BSCl, GIZ and SAI invite your participation in the project, “Scaling Up Indian CSR Initiatives”

The project aims to scale up and mainstream social compliance in India, by harmonizing initiatives and expanding the local infrastructure to support continual improvement among Indian companies. This will help companies be responsibly competitive in both domestic and export markets.

Over the course of its three-year duration, the project will develop a set of supplier training and technical assistance services tailored to local needs. It will initially deliver these services for around 150+ Indian suppliers. In the process, local trainers will become officially qualified to deliver these services. These trainings will be considered pilots – opportunities to identify supplier needs and refine services. The project will engage suppliers as well as brands, trainers and other stakeholders to provide inputs to the pilots.

The project will establish a national CSR Expertise Center, which will build on the learnings from the project in training and technical assistance and continue its work beyond the three-year duration. The CSR Expertise Center will offer trainings, including those developed in the pilots, to Indian suppliers, manufacturers and key stakeholders. It will also provide CSR-related advisory services, information and guidance as technical assistance to Indian suppliers, manufacturers and key stakeholders. The approach will enable Indian producers and suppliers, from large to small, to access relevant and affordable CSR related training and technical assistance with the aim to counsel on CSR policy implementation and improve their social and ethical performance. This in turn will put the Expertise Centre in a strong position to facilitate convergence amongst stakeholders to a common code implementation approach and provide advice on CSR policies.

With your participation, you can help your suppliers take advantage of the training services and immediately start to make improvements. You and your suppliers can also help to build the local capacity to sustain and expand such improvements.

Project Goals
• Significantly increase the number of socially responsible suppliers
• Build up local, affordable training capacities in India
• Scale up current CSR initiatives
• Foster dialogue with local stakeholders
• Create a nodal point for these activities in the development of a sustainable CSR Expertise Center.

Project Approach
• Code neutral – works with brands and suppliers using diverse code and standards – extensive preparation will be done to ensure the project can be relevant to any brand or supplier no matter which code or implementation system they have adopted
• Management systems based – drives systematic and continual improvement
• Cost-effective – emphasizes affordability and access for the full range of suppliers, from large to SMEs
• Flexible – applies to multiple industries and structures
• Relevant – tailors to local Indian needs and contexts
Scalable – uses modular training and toolboxes to broaden reach, create linkages among initiatives through an established stakeholder engagement model
Sustainable – trains local trainers, establishes CSR Expertise Center – to provide and market affordable services
Locally driven – builds local trainers and links existing organizations and initiatives
Dialogue-based – engages multiples stakeholders to build consensus on best strategies and approaches for improving social compliance
Collaborative – supports coordination and creates linkages; shares leading practices.

Project Key Activities
Supplier Training
- For the entire project a needs assessment for the initially participating suppliers will be performed to determine the initial training focus and approach
- Develop modular training toolbox to respond with tailor-made approaches to specific needs. Key topics include (inter alia):
  - Management Systems
  - Building Internal Compliance Teams
  - Worker Communications
  - Discrimination
  - Management of Supply Chain, including home-workers
- Provide training and technical assistance for around 150 Indian producers and suppliers
- Provide interested suppliers a ‘train the trainer’ model, for human resource and other managers at suppliers, to continue training throughout company as a separate capacity building option
- Location: In-factory (technical assistance) and classroom, available in diverse supplier locations (Delhi, Tirupur, etc.)
- Cost: Estimated $60 - $100 per attendee for each one-day course
- Dates: Monthly, starting May 2011, exact dates to be determined according to supplier participation.

Develop dispersed national network of qualified local trainers
- Select and train about 80 local trainers
- Officially qualify the trainers to deliver the training toolbox
- Enhance expertise and experience to deliver related CSR services
- Connect trainers with central office of CSR Expertise Center.

Establish CSR Expertise Center to serve as a coordination point for trainings, CSR guidance and support services
- Feed results of supplier trainings to refine the toolbox and build the service portfolio
- Conduct market research to build the service portfolio
- Create linkages with existing organizations and trainers to develop and deliver services
- Build business plan to enable self-sustained activities.

Build multi-stakeholder dialogue
- Conduct multi-stakeholder workshops
- Feed stakeholder inputs into training curriculum development
- Train local stakeholder groups to serve a CSR Expertise Center trainers
- Build stakeholder groups into CSR Expertise Center governance.

Project Benefits
For Brands
- Affordable training and technical assistance on relevant and prioritized topics
- Train the trainer sessions available for local supplier to embed learning into the organization sustainably
- Improved compliance and CSR performance as a result of training
- No need for brands to search local resources to support suppliers
- Code neutral
- All topics vetted through a stakeholder engagement process
- Stakeholder engagement workshops and summaries available
- CSR toolbox developed for Indian market
- Implementation of CSR policy in local context available.
For Suppliers

• Affordable access to qualified trainers/experts in local language
• Affordable training and technical assistance on relevant and prioritized topics
• Train the trainer sessions available to embed learning sustainably
• Improved compliance and CSR performance as a result of training
• Training and technical assistance implementation focused
• Code neutral
• All topics vetted through a stakeholder engagement process
• CSR toolbox developed for local implementation
• Implementation of CSR policy in local context available.

How SAI and BSCI member brands can participate:

Connect to your Supplier base:

• Participate in implementation of activities, such as conducting audits, supporting delivery training and technical assistance, coordinating with suppliers
• Encourage suppliers and other partners to use the training and technical assistance offered through the project/Expertise centre
• Apply the training modules with your main suppliers
• Subsidize supplier trainings
• Participate in the impact assessment of the trainings
• Participate in the development of the business case (share data and information, such as audit reports and needs assessments – on a confidential basis).

Get involved in the CSR Expertise Center:

• Become affiliated with the CSR Expertise Center
• Provide input to design and development

of the CSR Expertise Center, capacity building measures and tools and/or other PPP deliverables
• Provide advice and guidance to the CSR Expertise Center on key activities
• Provide resources and tools, such as training curricula
• Participate in multi-stakeholder workshops
• Sponsoring of events (e.g. multi-stakeholder workshops)
• Sponsor or provide conference and/or training venues
• Involve your colleagues to actively participate in the project (CSR responsible staff time and/or travel to actively participate in the CSR Expertise Center)
• Communications and publications: Support the raising of awareness of the CSR Centre (Communication department staff time and/or travel to support the CSR Expertise Center in presentation and dissemination of CSR in your supply chain and beyond).

Project Contributions

Different ways of contributing to the project as a participating company via your main partner organization (BSCI or SAI) include:

• Direct cash donation to centre in support of its services
• Direct in-kind contribution
  ○ Staff time, time used to share experience, guidance, advice, travel time to the project
  ○ Support cost – travel cost, communications, attendance of conferences to promote the project
• Indirect in-kind contribution
  ○ Supplier activities – payment of courses followed at CSR Expertise Centre, audits at beginning and end of project to determine impact.

Interested participants should contact:

BSCI - Dietrich Kebschull, Dietrich.Kebschull@bsci-intl.org | Patrick Neyts, Patrick@vectra-intl.org
GTZ - Christoffer Brick, Christoffer.Brick@giz.de | Bimal Arora, Bimal.Arora@giz.de
SAI - Jane Hwang, JHwang@sa-intl.org | Rishi Singh, Rishi@sa-intl.org