

Exploring the Interplay between Business Regulation and Corporate Conduct in India (BRCC Project)

Background Note towards Strategy Dialogue

India International Centre, New Delhi

30th November 2011

Private sector participation is crucial to inclusive growth and poverty alleviation in India and other developing countries. However, there is also a strong and simultaneous need to ensure that the private sector players behave as good corporate citizens. In this backdrop, the rationale behind launching Business Regulation and Corporate Conduct (BRCC) Project is to initiate such a discourse in the country that can enable the regulatory instruments aimed at promoting economic growth to also facilitate responsible business. Thus, the Project has been delving into the interplays between business regulations and corporate conduct and raising awareness thereof.

After the Project was formally launched on 21st April 2011 in New Delhi, two Regional Dialogues have been organized. The Northern Regional Dialogue was organized in Jaipur on 12th July 2011 and the Southern Regional Dialogue was organized in Bangalore on 15th July 2011. These gatherings invited participation from the government, industry, academia, civil society and various other stakeholders. The inputs received during these gatherings were utilized for refining the research methodology and arriving at the choice of the following Sectors and the States:

Sectoral Focus (Two Sectors): Healthcare (including Pharma); and Multi-Brand Retail.

Geographical Focus (Eight States for Field Research and Four States for Advocacy): Uttarakhand and Himachal Pradesh (North); Gujarat and Madhya Pradesh (West and Central); Karnataka and Andhra Pradesh (South); West Bengal and Sikkim (East).

To invite expert inputs into the draft research methodology and devise a feasible and robust implementation plan, a Strategy Dialogue is proposed to be organized on 30th November 2011 in New Delhi. The inputs will be further utilized to give final shape to the research methodology and develop corresponding tools for data and information gathering. This will aid in comprehending business regulations at the national and state levels, and in finding ways to best motivate corporate entities to emerge as champions of responsible conduct. The project learning and evidence will be utilized for larger sharing, capacity building and advocacy actions at national as well as state levels.

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