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Q: Since you are from the CSR background, I have to ask you this question. There is always going to be resistance from the stakeholders. That is the major concern when a company talks about CSR. How do companies tackle this situation?

A: The basic difference is the stakeholders Vs shareholders. Who are the stakeholders? They could be visible or invisible. We don't know who they are. Let us take examples of KFC and Dominos' Pizza. Who knows if some activists come from nowhere and start protesting about some products used by the KFC that are not supposed to be used. So things happen, like today Coca Cola is allowed to advertise to kids in the USA. SO there will always be resistance. Again, first who are these stakeholders? Every company has to decide what is material to them for their sustainability. Now each company has to decide who the visible stakeholders are and what would be affecting my sustainability. You have to define that first. Now when you are driving a CSR activity, it is important to involve or at least take the views from the stakeholders. For, our company, the people, the employees were the biggest stakeholders. So first thing is we included the employees, we did a poll, a survey, we did a conversation. What are the factors they want to address. This is point number one. The second point is whose money that you are spending. Ultimately the shareholders'. We have to properly address them, their concerns. Some stakeholders, we would have to give more weightage than the others. Which is more material? So sustainability is nothing but you do a materiality analysis to know the factors. And then you give the weightage. Now we are six of us in the room and if you are to ask yourself what is sustainable to you in the world, the answers would be different right? For some it's making money, repaying the loans and likewise. So each of us has to look it at differently.

Q: As a part of the CSR for any company, the employees and shareholders are very important stakeholders. Sometimes it happens that they demand too much information that it might cause a negative impact in the relationship. So how do companies strike a balance in sharing the information?

A: Companies typically live in 'quarters', like q1, q2, q3 and q4. So that is where the conversation happens. So everyone is looking at one quarter. Information is also shared like that. If I am a shareholder, my concern would be what my returns this quarter compared to the last are. Now if you look at companies they have an annual report, a sustainability report and so on. These are not ad ons. Why should there be separate reports? Everything comes as one single annual report. Regarding the information confidentiality, every company has specific norms as to what to follow and what not to. Right now information sharing is so easy, thanks to technology. Think about TATA, which is one of the biggest in Asia and of course the biggest in India. Their CEO's email got leaked. If you cannot safeguard your CEO's email, do you think you can keep away much from the stakeholders. Hiding itself creates the mistrust. SO not communicating is not an option, you have to keep communicating.

Q: I went through your profile and saw that you have worked in many interesting projects. One that caught my attention was the stem cell retraining. Can you tell us more about it?

A: So yeah, stem cell and bone marrow donations are the same thing. The whole healthcare has improved. But still it has not yet caught upon in India. The chances of bone marrow matching is very rare. This is a challenge. In the US and many other advanced economies, this has become a common thing. But in India and all, it has not made it big time. So we need to understand that. We need to understand the registration. The more the people who are registered, faster the matching.

Q: In your talk session you mentioned about TESLA and the misconception that they stand for clear energy. But if you look at them, they are also doing their part, like the solar factory at Nevada and the zero energy concept. So don't you think that we have to give them the credits they deserve?

A: When I talked about TESLA, I talked about perception. How you perceive things? Maybe you perceive it a right thing, actually it may be not. There is something beyond walls. Another example, how many of you have had Quality Wall ice creams? Is it an ice cream? It is actually frozen vegetable dalda. So perception! The awareness is not there. Perception does matter and that was the context in which I talked about.