



भारतीय प्रबंध संस्थान बंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Stakeholders' Roundtable

Promoting Business Responsibility in Pharmaceutical & Private Healthcare Sectors

Date: Friday, 6th December 2013

Venue: Room P11, Indian Institute of Management, Bangalore (IIM B)

Background Note

Consumer Unity & Trust Society (CUTS) in partnership with Indian Institute of Management-Bangalore (IIM-B), would be organising a meeting on 6th December, 2013 in Bangalore to discuss the findings of a report entitled “*Rethinking Business Responsibility in India*” developed under the project “Exploring Interplay between Business Regulation & Corporate Conduct in India” (the BRCC project- <http://www.cuts-ccier.org/brcc/>). This project has been implemented in the pharmaceutical & private healthcare sectors across four states in India with support from the Ministry of Foreign Affairs, Norway over the period 2011-13.

The report highlights issues that can help stimulate better business for achieving sustainable development goals in India. Two sectors i.e. Pharmaceutical and Private Healthcare were selected to carry out the research in Andhra Pradesh, Gujarat, Himachal Pradesh & West Bengal. Evidence from both the sectors has been gathered through extensive primary research and secondary analysis involving key stakeholders from these two sectors.

Further, the framework and methodology, developed to conduct the entire study is based upon the “*National Voluntary Guidelines on Social, Environmental & Economic Responsibilities of Business in India*” (NVGs). These guidelines contain a framework of Principles and Core Elements to be adopted by companies to be more responsible towards the society in which they operate.

The main objective behind organising this event is to share the findings of the BRCC project with relevant stakeholders related to pharmaceutical and private healthcare sector and especially scholars with rich experience and interest on Corporate Social Responsibility (CSR)/Business Responsibility (BR) issues in India.

The event would also provide an opportunity for the participants to delve upon recent developments regarding the Corporate Social Responsibility (CSR) regime in India. Government through the Companies Bill; 2012 has made it compulsory for companies beyond a certain threshold to spend a certain portion of their profits on CSR activities. This has also been retained in the draft CSR Rules, 2013 developed by the Ministry of Corporate Affairs. The event is expected to help improve clarity among key actors on how CSR/BR can be promoted in the pharmaceutical and private healthcare sectors given the above regime in the country.