm. Mr. B. Banerjee, President, NCQM Chaired the Meeting. Confirmation of minutes of last AGM, approval of annual report, annual accounts and auditor's report for the year 2013-14 and appointment of auditor for the year 2014-15 were transacted during the meeting.

On Dias L to R - Dr. H. M. Mehta,
Shri M. V. Gandhi, Shri Santosh Khadagade,
Shri B. Banerjee, Dr. R. H. G. Rau & Dr. P. Poddar

Dr. P. Poddar, Hon.Treasurer reading accounts part.

A section of Audience

Annual Day Function: 2014

Annual Day Function was held on September 20, 2014 at the NCQM Learning Centre at 4.30 pm. Mr. M. S. Adsul, Director – Technical, Garware Polyester Ltd., Aurangabad was the Chief Guest. He presented an update on "Integrated Approach to GPL Business Excellence Journey". He appreciated NCQM's contribution in the noble venture. The presentation was well received and appreciated by the entire audience.

Shri Mahesh Gandhi introducing the Chief Guest

Chief Guest Mr. Adsul delivering the lecture

I. Corporate and Individual Sustaining Member Awardees

Brief profiles of the Awardees are as follows

1. Grauer & Weil (I) Ltd., Mumbai

Mr. P. S. Nandakumar, Sr. Gen.Mgr. GROWEL receiving trophy from Mr. B.V.R. Murty, NCQM Govering Board Member & Dy. Director ITM, Navi Mumbai

Grauer & Weil (I) Ltd., since 1957, have been trail blazers and market leaders in the field of manufacturing and supplying Electroplating and Allied Chemicals and Engineering Plants to the Surface Coating Industry in India. Our relentless commitment to Research & Developmental activities and various global alliances has enabled us to offer the most comprehensive range of Surface finishing Processes, complemented by state-of-the-art equipments and plating plants to the end user Industry.

We are one of the very few Surface finishing solution providers across the Globe, who can offer an integrated package of Electroplating and Allied Chemicals such as Anodising / Phosphating / Pre-treatment and Topcoats. We also develop Engineering Plants, Effluent Treatment & Waste Recovery Systems, Industrial Lubricants, High Performance Protective Paints and Coatings for the Industrial, Automotive and Marine Industry to name a few.

Although The Growel name has been synonymous with the Plating Industry for over 5 decades, the recent diversification into related coating business of Industrial Lubes & Paints, has TRULY made GROWEL.

Grauer & Weil (I) Ltd. is sustaining member of NCQM since 1994.

2. TCPL Packaging Ltd., Mumbai

TCPL Packaging Ltd., (formerly known as Twenty-First Century Printers Ltd) was promoted by the Kanoria family, and began commercial production in April 1990. It is one of India's largest manufacturers of printed folding cartons, and one of the few listed packaging companies in India.

Today, TCPL Packaging Ltd. operates out of its six manufacturing units ; three in Silvassa, 180 kms from Mumbai in Western India ; two in Haridwar, 200 kms from Delhi in Northern India ; and one in Goa, 600 kms from Mumbai in Western India. All the plants are ISO 9001: 2008, ISO 22000 : 2005 certified and are also compliant with BRC / IoP Global Standard-Packaging Issue 3, which is suitable for direct food contact. In addition, plants at Silvassa and Haridwar are also FSC certified & SEDEX Compliant.

TCPL is one of the largest exporters of printed cartons from India. It regularly caters to consumers in countries like UK, The Netherlands, UAE, Bangladesh etc. Exports constitute about 22% of TCPL's annual revenues.

For the financial year ended 31st March 2014, TCPL's revenues were Rs.412.43 crores

(US$ 69 million) registering a CAGR in excess of 16% over the past five years. TCPL is currently converting approx. 3600 tons of paperboard every month, making TCPL one of India's largest converters of paperboard.

TCPL manufactures following range of products
Printed blanks & outers, Folding cartons, Litho Lamination, Plastic cartons, Blister paper, Shelf ready packaging.

TCPL Packaging Ltd. is sustaining member of NCQM since 1994

3. Wellknown Polyesters Ltd. (WPL) has made a strong impression in the Indian and Global Polyester yarns market since its inception in 1996. Reliability and superior quality standards sets us apart from our competitors in the Polyester market. Trust and satisfaction help us retain our customers.

We have created a niche for ourselves as a reputed manufacturer of top quality polyester filament yarn (PFY). We are a "one stop shop" for our customers in India and abroad, having developed over 200 varieties of specialty yarns tailored to their specific requirements.

We are among the top 5 fully integrated manufacturers of PFY in India, and also one of the fastest growing in the industry. Having one of the most modern state-of-the-art plants, today we are a trusted name in the industry for all types of polyester yarns including FDY and Air textured yarns.

Setting new standards of quality through continuous improvement is a way of life at Wellknown Polyesters.

Wellknown Polyesters Ltd. is sustaining member of NCQM since 2003

4 Elegant Collection is a 100% export oriented unit (EOU) located in SEEPZ - Special Economic Zone in Mumbai. Established in 1997, the company is in the business of manufacture of diamond studded and plain jewellery in gold, platinum, silver and other alloys. The Company is known for its consistent high quality standards, committed and responsive customer service and new product development.

Elegant Collection is part of Jasani group of companies. Jasani group is DTC Sight holder for nearly 40 years is known for their highest standards in diamond quality.

Mr. Shrinand Walivadekar, Manager – QA, Elegant Collection, receiving trophy from Mr. Santosh Khadagade, Hon. Secretary, NCQM

The group is in Jewellery manufacturing business for last 25 years.

Elegant Collection exports mainly to U.S. market and other countries in Europe, Middle east and South east

Asia. The company manufactures annually over 600,000 studded jewellery items.

The company is actively involved in CSR activities.

Elegant Collection is QMS certified since Nov-2003, and later integrated QMS (ISO 9001:2008), EMS (ISO 14001:2004) and OHSAS 18001:2007 in April-2007 and is certified by DNV.

Elegant Collection is sustaining member of NCQM since 2003

5. Mr. Navin Dedhia is currently Quality Management Consultant.

On behalf of Mr. Navin Dedhia attended his nephews Mr. Anup Dedhia and Mr. Paresh Dedhia receiving the award from Mr. B. Banerjee

He has worked for 34.5 years at IBM and 2.5 years at Hitachi Global Storage Technologies, Inc., in the United States in Manufacturing and Quality departments.

He is B.E. (Elect. Engg.) from University of Mumbai, M. S. (E.E.), Tennessee Technological University, USA and MBA from Golden Gate University, USA.

He is fellow of ASQ (American Society for Quality), Academician, IAQ International Academy for Quality, Past Editor of the 'Quality World' Newsletter, Past Chair/Trustee of ASQ International Chapter, Past National Director, ASQ Board, ASQ Certified Quality and Reliability Engineer, Auditor, Manager Quality/Organisational. He is Chairman, International Committee of NCQM.

He received E. Jack Lancaster Medal from ASQ, Testimonial Awards from ASQ.

He has published books 'Quality from Many Perspectives' Part I & II, numerous paper presentation and publications.

He is Past President, Mid-Hudson India Association and President of KOJAIN.

6. Mr. Pratap Rane, is a First Class Mechanical Engineer and Graduate in Industrial Engineering with **Gold Medal** from Indian Institution of Industrial Engineering.

He started his career as **Industrial Engineer at L&T Switchgear at Powai** and subsequently worked at

Mr. P. J. Rane receiving medal from the Chief Guest

various organizations viz. **Bharat Bijlee (Industrial Engineer), Ralli Wolf (Industrial Engineer)** *J K Files (Manager IE)*, *NRB Bearings (Manager- Methods)*, **CEAT** *(Sr. Manager IE)*, **National Standard Duncan (GM-IE), Vidyut Metallics** *(GM- Engg. & Projects)*, **Uni Abex** *(Head TQM)*, **Prabha Engineering** *(VP-Operations)*, **Pranav Construction Systems** *(GM-Systems & Quality)* **and ACG P+AM Pharma Co** *(BU Head)*.

He has varied experience of over 40 years in Vendor Development, Projects, TQM, Operations and now in **Management Consulting and Corporate Training in implementation of Lean Six Sigma, 5S, KAIZEN, TQM, Value Engineering, Manpower Restructuring, ISO Systems, etc.**

He is a **Project Guide and External Examiner** to Engineering Students of Mumbai University, as well as for Graduate-ship in Industrial Engineering, at Indian Institute of Industrial Engineering.

Areas of expertise:

- He is certified **"LEAN SIX SIGMA BLACK BELT"** from QT&T Consulting (Asia) Pte. Ltd. and has Certified **"Project Management"** Training from MSME, Technology Development Centre, Agra.

- He is certified **Lead Auditor for ISO 9001:2000** QMS by **LRQA** and served as Management Representative for various organizations that he served.

Achievements:

1. Recipient of **"Hatte Gold Medal"** for topping All India Graduate-ship Examination in Industrial Engineering at Indian Institution of Industrial Engineering.

2. Recipient of **Best Worker Welfare State Award** from the **Governor of Maharashtra.**

3. **Best Employee of the Year 1986** of Larsen & Toubro Ltd.

4. **"Distinguished Faculty"** of NCQM, for the Year **2011-12,** based on Participants' Feed- back Rating.

5. Past **Vice Chairman** of "Indian Institution of Industrial Engineering" Mumbai Chapter

6. A keen **Sportsman** having won many Championships in Outdoor & Indoor Tournaments viz. **Table Tennis, Badminton, Carrom, & Chess.**

7. **Dr. Anjan Kumar Chatterjee,** presently engaged as the Chairman of a consulting outfit in Kolkata known as Conmat Technologies Private Limited, is concurrently holding the post of Director of Dr. Fixit Institute of Structural Protection and Rehabilitation, a not-for-profit company in Mumbai created as a knowledge centre in the field of repair, restoration and renewal engineering. He is also on the Board of Directors of a few other companies and corporate bodies including Centre for Fly Ash Research & Management (C-FARM).

Dr. A. K. Chatterjee receiving medal from
Mr. Aravind Ghaisas, NCQM's Ex- Executive Director,

Dr. Chatterjee had served earlier in the ACC Ltd for over two decades holding various executive responsibilities there and retired as its Wholetime Director in 2001. Prior to joining ACC, Dr. Chatterjee had held the position of General Manager with Cement Research Institute of India, New Delhi (now known as the National Council for Cement and Building Materials). He had also served as Assistant Professor at the Indian Institute of Technology, Kharagpur.

Beyond the national scene, Dr. Chatterjee had been in various international assignments with UNIDO and IVAM Environmental Research Company, University of Amsterdam, Holland. His contribution to the environmental upgradation of the VSK plants in China was widely acknowledged.

Academically he is a Materials Scientist, having his Ph.D. from the Moscow State University and the Baikov Institute of Metallurgy, Moscow.

8. **Mr. S. P. Thapliyal** has a Masters degree in Economics and is a B.Ed in Human Psychology. He has done Masters degree in Personnel Management and has a Post Graduate Diploma in Quality Management from London School of Quality.

He started his career with the **Indian Army** and later moved into the Corporate arena beginning his Corporate Career with **Megabyte Group of Companies** and then on with **Godfrey Phillips** and later on to reputed groups like **RPG** and then he has

joined as **Group Vice President – HR at Shreya Group.** His last assignment with **Navin Fluorine Intl. Ltd.** as **Vice President – HR, Admn. & TQM.** Presently he is working with the **Shri Guru Ram Rai (SGRR) Education Mission as Director of Institute of Technology and Science and Advisor** to the Chairman in the education mission.

He is a **Trainer** for the **Zenger & Miller module and GRID.** He has conducted a over 150 workshops on Leadership, Team Building, Organization Transformation, Vision, Mission and Values. He is a **member** of **Indian Society for Behavioural Sciences (ISBS).**

As a Trainer and in the area of **Quality Management**, Mr. Thapliyal has gained many certifications to his credit. During his career span he has successfully implemented SGA, Kaizen, TPM, 5S, ISO, Suggestion Scheme, etc., he is a Lead Assessor for ISO 9001 – 2000 and was a Qualified Assessor for RPG Quality Award, and Assessor for National Quality Award.

As a Champion of **Six Sigma** he has promoted the importance of Team Work and conducive environment through his numerous workshops and programmes on Six Sigma. He contributes articles regularly on Six Sigma to magazines and bulletins of various organizations.

Mr. S. P. Thapliyal has been associated with many **NGOs** like **Asara, Make A Wish Foundation & HelpAge.** After the shattering earthquake in Bhuj he worked for many months in rehabilitation camps and has constructed 2 villages on behalf of RPG Group in Bhuj District.

He is a member of several professional organizations like BCCI, BMA and has the Chairman of the Publication Committee of NCQM. He is also a visiting faculty for management institutes. He is a recipient of many awards, like "Indira Super Achievers Award 2005" for valuable contributions made in the area of HR & Training.

He is NCQM's Immediate Past President..

Mr. S. P. Thapliyal is NCQM's sustaining member since 2003.

9. **Mr. Jiju John Luke** has completed his qualification MBA from University of Kerala.

Professional experience: 2002- till date working a US company named Envestnet Inc.

Areas of expertise: Manual Testing, Test Management, Quality Management, Disaster Recovery, Process Management, Release Management, Project Management.

Achievements: CSTM - Certified Software Test Manager, CSTP - Certified Software Test Professional, CSQP - Certified Software Quality Professional, ITIL.

His hobbies: Reading, Travelling

Mr. Jiju John Luke is NCQM's sustaining member since 2003.

Senior to Fellowship Certificate

A committee appointed by the following five members for Senior to Fellowship certificate.

Mr. Suneel Rahator receiving Fellowship certificate from Cdr. A. K. Rastogi, NCQM G B Member

Dr. Himanshu Trivedi receiving Fellowship certificate from the Chief Guest

Dr. Divya Singhal receiving Fellowship certificate from Mr. B. Banerjee

Capt. P. K. Jindal receiving Fellowship certificate from the Chief Guest

5. Mr. Deepak Kulkarni – Pune is the NCQM Senior Member since 2009.