



Indian Chamber of Commerce

Press Release

## Eastern India CSR Summit 2015

**Kolkata, 18<sup>th</sup> Feb, 2015:** Speaking at the “Eastern India CSR Summit 2015” jointly organized by the Indian Chamber of Commerce and Soul Ace on 17<sup>th</sup> February 2015, Chief Guest, Mr Sarbananda Sonowal, Hon’ble Minister of State (IC), Ministry of Youth Affairs & Sports, Govt felt that with over 65 per cent of the population being below 35 years of age in India, currently, the country should look forward to reaping the benefits of the population dividend. He called for broad basing of sports initiatives and felt that corporates should patronize talented sportspersons who have been selected for prestigious sports meets like the Olympics. The concerned ministry has already handpicked 75 top medal prospects for the Olympic Games and identified 7 sports disciplines for the same: Archery, Athletics, Badminton, Boxing, Weightlifting, Wrestling, and Shooting. Equal stress is also being laid to the promotion of the upcoming Commonwealth and Asian Games. He called for the corporates to adopt sports facilities and sports infrastructure in remote areas, through CSR initiatives, to promote sports activities in the country.

**Mr. Krishan Pal Gurjar, Hon’ble Minister of State, Ministry of Social Justice and Empowerment, Government of India** observed that inclusive development would bring about holistic prosperity for the country. He said that CSR should enable greater entitlement for the economically disadvantaged sections of the society, who often lack access to equal opportunities and facilities. He informed about the fiscal support awarded by the government for the education of children with special needs. Haryana has rolled out a new sports policy with special fiscal support for the disabled he mentioned.

**Mr. Adarsh Kataruka, Director, SoulAce Social Venture** called for concerted effort from industry stakeholders including corporates and NGOs towards building a new CSR ecosystem in India. He reiterated that sports has been a neglected area and CSR support should pour in for the training of sportsperson and creation of sports infrastructure in the country. SoulAce Social Venture is a specialized firm in the field of Corporate Social Responsibility (CSR) in India, and has been working with corporate sector in creating need based, sustainable and impactful CSR initiatives. SoulAce works extensively on planning, conducting need assessment around villages near factories, selecting credible NGOs, capacity building of NGOs, monitoring and evaluating CSR initiatives. SoulAce has covered 20 states in India in the last 6 years and caters to leading companies across PSUs, Multinationals, Indian business houses and Small & Medium enterprises. Few of the leading names with whom SoulAce has worked on such assignments include Tata Power, Aditya Birla Group, Cadbury, Indian Oil, Hindustan Zinc, CRISIL, GAIL, RITES, Eveready, Sodexo, DB Power, MMTC, STC, PEC among others.

**Mr. Anurag Batra, Chairman & Editor-in Chief, Business World** informed that current corporate spending on CSR in India is lower than 0.8 percent, of which only 5 per cent is allocated towards sports. Intra ministry collaboration can be a game changer for promoting meaningful CSR initiatives in the country he added.

**Mr. M K Saharia, Chairman, North East Initiative, ICC** felt concomitant CSR initiatives can break the debilitating effects of the socio-economic exclusion faced till date by the North-eastern states, that have immense potential in the field of sports.

**Mr. Shiv Siddhant Kaul, Sr. Vice President, ICC** said that social responsibility initiatives driven by the corporate should be subject to stringent corporate discipline and monitoring. He called for focused CSR activities in the field of urban infra, healthcare, education, skill development, poverty eradication and sports. As regards to the differential taxation of various CSR initiatives, he called for greater alignment of corporate laws with the taxation principles.

**Dr. Rajeev Singh, Director General, Indian Chamber of Commerce** offered the Vote of Thanks.

The summit was graced by a host of eminent panelists like Ms. Seema Tiwari Head CSR Godrej & Boyce, Dr. Y K Saxena, Chief Sustainability Officer, TATA Power and Mr. Bindheswar Pathak, Founder Sulabh International.

**For further information please contact:**

Sreeraj Mitra / Kaushik Chatterjee / Saurav Mukherjee  
Sagittarius Communications  
Ph: 9007307884 / 8697719310 / 9830006528