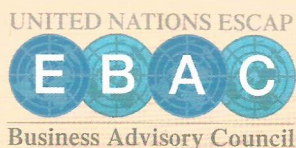


International Workshop on  
**Entrepreneurship in Socially Responsible Business  
for Development in Asia and the Pacific Region**  
&  
**Young Business Leaders Programme**  
at  
EDI at Ahmedabad, India 16-18 October, 2013



Jointly Organized by

Sponsored by



Entrepreneurship Development  
Institute of India, Ahmedabad, Gujarat

Industrial Development  
Bank of India Bank Ltd.

Small Industries  
Development Bank of India

## Background:

The ESCAP Business Advisory Council (EBAC), in its meeting at the ninth Asia-Pacific Business Forum (APBF) organized in Kuala Lumpur, Malaysia in October 2012, announced the establishment of the Asia-Pacific Sustainable Business Network (SBN) within EBAC. The SBN consists of four task forces, each consisting of a Chair and core EBAC members. The UN-ESCAP Business Advisory Council *Task Force on Micro, Small and Medium Enterprises (MSMEs) and Entrepreneurship in Business and Development*, one of the four Task Forces, is being headed by EBAC member, Dr. Sailendra Narain, former Chairman and Managing Director of the Small Industries Development Bank of India (SIDBI).

In pursuance of the broad objectives of the *Task Force on MSMEs and Entrepreneurship in Business and Development*, it is proposed to organize a kick-start event (first in a series of events) covering three regions of Asia and the Pacific with a three-day policy level **International Workshop on "Entrepreneurship in Socially Responsible Business for Development in Asia and The Pacific"** coupled with a **"Young Business Leaders Programme"** at the Entrepreneurship Development Institute of India, Ahmedabad (India) from 16-18 October, 2013. The workshop and the programme are being jointly organized by the UNESCAP Business Advisory Council Task Force and the Entrepreneurship Development Institute of India (EDI) Ahmedabad (Gujarat State) India. The workshop is sponsored by the Industrial Development Bank of India Ltd. & Small Industries Development Bank of India (SIDBI).

## The Theme:

Recently, use of words like 'Compassionate Capitalism', 'Inclusive Growth', 'Inclusive Capitalism', etc., have gained currency, in addition to words like 'Affirmative Business', 'Socially Responsible Business', 'Development Market Place', etc. This trend reinforces the fact that, economic growth has been uneven, bypassing the poor, and that sensitivities are growing, resulting in an increased presence of Socially Responsible Businesses; however despite this growth best-practices must continue to be improved upon and shared.

Combining business sense with a social cause has dawned a number of well-meaning business leaders who are succeeding to make a world of difference to the lives of the underprivileged. However, corporations across the board need to continue to look beyond making mere profits and ensure inclusive and socially responsible business principles are met. It cannot be the responsibility solely of the Government to carry on the onus of development. The private sector must come forward to join hands with the government in this mammoth task of nation building. In fact, a few corporations in Asia & the Pacific have already taken a lead in this direction. One needs to take stock of such experiments, learn from them, replicate them and scale-up such initiatives.

In this respect, it will be important to sensitise the younger generations who are entering the workforce, in respect to their role in corporate social responsibility and nation building. Therefore, in addition to the Workshop, a Young Business Leaders Programme will also be concurrently organized.



## Objectives:

The overall objective of the Workshop is to boost the emergence and growth of socially responsible businesses for inclusive and sustainable development in Asia and the Pacific. Alongside, the Young Business Leaders Programme will seek to instill the principles of effectively managing and sustaining socially responsible businesses, and discuss and initiate result oriented CSR initiatives.

The specific objectives of the workshop are to:

- i. Share regional experiences in promotion of socially responsible businesses and the role of private sector including SMEs;
- ii. Assess the facilitating and hindering factors in the emergence and growth of socially responsible businesses;
- iii. Sensitize and enable the private sector, including SMEs to envision and implement socially responsible business models and strategies;
- iv. Assess the capacity building needs of the sector; and
- v. Develop a suitable action plan based on the experiences of the region so that policy formulation can be initiated for the promotion of socially responsible businesses.

The specific objectives of the Young Business Leaders Programme are to:

- i. Inculcate the values of social responsibility among young business leaders so that they carry forward the baton of social change;
- ii. Orient them to float social businesses that are sustainable over a period of time; and
- iii. Deliberate on the ways and means of networking in business and the significance of establishing mutually beneficial business relations.

## Programme Content:

### Module A: Workshop on "Entrepreneurship in Socially Responsible Business for Development in Asia and the Pacific"

The focus will be on:

- ◆ Identifying the facilitating factors of Socially Responsible Businesses with focus on the tenets of Corporate Social Responsibility, suitable environment, human rights & labour and Socially Responsible Business Investments.
- ◆ Sharing of country experiences and deliberations on the adoption of best practices in:
  - Corporate Social Responsibility
  - Socially Responsible Environment
  - Human Rights & Labour
  - Investments in Socially Responsible Businesses

Raising awareness among stakeholders and establishing the significance of their role in promoting socially responsible entrepreneurship in business through Business Development Services (BDS) and

- ◆ Charting out and adopting Ahmedabad Declaration and Action Plan for promoting socially responsible entrepreneurship in business for inclusive and sustainable development.



The Resource Persons will discuss factors which contribute to promoting and sustaining a socially responsible business environment. Exchange of country experiences will form an integral part of the deliberations, leading to a result-oriented Action Plans.



**Module-B: Young Business Leaders Programme**

The programme will impart an understanding on the following evolving themes:

- ◆ Adoption of ethical principles in
  - Corporate Social Responsibility
  - Human Rights and Labour Relations
  - Socially Responsible Investments in Businesses
  - Socially Responsible Environment

The program will result in the development of strategy formulating skills for young business leaders to promote socially responsible businesses and practices for sustainable development in Asia and the Pacific.

In a simulated business atmosphere, young leaders will interact with industry/experts. The practitioners will share experiences and make suggestions on the ways of incorporating sustainability principles in their respective businesses, making socially responsible decisions, and applying them in business operations.

**Module-A: Workshop on Entrepreneurship in Socially Responsible Business (SRB) for Development\***

**Wednesday 16 October 2013**

09:30 - 10:30	<p><b>Inauguration:</b> To be presided by Chairman and Managing Director, IDBI</p> <ul style="list-style-type: none"> <li>- Welcome by EDI Director</li> <li>- Programme Theme by Chair, EBAC Task Force on MSMEs and Entrepreneurship in Business and Development</li> <li>- Special Address: Dignitary of the Ministry of Govt. of India</li> <li>- Presidential Address</li> <li>- Vote of Thanks - UNESCAP Representative</li> </ul>
10:30 - 11:00	Coffee/Tea Break
11:00 - 11:45	<p><b>Identifying Four Pillars of SRB:</b> Theme Address</p> <ul style="list-style-type: none"> <li>- Corporate Social Responsibility</li> <li>- Socially Responsible Environment</li> <li>- Human Rights &amp; Labour</li> <li>- Socially Responsible Business Investments &amp; Business Development Services</li> </ul>
11:45 - 12:45	<p><b>Corporate Social Responsibility:</b> The Emerging Scenario in Asia and The Pacific Region [Discussions and Adoption of CSR Principles] - (ADFIAP Expert)</p>
12:45 - 14:00	Lunch
14:00 - 15:00	<p><b>Business Responsibility Towards Environmental Protection:</b> Country Experiences from Asia and the Pacific [Discussions and Adoption of SR Environment Principles] - (UNESCAP Expert)</p>
15:00 - 15:30	Coffee/Tea Break
15:30 - 16:30	<p><b>Business Response to Human Rights and Labour in Asia and The Pacific:</b> [Discussions &amp; Adoption of SR HR &amp; Labour Relations Principles] - (UNESCAP Expert)</p>
17:00 - onwards	Local Visits and Dinner

\*All names of proposed distinguished speakers are tentative and are awaiting final confirmation

**Thursday 17 October 2013**

09:30 - 10:30	<b>Socially Responsible Investment and Business Development Services (BDS) Experiences in Asia and The Pacific</b> [Discussions and Adoption of SR Investments in Business - Expert from International Finance Corporation/Asian Development Bank & Task Force Member-cum-Expert on BDS from Vietnam]
10:30 - 11:45	<b>Panel: Role of Stakeholders in Promoting SR Entrepreneurship in Business - Panellists:</b> Chambers, Industries Associations, Training Institutes, Financial Sector, Government and International Agencies
11:45 - 12:15	Coffee/Tea Break
12:15 - 12:45	<b>Charting out the adoption of the Ahmedabad Declaration and Action Plan for promoting SR Entrepreneurship in Business for inclusive and sustainable development</b>
12:45 - 14:00	Lunch

**Module-B: Young Business Leaders Programme\*\***

14:00 - 15:30	<ul style="list-style-type: none"> <li>- <b>Welcome Address:</b> Director, EDI</li> <li>- <b>Unfolding the Programme:</b> Chair, EBAC Task Force on MSMEs and Entrepreneurship in Business and Development</li> <li>- <b>Special Address:</b> Dignitary; Followed by interaction with Young Business Leaders</li> <li>- <b>Vote of Thanks</b> by the UNESCAP Representative</li> </ul>
15:30 - 16:00	Coffee/Tea Break
16:00 - 17:00	<b>Discussions on CSR and Ethical Business Principles</b> - Theme Lead: ADFIAP Expert
17:00 - onwards	Local Visits and Dinner

**Friday 18 October 2013**

09:30 - 10:30	<b>Discussions on Environment and Socially Responsible Business</b> - Theme Lead
10:30 - 11:30	<b>Discussions on Human Rights and Labour Relations</b> - Theme Lead
11:30 - 12:00	Coffee/Tea Break
12:00 - 13:00	<b>Discussions on Socially Responsible Investments and Business Development Services (BDS)</b> - Theme Lead
13:00 - 14:00	Lunch
14:00 - 15:00	<b>Charting out the emerging Role of Young Business Leaders in promoting SR Businesses and practice for inclusive &amp; sustainable development in Asia &amp; the Pacific</b>
15:00 - 15:30	<ul style="list-style-type: none"> <li>- <b>Valediction &amp; Close of the Programme</b> - To be presided by Chairman and Managing Director of SIDBI</li> <li>- <b>Programme Outcome &amp; Valediction</b> by UNESCAP</li> <li>- <b>Presidential Address</b></li> <li>- <b>Thanks and Closing</b> - Director, EDI</li> </ul>

\*\*All names of proposed distinguished speakers are tentative and are awaiting final confirmation.

**Outcome:**

- **Evolution of a Regional Strategy on Promoting Socially Responsible Businesses**  
With EDI playing the role of an Ambassador Institution along with the ESCAP Business Advisory Council (EBAC) Secretariat - Task Force, it would ensure that the strategy and the Action Plan designed and recommended during the Workshop is submitted to the ESCAP Member Countries for their consideration, approval and adoption.
- **A group of young business leaders who are sensitised towards socially responsible businesses will be formulated.**



## Who can participate?

The Workshops aims to involve all key stakeholders to ensure the dialogue is meaningful. In particular, it aims to involve:

- Business Leaders and Captains of Industries;
- Chairpersons / Secretary Generals of national Chambers of Commerce and Industry/ apex SME Associations;
- Social Business Entrepreneurship Educators / Researchers / Heads of Training Institutes / Social Business Incubators;
- Government Officials and Ministries responsible for Social Development and Empowerment.

## Resource Persons

A number of practising experts will be invited as resource persons, besides experienced and learned experts from UN-ESCAP and other international agencies, to deliver the inputs.

## Venue:

Both the programmes will be organised at the international award winning campus of EDI. The EDI at Ahmedabad has an excellent campus with world class conference facilities, accommodation and dining facilities, set in a serene academic ambience.

## Sponsorship Support and Registration:

The programme has been sponsored by India's lead National Development Banks – the Industrial Development Bank of India Ltd. (IDBI Bank Ltd.) and the Small Industries Development Bank of India and hence the programme fee of the participants has been waived. The last date for registering is 9<sup>th</sup> September, 2013. The participants are required to bear their travel costs. However, local hospitality, such as; board and lodge (at EDI campus) and local transport will be provided under the programme.

Ahmedabad has several high-quality hotels. Participants opting to stay outside EDI campus on their own may seek EDI's assistance for bookings.

The hotel rates charged are as under:

Hotels near Ahmedabad Airport and EDI						(US\$ 1 = INR 60/- approx.)		
Sr. No.	Name of the Hotel	Address	Contact Details	Star	Hotel Tariff			
1	Taj Residency Ummed	International Airport Circle, Next to Army Cantonment, Hansol, Ahmedabad-382475	Tel: 91 79 6666 1234 Email: gateway.ahmedabad@tajhotels.com	5	Executive	Deluxe	Royal Suite	
					18500 + Tax (Double & Single)	25000 + Tax (Double & Single)	28000 + Tax (Double & Single)	
2	Narayani Resort (25% discount on the rates quoted)	Adjacent to EDI	Ph.:2396 9201 info@narayaniresort.com		Deluxe	Premium	Executive	
					Deluxe 7500+Tax (Double Occupancy)	Premium 9000+Tax (Double Occupancy)	11000 + Tax (Double Occupancy)	

## UNESCAP and EBAC

The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) is the regional development arm of the United Nations for the Asia-Pacific region. Made up of 62 member States, ESACP was established in 1947 with its headquarters in Bangkok, Thailand.

UNESCAP Business Advisory Council (EBAC), the Task Force on MSME and Entrepreneurship in Business and Development aims at primarily promoting the concept of entrepreneurship in business, impact investment and identifies opportunities for this kind of investment in ESCAP member states, as also suitable investors. It emphasizes entrepreneurship in business as an important agent of growth, job creation and poverty reduction.

## Entrepreneurship Development Institute of India (EDI)

EDI, an autonomous and not-for-profit institute, was set up in 1983 and is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. EDI is engaged in promoting entrepreneurship through education, research, training & institution building at the national as well as international levels. The Institute has helped set up twelve state level Entrepreneurship Development Centres and also assists governments of different countries in creating ED Centers for entrepreneurial growth. So far it has helped set up five international ED centres.

## Industrial Development Bank of India Ltd.

IDBI Bank Ltd. is the youngest, new generation, public sector universal Bank with its operations driven by a cutting edge core Banking IT platform. The Bank offers personalized banking and financial solutions to its clients in the retail and corporate banking arena through its large network of Branches and ATMs, across India and Dubai.





It works with the vision:

"To be the most preferred and trusted bank enhancing value for all stakeholders".

## Small Industries Development Bank of India

Established on April 2, 1990, SIDBI is the principal financial institution for the promotion, financing and development of industry in the small scale sector. Its business domain consists of Micro, Small and Medium Enterprises (MSMEs), which contribute significantly to the national economy. SIDBI has been rated as among the top 30 Development Banks of the World in the ranking of The Banker, London.

## Places of Tourist Interest in Ahmedabad

Name of the Place	Information about the Place	
Gandhi Ashram	Gandhi Ashram is located on the banks of the River Sabarmati. This was one of the residences of Mahatma Gandhi, who lived there for about twelve years. It was from here that Gandhiji led the Dandi march also known as the Salt Satyagraha on March 12, 1930.	
Auto World Vintage Car Museum	The finest and the famous vintage cars from all across the globe find a place here. The Museum has a collection of more than 100 cars.	
Adalaj Step-well	The step well was built in 1499 by king Mohammed Begda and is intricately carved. Such step wells were once integral to the semi arid regions of Gujarat as they provided basic water needs.	
Akshardham Temple	Akshardham, Gandhinagar is one of the largest temples in Gujarat. The temple, spread over 23 acres, combines art and architecture, par excellence.	

## Climatic conditions in Ahmedabad

The weather is pleasant during October in this part of the country and the temperature is around 32 degree Celsius (maximum) and 25 degree Celsius (minimum).

## Travel Information

- VISA - Participants from some of the designated countries may get VISA on arrival, however; those coming from other countries may need to procure a VISA for which they may use this invitation.
- On arrival at Mumbai (Bombay)/Delhi/Kolkata/Chennai international airports, you may hire a taxi to reach the domestic airport. Also, the Airport Authority of India runs free shuttle services between International and Domestic Airports. You may like to avail of the same facility.
- The International Airport at Ahmedabad is well connected with all metro cities viz; Mumbai, Chennai, New Delhi, Kolkata and Bangalore. From the Ahmedabad Airport, EDI is about 5 kms and it takes about 7 minutes to reach the campus. Taxis are available. However, the Institute will make necessary arrangements to receive you and escort you either to EDI or the hotel where your accommodation is booked. You are, therefore, requested to send your travel plans well in advance to help us tie up the logistics.



Economic and Social Commission for Asia and the Pacific  
The United Nations Economic & Social  
Commission for Asia Pacific (UNESCAP)

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Website: [www.unescap.org](http://www.unescap.org)



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