

~ Mr Haridas K.Nair



CSR is Integral To Good Business Principles

Haruo Funabashi, a law groduate from University of Tokyo, served the government for over three decades; and, as visiting faculty to the Hitotsubashi, University in Tokyo, he researched and authored a Japanese book summarising case studies on some 20,000 Japanese companies that have grown over a hundred years. Many of them are between three to hundred years and one Is fourteen hundred years!

Funabashi visited Panchgani, India in 2007 through the Initiatives of Change CIB -CRT Japan.

Based on the above, Anant G Nadkami of the Tata Council for Community Initiatives and the Tata McGraw-Hill published a book on some key stories of this research known as "Timeless Ventures", in 2009. The objective of the book was to bring out

how the Tata group in panicular and Japanese companies had integrated CSR and Sustainability with their business principles. The common aim was to put all people concerned with the business in the center stage of its growth. So, this book

presents a 'living history' of business and on CSR and Sustainability for both, leaders and managers. Sarosh Ghandy who leads Caux Initiatives for Business (CIB) has kindly written the foreword.

The Context: The 2014 CIB Confluence focuses on CSR. However, we all agree that business cannot run separately as usual and exploit its people and then legitimise it by doing some CSR on the side! Funabashi quotes the Japanese and Indian philosophies on our common belief in co-prosperity as the foundations for building institutions like business. There are references to the influence of Buddhism and social values such as empathy, tolerance, understanding and real care. In this note, the social and environmental dimensions are emphasised more and the reference to business is only to their points of integration.

The Principles: Considerable work is done in this book to bring out the business dimensions and the systemic areas for work, as the original records are amply evident and through detailed anecdotal accounts. I have visited some of these companies located in three cities in Japan to actually experience and see material preserved over the centuries.

I.Leadership Driven by Values: Sound leadership and its influence on governing an enterprise clearly shows that they are family owned and values have the highest place. The style of leadership is motivational where all stakeholders are encouraged to make choices about business process. The central values are treating people well and trusting them. Leadership encourages employees and others to put precepts into practice with responsibility. For six hundred years and over, vision mission and other purpose related documents are reverently maintained!

