

## Exploring the Interplay between Business Regulation and Corporate Conduct in India (BRCC Project)<sup>1</sup>

### PROJECT SUMMARY

Private sector participation is crucial to inclusive growth and poverty alleviation. Such role of business in development has been well recognised in India. However, there is also a simultaneous need to ensure that the private sector players behave as good corporate citizens. To this end, there is an apparent need for initiating such a discourse in the country that can enable the regulatory instruments aimed at promoting economic growth to also facilitate responsible business.

In this backdrop, the Business Regulation and Corporate Conduct (BRCC) Project was conceptualized. The Project received financial support from Norwegian Ministry of Foreign Affairs and is being implemented in collaboration with the Norwegian Institute of International Affairs (NUPI). It will be operational till the end of the year 2012. BRCC Project will thus delve into the interplays between business regulation and corporate conduct and raise awareness thereof. It is being operationalized by undertaking research to comprehend business regulations at the national and state levels, and find 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.

After the Project was formally launched on 21<sup>st</sup> April 2011 in New Delhi, two Regional Dialogues have been organized. The Northern Regional Dialogue was organized in Jaipur on 12<sup>th</sup> July 2011 and the Southern Regional Dialogue was organized in Bangalore on 15<sup>th</sup> July 2011. Building on these, a Strategy Dialogue for receiving expert inputs into the methodology was organized in New Delhi on 30<sup>th</sup> November 2011. These gatherings invited participation from the government, industry, academia, civil society and various other stakeholders.

#### **Sectoral Focus (Two Sectors)**

- Healthcare Sector
- Pharmaceutical Sector

#### **Geographical Focus (Eight States for Field Research and Four States for Advocacy)**

- Northern India - Uttarakhand and Himachal Pradesh
- Eastern India - West Bengal and Sikkim
- Western and Central India - Gujarat and Madhya Pradesh
- Southern India - Karnataka and Andhra Pradesh

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<sup>1</sup> BRCC Project Website: <http://www.cuts-ccier.org/brcc>