VIRTUAL CEO ROUNDTABLE ON CSR IN THE INDIAN CEMENT SECTOR

A CEO roundtable was organized on 13th March, 2013 to deliberate on how Cement industry can meet the compliance requirements of the Companies Act, 2013 which mandates 2% profit spend on Corporate Social Responsibility (CSR) activities, through a collaborative approach between society, government and businesses.

The panel discussion was organized by the Institute for Industrial Productivity (IIP), an organization dedicated to promoting sustainable industrial development, in partnership with Indian Institute of Corporate Affairs (IICA), which has been established by the Indian Ministry of Corporate Affairs as a think tank on matters related to corporate regulation and governance and Cement Manufacturers Association (CMA). The event was hosted on Google hangout and moderated by NextGen.

The discussions were guided by an experienced and distinguished group of thought leaders that included:

- Dr Bhaskar Chatterjee, Director General and Chief Executive Officer, Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Government of India
- Shri N.A. Vishwanathan, Secretary General, Cement Manufacturers Association
- Shri L. Rajasekar, Executive President, Ultra Tech Cements
- Shri S.K. Wali, Whole time Director, J.K. Lakshmi Cement
- Shri Mahendra Singhi, Group CEO and Whole Time Director, Cement, Dalmia Cement
- Shri Ujjwal Batria, Managing Director, Lafarge India Pvt. Ltd.
- Dr. Jigar Shah, Executive Director, Institute for Industrial Productivity

The CEOs of the cement companies while reiterating their commitment to CSR also shared a lot of optimism for creating win-win models of collaboration with the Society. CMA representative, while mentioning about their ongoing initiative with IIP on promoting use of municipal solid waste (MSW) as a fuel to replace coal in cement kilns, felt that such initiatives having high environmental and societal impact, could possibly qualify as a CSR activity. The Director General, IICA, while clarifying some of the issues raised by the panelists mentioned that the new Act allows greater flexibility for strategizing and conducting CSR initiatives and go beyond the traditional array of projects that have been funded so far. IIP Executive Director mentioned that they were willing to play the role of a catalyst for promoting partnership of Industry with the government and the society in taking advantage of the opportunities and in dealing with the on-going, and emerging challenges under the new CSR Act. The panelists welcomed the initiative of creating such a platform for exchange of ideas with the hope that such regular interactions would help in developing a shared vision for effective implementation of the new Act.

The virtual roundtable can now be viewed in its entirety on YouTube:
www.youtube.com/watch?v=xSbR6FhdJ7c