Capacity Building Workshop

Identifying Elements of Business Responsibility in Pharmaceutical Sector in India
April 4th & 5th, 2013-Ahmedabad

Organised by: CUTS International

DRAFT AGENDA

Day I: April 4th, 2013

0900 to 0930hrs: REGISTRATION & TEA

0930 to 1030hrs: Inaugural Session
0930 to 0940hrs: Welcome Remarks: Ramana Group
0940 to 0950hrs: Opening Remarks: Vikash Batham, CUTS
0950 to 1015hrs: Inaugural address
1015 o 1030hrs: Introduction to participants

1030 to 1130hrs: Session I: Fundamental Difference between Corporate Social Responsibility (CSR) and Business Responsibility (BR)

- What is Corporate Social Responsibility
- What is Business Responsibility
- Difference between the two - examples related to practice of corporate social responsibility in the country
  Rijit Sengupta
  CUTS

1130 to 1300hrs: Session II: National Voluntary Guidelines on Social, Environmental & Economic Responsibilities of Business (NVGs) and its Operationalization in Pharmaceutical Sector

Neha Kumar, GIZ India
## Floor Discussion

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<td>1300 to 1400hrs:</td>
<td>LUNCH</td>
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| 1400 to 1630hrs: | **Session III: Environmental Implication of Pharmaceutical Firms & Way Forward**  
Shridhar Rajpurohit, SGS India |
|            | Floor Discussion                          |

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### Day II: April 5th, 2013

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| 0900 to 1100hrs: | **Session IV: Improving the Consumer Interface of Pharmaceutical Sector in India**  
Vishwanath Pingali, IIM Ahmedabad |
| 1100 to 115 | Tea                                                          |
| 1115 to 1315hrs: | **Session V: Write shop**                                    
Bimal Arora, GIZ India  
Rijit Sengupta, CUTS |

Participants would develop the blue-print of a responsible pharmaceutical industry at the state level through group-work in this session.

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<td>1315 to 1330hrs:</td>
<td>Closing &amp; Valedictory</td>
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