

NEW DELHI DECLARATION ON CORPORATE CITIZENSHIP

Adopted at the National convention on Corporate Citizenship organized by the All India Management Association at New Delhi on April 25, 2003.

1. It is well recognized by corporate organizations that in addition to their normal business activities, they also have a responsibility towards the Society and Community. In India, Corporates have traditionally contributed towards social and cultural development.
2. Corporate citizenship goes beyond philanthropy. It requires organizations to be actively involved in the process of social and community development. It also entails assessing the social and environmental impact of its activities on all its stakeholders.
3. Corporates' activities in this area should complement and supplement government action and not substitute it. The beneficiaries or target population should also be involved in these activities.
4. Expenditure on Corporate Citizenship activities should be treated as normal business expenditure. Corporates can also earmark some % of profits for these activities. In any case, Corporates must strive to make this contribution strategic and sustainable and must also undertake independent evaluation of these efforts.
5. It is widely understood that being a good corporate citizen also makes good business sense .
6. In the context of corporate citizenship, Global Compact initiated by the United Nations Secretary General provides an international platform for networking and exchanging experiences with organizations throughout the world. Indian Corporates should join this network and take up projects and activities in pursuance of these principles and community.
7. Looking beyond Global Compact, Corporates should join hands with each other, NGO's, Civil Society organizations, institutions and governmental bodies to take up comprehensive, well prepared projects to provide larger benefits to the society and community.
8. AIMA should facilitate the exchange of information and experience in this area through conferences, workshops, publications. This National Convention should become an annual feature and in due course AIMA should set up a Centre for Corporate Citizenship.