



*"Poverty and Global Warming are the two most critical challenges of our time. Poor are a business opportunity and cannot be treated as the begging bowl of our economic system. Transparent Governance is the key to CSR success."*

**Justice P.N. Bhagwati**  
former Chief Justice of India

## Invitation

Dear All,

I have great pleasure in inviting you to the **7th International Conference on Social Responsibility, being held on 24-26 April 2012, in Dubai, UAE.**

The deliberations of our last International Conference on Social Responsibility held in New Delhi in 2011 on 'Turning your Business into a cause', underscored the importance of social issues in boosting the capital markets. It was noticed that companies engaged in CSR and clean and green issues were thriving despite a worldwide meltdown. The IOD council felt that the time has come to discuss about "Making CSR an actionable Business Agenda".

The prevailing approaches to CSR are so fragmented and disconnected from business and strategy, as to obscure many of the greatest opportunities for companies to benefit society. If, instead, corporations were to analyze their prospects for social responsibility, using the same framework that guide their core business choices, they would discover that CSR can be more than a cost, a constraint, or a charitable deed - it can be a source of opportunity, innovation, and competitive advantage.

From drawing board to boardroom, and to shop-floor, in this Conference we would like to examine the stories of a number of companies at the forefront of strategic CSR, as well as their alliance partners, and explore the evolution of corporate citizenship, and attempt to peer over the horizon to what's next. The choice is no longer one of 'whether or not?' but rather of 'How to?' and 'To what extent?'

The reason for selecting Dubai (UAE) as the venue is the unprecedented business opportunities offered by this fast growing entrepreneurial capital of the Middle-East. This international conference will provide you a platform to interact with movers and shakers from around the world, to explore joint business collaborations.

The conference is expected to be attended by business and political leaders, legislators, policy makers, economists, philanthropist, NGOs and CSR professionals from all over the world.

There are many ways you can contribute and benefit from the Congress -presenting your case studies or paper as a speaker, show casing your products, profiling your brand as a sponsor, exhibitor or advertiser or becoming a partner to promote the conference among your contacts. Together, we could promote your business strategy to include CSR, as an actionable business agenda.

I look forward to welcoming you, at this International Conference.

Yours sincerely,

**Justice P.N. Bhagwati**  
Chairman, Organizing Committee