TIMING OF HEADQUARTERS

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IMPORTANT NOTE

Corporate Governance has emerged as an important academic discipline in its own right, bringing together contributions from accounting, finance, law and management. Corporate governance now offers a comprehensive, interdisciplinary approach to the management and control of companies. Corporate professionals of today and tomorrow must imbibe in themselves the evolving principles of good corporate governance across the globe on a continual basis. Excellence can be bettered only through continuous study, research and academic and professional interaction of the highest quality in the theory and practice of good corporate governance. The corporate world looks upon especially Company Secretaries to provide the impetus, guidance and direction for achieving world-class corporate governance.

Company Secretaries are the primary source of advice on the conduct of business for achieving this end. This can take into its fold everything from legal advice on conflicts of interest, through accounting advice, to the development of strategy and corporate compliance.

The paper on Governance, Business Ethics and Sustainability has been introduced to provide knowledge on global development on governance, business ethics and sustainability and best governance practices in the corporate world.

This paper would help in understanding of national and international governance norms, role of various governance forums at national and international level, ethical business practices, corporate sustainability, sustainability reporting etc.

The amendments made upto March 2011 have been incorporated in this study material. Further students are advised to keep themselves abreast of latest developments on governance and sustainability issues by regularly reading economic dailies and visiting the websites of regulatory bodies, national and international corporate governance forums. Students are also advised to read regularly the ‘Student Company Secretary’/’Chartered Secretary’ wherein all important regulatory amendments are reported regularly.

Although care has been taken in publishing this study material, yet the possibility of errors, omissions and/or discrepancies cannot be ruled out. This publication is released with an understanding that the Institute shall not be responsible for any errors, omissions and/or discrepancies or any action taken in that behalf. In the event of any doubt, students may write to the Directorate of Academics and professional Development in the Institute for clarification.

Should there be any discrepancy, error or omission in the study material, the Institute shall be obliged if the same is brought to its notice for issue of corrigendum in the Student Company Secretary.
PROFESSIONAL PROGRAMME
SYLLABUS
FOR
GOVERNANCE, BUSINESS ETHICS AND SUSTAINABILITY

Level of knowledge: Expert Knowledge

Objective: To provide knowledge on global development and best practices in the corporate world.

Detailed Contents:

PART A: CORPORATE GOVERNANCE (50 MARKS)

1. Evolution, concept, principles and development.

2. Management structure for corporate governance; Board structure; building responsive boards - issue and challenges; effectiveness of Board, board committees and their functioning in particular audit committee, legal compliance committee and Stakeholders’ relationship committee; appraisal of Board performance, transparency and disclosure; internal control system and risk management.

3. An analysis of legislative framework of corporate governance in various countries – such as UK, USA, India.

4. Corporate communication; art and craft of investors relations; shareholders activism, investor protection and changing role of Institutional Investors.

5. Corporate Social Responsibility and good corporate citizenship.

6. Various corporate governance forums - Common Wealth Association for Corporate Governance (CACG), Organization for Economic Cooperation Development (OECD), International Corporate Governance Network (ICGN), National Foundation for Corporate Governance (NFCG), etc.

PART B: BUSINESS ETHICS (30 MARKS)

7. Genesis, significance and scope; organization perspectives.

8. Ethical principles in business – codes and innovations.

9. Concept of the stakeholders’ organization.

10. Activity analysis, business dilemma versus decision, characteristics of ethical dilemmas; the dilemma resolution process; business ethics as a strategic management tool; stakeholders’ protection.

11. Challenges of business ethics and corporate leadership.
12. Genesis, meaning, nature, objectives, significance and scope of corporate sustainability.

13. Sustainability reporting - frameworks and guidance; trends and drivers; business benefits of corporate sustainability reporting; leadership programmes and stakeholder engagement; corporate sustainability management systems.

14. Legal framework; conventions and treaties on environmental, health and safety and social security issues.


**LIST OF RECOMMENDED BOOKS**

**GOVERNANCE, BUSINESS ETHICS AND SUSTAINABILITY**

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Noble laureate Milton Friedman defined Corporate Governance as “the conduct of business in accordance with shareholders’ desires, which generally is to make as much money as possible, while conforming to the basic rules of the society embodied in law and local customs.”

Governance is concerned with the intrinsic nature, purpose, integrity and identity of an organization with primary focus on the entity’s relevance, continuity and fiduciary aspects. The root of the word Governance is from ‘gubernate’, which means to steer. Corporate governance would mean to steer an organization in the desired direction. The responsibility to steer lies with the board of directors/ governing board.

Corporate or a Corporation is derived from Latin term “corpus” which means a “body”. Governance means administering the processes and systems placed for satisfying stakeholder expectation. When combined Corporate Governance means a set of systems procedures, policies, practices, standards put in place by a corporate to ensure that relationship with various stakeholders is maintained in transparent and honest manner.

The objective of this study lesson is to enable the students to understand
- Genesis and concept of Corporate Governance
- Definitions of Corporate Governance
- Need for Corporate Governance
- Developments of Corporate Governance in USA and UK
- Developments of Corporate Governance in India
- Objectives of Corporate Governance
- Elements of Corporate Governance
Definitions of Corporate Governance

There is no universal definition of corporate governance. Some good definitions are given hereunder for your better understanding:

“Corporate Governance is concerned with the way corporate entities are governed, as distinct from the way business within those companies are managed. Corporate governance addresses the issues facing Board of Directors, such as the interaction with top management and relationships with the owners and others interested in the affairs of the company.” Robert Ian (Bob) Tricker (who introduced the words corporate governance for the first time in his book in 1984)

“Corporate Governance is about promoting corporate fairness, transparency and accountability”.

James D. Wolfensohn (Ninth President World Bank)

OECD

“A system by which business Corporations are directed and controlled”

Corporate governance structure specifies the distribution of rights and responsibilities among different participants in the company such as board, management, shareholders and other stakeholders; and spells out the rules and procedures for corporate decision-making. By doing this, it provides the structure through which the company’s objectives are set along with the means of attaining these objectives as well as for monitoring performance.

Cadbury Committee, U.K

“(It is) the system by which companies are directed and controlled”.

Corporate Governance is a system of structuring, operating and controlling a company with the following specific aims:—

(i) Fulfilling long-term strategic goals of owners;
(ii) Taking care of the interests of employees;
(iii) A consideration for the environment and local community;
(iv) Maintaining excellent relations with customers and suppliers;
(v) Proper compliance with all the applicable legal and regulatory requirements.

“Corporate governance deals with laws, procedures, practices and implicit rules that determine a company’s ability to take informed managerial decisions vis-à-vis its claimants - in particular, its shareholders, creditors, customers, the State and employees. There is a global consensus about the objective of ‘good’ corporate governance: maximising long-term shareholder value.”

“Strong corporate governance is indispensable to resilient and vibrant capital markets and is an important instrument of investor protection. It is the blood that fills the veins of transparent corporate disclosure and high quality accounting practices. It is the muscle that moves a viable and accessible financial reporting structure.”

Report of Kumar Mangalam Birla Committee on Corporate Governance constituted by SEBI (1999)

“Corporate Governance is the acceptance by management of the inalienable rights of shareholders as the true owners of the corporation and of their own role as trustees on behalf of the shareholders. It is about commitment to values, about ethical business conduct and about making a distinction between personal and corporate funds in the management of a company.”


“Corporate Governance is the application of best management practices, compliance of law in true letter and spirit and adherence to ethical standards for effective management and distribution of wealth and discharge of social responsibility for sustainable development of all stakeholders.”

Institute of Company Secretaries of India

<table>
<thead>
<tr>
<th>ICSI Principles of Corporate Governance</th>
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<tbody>
<tr>
<td>1. Sustainable development of all stakeholders</td>
<td>Ensure growth of all individuals associated with or effected by the enterprise on sustainable basis.</td>
</tr>
<tr>
<td>2. Effective management and distribution of wealth</td>
<td>Ensure that enterprise creates maximum wealth and judiciously uses the wealth so created for providing maximum benefits to all stakeholders and enhancing its wealth creation capabilities to maintain sustainability.</td>
</tr>
<tr>
<td>3. Discharge of social responsibility</td>
<td>Ensure that enterprise is acceptable to the society in which it is functioning.</td>
</tr>
<tr>
<td>4. Application of best management practices</td>
<td>Ensure excellence in functioning of enterprise and optimum creation of wealth on sustainable basis.</td>
</tr>
<tr>
<td>5. Compliance of law in letter and spirit</td>
<td>Ensure value enhancement for all stakeholders guaranteed by the law for maintaining socio-economic balance.</td>
</tr>
<tr>
<td>6. Adherence to ethical standards</td>
<td>Ensure integrity, transparency, independence and accountability in dealings with all stakeholders.</td>
</tr>
</tbody>
</table>
NEED FOR CORPORATE GOVERNANCE

Corporate Governance is integral to the existence of the company. Corporate Governance is needed to create a Corporate culture of Transparency, accountability and disclosure. It refers to compliance with all the moral & ethical values, legal framework and voluntary adopted practices. This enhances customer satisfaction, shareholder value and wealth.

Corporate Performance: Improved governance structures and processes help ensure quality decision-making, encourage effective succession planning for senior management and enhance the long-term prosperity of companies, independent of the type of company and its sources of finance. This can be linked with improved corporate performance- either in terms of share price or profitability.

Enhanced Investor Trust: Investors consider corporate Governance as important as financial performance when evaluating companies for investment. Investors who are provided with high levels of disclosure & transparency are likely to invest openly in those companies. The consulting firm McKinsey surveyed and determined that global institutional investors are prepared to pay a premium of upto 40 percent for shares in companies with superior corporate governance practices.

Better Access To Global Market: Good corporate governance systems attracts investment from global investors, which subsequently leads to greater efficiencies in the financial sector.

Combating Corruption: Companies that are transparent, and have sound system that provide full disclosure of accounting and auditing procedures, allow transparency in all business transactions, provide environment where corruption will certainly fade out. Corporate Governance enables a corporation to compete more efficiently and prevent fraud and malpractices within the organization.

Easy Finance From Institutions: Several structural changes like increased role of financial intermediaries and institutional investors, size of the enterprises, investment choices available to investors, increased competition, and increased risk exposure have made monitoring the use of capital more complex thereby increasing the need of Good Corporate Governance. Evidence indicates that well-governed companies receive higher market valuations. The credit worthiness of a company can be trusted on the basis of corporate governance practiced in the company.

Enhancing Enterprise Valuation: Improved management accountability and operational transparency fulfill investors’ expectations and confidence on management and corporations, and return, increase the value of corporations.

Reduced Risk of Corporate Crisis and Scandals: Effective Corporate Governance ensures efficient risk mitigation system in place. The transparent and accountable system that Corporate Governance makes the Board of a company aware of all the risks involved in particular strategy, thereby, placing various control systems to monitor the related issues.

Accountability: Investor relations’ is essential part of good corporate governance. Investors have directly/ indirectly entrusted management of the company for the creating enhanced value for their investment. The company is hence obliged to make timely disclosures on regular basis to all its shareholders in order to maintain good investors relation. Good Corporate Governance practices create the environment where Boards cannot ignore their accountability to these stakeholders.
EVIDENCE OF CORPORATE GOVERNANCE FROM THE ARTHASHASTRA

Kautilya’s Arthashastra maintains that for good governance, all administrators, including the king were considered servants of the people. Good governance and stability were completely linked. If rulers are responsive, accountable, removable, recallable, there is stability. If not there is instability. These tenets hold good even today.

Kauitya’s fourfold duty of a king–

Raksha, Vridhi, Palana, Yogakshema.

The substitution of the state with the corporation, the king with the CEO or the board of a corporation, and the subjects with the shareholders, bring out the quintessence of corporate governance, because central to the concept of corporate governance is the belief that public good should be ahead of private good and that the corporation's resources cannot be used for personal benefit.

Raksha – literally means protection, in the corporate scenario it can be equated with the risk management aspect.

Vridhi – literally means growth, in the present day context can be equated to stakeholder value enhancement

Palana – literally means maintenance/compliance, in the present day context it can be equated to compliance to the law in letter and spirit.

Yogakshema – literally means well being and in Kautilya’s Arthashastra it is used in context of a social security system. In the present day context it can be equated to corporate social responsibility.

Arthashastra talks self-discipline for a king and the six enemies which a king should overcome – lust, anger, greed, conceit, arrogance and foolhardiness. In the present day context, this addresses the ethics aspect of businesses and the personal ethics of the corporate leaders.

Corporate Governance is managing, monitoring and overseeing various corporate systems in such a manner that corporate reliability, reputation are not put at stake. Corporate Governance pillars on transparency and fairness in action satisfying accountability and responsibility towards the stakeholders.
The long term performance of a corporate is judged by a wide constituency of stakeholders. Various stakeholders affected by the governance practices of the company:

![Stakeholders diagram]

**EVOLUTION**

**CORPORATE GOVERNANCE DEVELOPMENTS IN USA**

<table>
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<tr>
<th>Years</th>
<th>Developments</th>
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<tbody>
<tr>
<td>1977</td>
<td>The Foreign Corrupt Practices Act Provides for specific provisions regarding establishment, maintenance and review of systems of internal control.</td>
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<tr>
<td>1985</td>
<td>Treadway commission Emphasised the need of putting in place a proper control environment, desirability of constituting independent boards and its committees and objective internal audit function. As a consequence, the Committee of Sponsoring Organisations (COSO) took birth.</td>
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<tr>
<td>1992</td>
<td>COSO issued Internal Control – Integrated Framework. The Committee of Sponsoring Organizations of the Treadway Commission (COSO) issued Internal Control – Integrated Framework. It is a framework &quot;to help businesses and other entities assess and enhance their internal control systems&quot;.</td>
</tr>
<tr>
<td>2002</td>
<td>Sarbanes – Oxley Act The Act made fundamental changes in virtually every aspect of corporate governance in general and auditor independence, conflict of interests, corporate responsibility, enhanced financial disclosures and severe penalties for wilful default by managers and auditors, in particular.</td>
</tr>
</tbody>
</table>
The Dodd-Frank Wall Street Reform and Consumer Protection Act, 2010

Vote on Executive Pay and Golden Parachutes:
Gives shareholders a say on pay with the right to a non-binding (advisory) vote on executive pay and golden parachutes (acquisitions). This gives shareholders a powerful opportunity to hold accountable executives of the companies they own, and a chance to disapprove where they see the kind of misguided incentive schemes that threatened individual companies and in turn the broader economy.

CORPORATE GOVERNANCE DEVELOPMENTS IN UK

Recommendations of Report of Committee on The Financial Aspects on Corporate Governance, 1992 under the chairmanship of Sir Adrian Cadbury set up by the London Stock Exchange, the Financial Reporting Council and accounting professions to focus on the control and reporting functions of boards, and on the role of auditors.

● Role of Board of Directors

The Report introduced “The Code of Best Practice” directing the boards of directors of all listed companies registered in the UK, and also encouraging as many other companies as possible aiming at compliance with the requirements. All listed companies should make a statement about their compliance with the Code in their report and accounts as well as give reasons for any areas of non compliance. It is divided into four sections:

1. Board of Directors:
   (a) The board should meet regularly, retain full and effective control over the company and monitor the executive management.
   (b) There should be a clearly accepted division of responsibilities at the head of a company, which will ensure a balance of power and authority, such that no one individual has unfettered powers of decision.
   (c) Where the chairman is also the chief executive, it is essential that there should be a strong and independent element on the board, with a recognized senior member, that is, there should be a lead independent director.
   (d) All directors should have access to the advice and services of the company secretary, who is responsible to the Board for ensuring that board procedures are followed and that applicable rules and regulations are complied with.

2. Non-Executive Directors:
   (a) The non-executive directors should bring an independent judgment to bear on issues of strategy, performance, resources, including key appointments, and standards of conduct.
   (b) The majority of non-executive directors should be independent of management and free from any business or other relationship which could materially interfere with the exercise of their independent judgment, apart from their fees and shareholding.
3. Executive Directors:
   There should be full and clear disclosure of directors’ total emoluments and those of the chairman and highest-paid directors, including pension contributions and stock options, in the company's annual report, including separate figures for salary and performance-related pay.

4. Financial Reporting and Controls:
   It is the duty of the board to present a balanced and understandable assessment of their company’s position, in reporting of financial statements, for providing true and fair picture of financial reporting. The directors should report that the business is a going concern, with supporting assumptions or qualifications as necessary. The board should ensure that an objective and professional relationship is maintained with the auditors.

● Role of Auditors
   The Report recommended for the constitution of Audit Committee with a minimum of three non-executive members majority of whom shall be independent directors.

   The Report recommended that a professional and objective relationship between the board of directors and auditors should be maintained, so as to provide to all a true and fair view of company's financial statements. Auditors' role is to design audit in such a manner so that it provide a reasonable assurance that the financial statements are free of material misstatements.

   The Report recommended for rotation of audit partners to prevent the relationships between the management and the auditors becoming too comfortable.

● Rights & Responsibilities of Shareholders
   The Report emphasises on the need for fair and accurate reporting of a company's progress to its shareholders. The Report placed importance on the role of institutional investors/ shareholders and encouraged them to make greater use of their voting rights and take positive interest in the board functioning. Both shareholders and boards of directors should consider how the effectiveness of general meetings could be increased as well as how to strengthen the accountability of boards of directors to shareholders.

<table>
<thead>
<tr>
<th>1995 Greenbury Report</th>
<th>Confederation of British Industry constituted a group under the chairmanship of Sir Richard Greenbury to make recommendations on Directors’ Remuneration. Major Findings:</th>
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<tbody>
<tr>
<td></td>
<td>• Constitution of a Remuneration Committee comprising of Non Executive Directors</td>
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<td></td>
<td>• Responsibility of this committee in determining the remuneration of CEO and executive directors</td>
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<td>• Responsibility of the committee in determining the remuneration policy.</td>
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<td>Year</td>
<td>Report</td>
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<td>1998</td>
<td>Hampel Report</td>
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<td>1999</td>
<td>Turnbull Report</td>
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<td>2001</td>
<td>Myners: Review of Institutional Investment</td>
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<td>2008</td>
<td>Combined Code on Corporate Governance</td>
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</table>
London Stock Exchange are required under the Listing Rules to report on how they have applied the Combined Code in their annual report and accounts.

**2009**

**Walker Review of Corporate Governance of UK Banking Industry**

The principal focus of this Review has been on banks, but many of the issues arising, and associated conclusions and recommendations, are relevant – if in a lesser degree – for other major financial institutions such as life assurance companies. The terms of reference are as follows:

To examine corporate governance in the UK banking industry and make recommendations, including in the following areas:
- the effectiveness of risk management at board level, including the incentives in remuneration policy to manage risk effectively;
- the balance of skills, experience and independence required on the boards of UK banking institutions;
- the effectiveness of board practices and the performance of audit, risk, remuneration and nomination committees;
- the role of institutional shareholders in engaging effectively with companies and monitoring of boards;
- and whether the UK approach is consistent with international practice and how national and international best practice can be promulgated.

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**2010**

**UK Corporate Governance Code**

Revised version of earlier code includes a clearer statement of the board’s responsibilities relating to risk, a greater emphasis on the importance of getting the right mix of skills and experience on the board, and a recommendation that all directors of FTSE 350 companies be put up for re-election every year and externally facilitated review of Boards’ performance of FTSE 350 companies at least once in every three years.

*FTSE - FTSE is an independent index company jointly owned by The Financial Times and the London Stock Exchange.*

**2010**

**The UK Stewardship Code**

The Stewardship Code aims to enhance the quality of engagement between institutional investors and companies to help improve long-term returns to shareholders and the efficient exercise of governance responsibilities. Engagement includes pursuing purposeful dialogue on strategy, performance and the management of risk, as well as on issues that are the immediate subject of votes at general meetings. The Code is addressed in the first instance to firms who manage assets on behalf of institutional shareholders such as pension funds, insurance companies, investment trusts and other collective investment vehicles.

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**DEVELOPMENTS IN INDIA**

The initiatives taken by Government in 1991, aimed at economic liberalization and globalisation of the domestic economy, led India to initiate reform process in order to suitably respond to the developments taking place world over. On account of
the interest generated by Cadbury Committee Report, the Confederation of Indian Industry (CII), the Associated Chambers of Commerce and Industry (ASSOCHAM) and, the Securities and Exchange Board of India (SEBI) constituted Committees to recommend initiatives in Corporate Governance.

- **Confederation of Indian Industry (CII)- Desirable Corporate Governance: A Code**

  CII took a special initiative on Corporate Governance, the first institution initiative in Indian Industry. The objective was to develop and promote a code for Corporate Governance to be adopted and followed by Indian companies, whether in the Private Sector, the Public Sector, Banks or Financial Institutions, all of which are corporate entities. The final draft of the said Code was widely circulated in 1997. In April 1998, the Code was released. It was called Desirable Corporate Governance: A Code. A brief summary of the Desirable Corporate Governance Code is reproduced hereunder:

**Recommendation I**

The full board should meet a minimum of six times a year, preferably at an interval of two months, and each meeting should have agenda items that require at least half a day’s discussion.

**Recommendation II**

Any listed company with a turnover of Rs.100 crores and above should have professionally competent, independent, non-executive directors, who should constitute:

- atleast 30 per cent of the board if the Chairman of the company is a non-executive director, or
- atleast 50 per cent of the board if the Chairman and Managing Director is the same person.

**Recommendation III**

No single person should hold directorships in more than 10 listed companies. This ceiling excludes directorships in subsidiaries (where the group has over 50 per cent equity stake) or associate companies (where the group has over 25 per cent but no more than 50 per cent equity stake).

**Recommendation IV**

For non-executive directors to play a material role in corporate decision making and maximising long term shareholder value, they need to:

- become active participants in boards, not passive advisors;
- have clearly defined responsibilities within the board such as the Audit Committee; and
- know how to read a balance sheet, profit and loss account, cash flow statements and financial ratios and have some knowledge of various company laws. This, of course, excludes those who are invited to join boards as experts in other fields such as science and technology.

**Recommendation V**

To secure better effort from non-executive directors companies should:

- Pay a commission over and above the sitting fees for the use of the professional inputs. The present commission of 1% of net profits (if the
company has a managing director), or 3% (if there is no managing director) is sufficient.

- Consider offering stock options, so as to relate rewards to performance. Commissions are rewards on current profits. Stock options are rewards contingent upon future appreciation of corporate value. An appropriate mix of the two can align a non-executive director towards keeping an eye on short-term profits as well as longer term shareholder value.

**Recommendation VI**

While re-appointing members of the board, companies should give the attendance record of the concerned directors. If a director has not been present (absent with or without leave) for 50 per cent or more meetings, then this should be explicitly stated in the resolution that is put to vote.

**Recommendation VII**

Key information that must be reported to, and placed before, the board must contain:

- Annual operating plans and budgets, together with up-dated long term plans.
- Capital budgets, manpower and overhead budgets.
- Quarterly results for the company as a whole and its operating divisions or business segments.
- Internal audit reports, including cases of theft and dishonesty of a material nature.
- Show cause, demand and prosecution notices received from revenue authorities which are considered to be materially important (Material nature if any exposure that exceeds 1 per cent of the company’s net worth).
- Default in payment of interest or non-payment of the principal on any public deposit and/or to any secured creditor or financial institution.
- Fatal or serious accidents, dangerous occurrences, and any effluent or pollution problems.
- Defaults such as non-payment of inter-corporate deposits by or to the company, or materially substantial non-payment for goods sold by the company.
- Any issue which involves possible public or product liability claims of a substantial nature, including any judgment or order which may have either passed strictures on the conduct of the company, or taken an adverse view regarding another enterprise that can have negative implications for the company.
- Details of any joint venture or collaboration agreement.
- Transactions that involve substantial payment towards goodwill, brand equity, or intellectual property.
- Recruitment and remuneration of senior officers just below the board level, including appointment or removal of the Chief Financial Officer and the Company Secretary.
- Labour problems and their proposed solutions.
Quarterly details of foreign exchange exposure and the steps taken by management to limit the risks of adverse exchange rate movement, if material.

Recommendation VIII

- Listed companies with either a turnover of over Rs.100 crores or a paid-up capital of Rs. 20 crores should set up Audit Committees within two years.
- Composition: at least three members, all drawn from a company's non-executive directors, who should have adequate knowledge of finance, accounts and basic elements of company law.
- To be effective, the Audit Committees should have clearly defined Terms of Reference and its members must be willing to spend more time on the company's work vis-à-vis other non-executive directors.
- Audit Committees should assist the board in fulfilling its functions relating to corporate accounting and reporting practices, financial and accounting controls, and financial statements and proposals that accompany the public issue of any security - and thus provide effective supervision of the financial reporting process.
- Audit Committees should periodically interact with the statutory auditors and the internal auditors to ascertain the quality and veracity of the company's accounts as well as the capability of the auditors themselves.
- For Audit Committees to discharge their fiduciary responsibilities with due diligence, it must be incumbent upon management to ensure that members of the committee have full access to financial data of the company, its subsidiary and associated companies, including data on contingent liabilities, debt exposure, current liabilities, loans and investments.
- By the fiscal year 1998-99, listed companies satisfying criterion (1) should have in place a strong internal audit department, or an external auditor to do internal audits.

Recommendation IX

Under “Additional Shareholder's Information”, listed companies should give data on:

- High and low monthly averages of share prices in a major Stock Exchange where the company is listed for the reporting year.
- Statement on value added, which is total income minus the cost of all inputs and administrative expenses.
- Greater detail on business segments, up to 10% of turnover, giving share in sales revenue, review of operations, analysis of markets and future prospects.

Recommendation X

Consolidation of Group Accounts should be optional and subject to:

- The FIs allowing companies to leverage on the basis of the group’s assets, and
The Income-tax Department using the group concept in assessing corporate income-tax.

If a company chooses to voluntarily consolidate, it should not be necessary to annex the accounts of its subsidiary companies under Section 212 of the Companies Act.

However, if a company consolidates, then the definition of "group" should include the parent company and its subsidiaries (where the reporting company owns over 50% of voting stake).

**Recommendation XI**

Major Indian stock exchanges should gradually insist upon a compliance certificate, signed by the CEO and the CFO, which clearly states that:

- The management is responsible for the preparation, integrity and fair presentation of the financial statements and other information in the Annual Report, and which also suggest that the company will continue in business in the course of the following year.
- The accounting policies and principles conform to standard practice, and where they do not, full disclosure has been made of any material departures.
- The board has overseen the company's system of internal accounting and administrative controls systems either through its Audit Committee (for companies with a turnover of Rs.100 crores or paid-up capital of Rs. 20 crores) or directly.

**Recommendation XII**

For all companies with paid-up capital of Rs. 20 crores or more, the quality and quantity of disclosure that accompanies a GDR issue should be the norm for any domestic issue.

**Recommendation XIII**

The Government must allow far greater funding to the corporate sector against the security of shares and other paper.

**Recommendation XIV**

It would be desirable for FIs as pure creditors to re-write their covenants to eliminate having nominee directors except:

- in the event of serious and systematic debt default; and
- in case of the debtor company not providing six-monthly or quarterly operational data to the concerned FI(s).

**Recommendation XV**

- If any company goes to more than one credit rating agency, then it must divulge in the prospectus and issue document the rating of all the agencies that did such an exercise.
- It is not enough to state the ratings. These must be given in a tabular format that shows where the company stands relative to higher and lower ranking. It
makes considerable difference to an investor to know whether the rating agency or agencies placed the company in the top slots or in the middle or in the bottom.

- It is essential that we look at the quantity and quality of disclosures that accompany the issue of company bonds, debentures, and fixed deposits in the USA and Britain - if only to learn what more can be done to inspire confidence and create an environment of transparency.
- Companies which are making foreign debt issues cannot have two sets of disclosure norms: an exhaustive one for the foreigners, and a relatively minuscule one for Indian investors.

**Recommendation XVI**

Companies that default on fixed deposits should not be permitted to:

- accept further deposits and make inter-corporate loans or investments until the default is made good; and
- declare dividends until the default is made good.

**Gist of Coverage of CII Desirable Corporate Governance: A Code**

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<tr>
<td>Recommendation XVI</td>
<td>Default on fixed deposits by company</td>
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KUMAR MANGALAM BIRLA COMMITTEE (2000)

The Securities and Exchange Board of India (SEBI) had set up a Committee under the Chairmanship of Kumar Mangalam Birla to promote and raise standards of corporate governance. The Report of the committee was the first formal and comprehensive attempt to evolve a Code of Corporate Governance, in the context of prevailing conditions of governance in Indian companies, as well as the state of capital markets at that time.

The recommendations of the Report, led to inclusion of Clause 49 in the Listing Agreement in the year 2000. These recommendations, aimed at improving the standards of Corporate Governance, are divided into mandatory and non-mandatory recommendations. The said recommendations have been made applicable to all listed companies with the paid-up capital of Rs. 3 crores and above or net worth of Rs. 25 crores or more at any time in the history of the company. The ultimate responsibility for putting the recommendations into practice lies directly with the Board of Directors and the management of the company.

A summary of the Report is reproduced hereunder:

- The Board should have an optimum combination of Executive and Non-Executive Directors with not less than 50 per cent of the Board consisting of non-executive directors.
  
  In the case of Non-executive Chairman, at least one-third of the Board should consist of independent directors and in the case of an executive Chairman, at least half of the Board should consist of independent directors. The committee agreed on the following definition of independence:

  "Independent directors are directors who apart from receiving director's remuneration do not have any other material pecuniary relationship or transactions with the company, its promoters, its management or its subsidiaries, which in the judgment of the board may affect their independence of judgment."

- Board meetings should be held at least four times in a year, with a maximum time gap of four months between any two meetings. A director should not be a member in more than 10 committees or act as Chairman of more than five committees across all companies in which he is a director.

- Financial Institutions should appoint nominee directors on a selective basis and nominee director should have the same responsibility, be subject to the same discipline and be accountable to the shareholders in the same manner as any other director of the company.

- Non-executive Chairman should be entitled to maintain Chairman's office at the expense of the company and also allowed reimbursement of expenses incurred in performance of his duties.

- Audit Committee - that a qualified and independent audit committee should be set up by the board of a company.
Composition
• the audit committee should have minimum three members, all being non-
  executive directors, with the majority being independent, and with at least
  one director having financial and accounting knowledge;
• the chairman of the committee should be an independent director;
• the chairman should be present at Annual General Meeting to answer
  shareholder queries;
• the audit committee should invite such of the executives, as it considers
  appropriate (and particularly the head of the finance function) to be present at
  the meetings of the committee but on occasions it may also meet without the
  presence of any executives of the company. Finance director and head of
  internal audit and when required, a representative of the external auditor
  should be present as invitees for the meetings of the audit committee;
• the Company Secretary should act as the secretary to the committee.

Frequency of Meeting
The audit committee should meet at least thrice a year. One meeting must be
held before finalisation of annual accounts and one necessarily every six
months.

Quorum
The quorum should be either two members or one-third of the members of
the audit committee, whichever is higher and there should be a minimum of
two independent directors.

Powers of Audit Committee
• To investigate any activity within its terms of reference.
• To seek information from any employee.
• To obtain outside legal or other professional advice.
• To secure attendance of outsiders with relevant expertise, if it considers
  necessary.

Functions of the Audit Committee
• Oversight of the company's financial reporting process and the disclosure of
  its financial information to ensure that the financial statement is correct,
  sufficient and credible.
• Recommending the appointment and removal of external auditor, fixation of
  audit fee and also approval for payment for any other services.
• Reviewing with management the annual financial statements before
  submission to the board, focusing primarily on:
  ▪ Any changes in accounting policies and practices.
  ▪ Major accounting entries based on exercise of judgment by management.
  ▪ Qualifications in draft audit report.
  ▪ Significant adjustments arising out of audit.
  ▪ The going concern assumption.
  ▪ Compliance with accounting standards.
- Compliance with stock exchange and legal requirements concerning financial statements.
- Any related party transactions i.e. transactions of the company of material nature, with promoters or the management, their subsidiaries or relatives etc. that may have potential conflict with the interests of company at large.
- Reviewing with the management, external and internal auditors, the adequacy of internal control systems.
- Reviewing the adequacy of internal audit function, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure, coverage and frequency of internal audit.
- Discussion with internal auditors of any significant findings and follow-up thereon.
- Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board.
- Discussion with external auditors before the audit commences, of the nature and scope of audit. Also post-audit discussion to ascertain any area of concern.
- Reviewing the company’s financial and risk management policies.
- Looking into the reasons for substantial defaults in the payments to the depositors, debenture holders, shareholders (in case of non-payment of declared dividends) and creditors.

- **Remuneration Committee**
  Remuneration Committee should comprise of at least three directors, all of whom should be non-executive directors, the chairman of committee being an independent director. All the members of the remuneration committee should be present at the meeting. These recommendations are non mandatory.
  The board of directors should decide the remuneration of non-executive directors. The Corporate Governance section of the Annual Report should make disclosures about remuneration paid to Directors in all forms including salary, benefits, bonuses, stock options, pension and other fixed as well as performance linked incentives.

- **Shareholders/Investors' Grievance Committee of Directors** – The Board should set up a Committee to specifically look into shareholder issues including share transfers and redressal of shareholders' complaints.

- **General Body Meetings** - Details of last three AGMs should be furnished

- **Disclosures** - Details of non-compliance by the company including penalties and strictures imposed by the Stock Exchanges, SEBI or any statutory authority on any matter related to capital markets during the last three years must be disclosed to the shareholders.

- **Means of communication** - Half-yearly report to be sent to each household of shareholders, details of the mode of dissemination of quarterly results and presentations made to institutional investors to be disclosed and statement of Management Discussion and Analysis to be included in the report.
- **General shareholder information** - Various specified matters of interest to be included in the Annual Report.

- **Auditor’s Certificate on Corporate Governance** - There should be an Auditor’s certificate on corporate governance in the Annual Report as an annexure to the Director’s Report.

- Companies should consolidate accounts in respect of all subsidiaries in which they hold 51 per cent or more of the capital.

- Information like quarterly results, presentation made by companies to analysts may be put on company’s web-site or may be sent in such a form so as to enable the stock exchange on which the company is listed to put it on its own web-site.

- Shareholders to use the forum of General Body Meetings for ensuring that the company is being properly stewarded for maximising the interests of the shareholders.

- A board committee under the chairmanship of a non-executive director should be formed to specifically look into the redressing of shareholder complaints like transfer of shares, non-receipt of balance sheet, non-receipt of declared dividends etc.

- Half-yearly declaration of financial performance including summary of the significant events in last six-months, should be sent to each household of shareholders.

- The institutional shareholders should:
  - Take active interest in the composition of the Board of Directors
  - Be vigilant
  - Maintain regular and systematic contact at senior level for exchange of views on management, strategy, performance and the quality of management.
  - Ensure that voting intentions are translated into practice.
  - Evaluate the corporate governance performance of the company.

**TASK FORCE ON CORPORATE EXCELLENCE THROUGH GOVERNANCE**

In **May 2000**, the Department of Company Affairs [now Ministry of Corporate Affairs (MCA)] formed a broad-based study group under the chairmanship of Dr. P.L. Sanjeev Reddy, Secretary, DCA. The group was given the ambitious task of examining ways to “**operationalise the concept of corporate excellence on a sustained basis**”, so as to “**sharpen India’s global competitive edge and to further develop corporate culture in the country**”. In November 2000, a Task Force on Corporate Excellence set up by the group produced a report containing a range of recommendations for raising governance standards among all companies in India. It also suggested the setting up of a Centre for Corporate Excellence.

A Summary of Report of Task Force:

- Higher delineation of independence criteria and minimization of interest conflict potential.
Directorial commitment and accountability through fewer and more focused board and committee membership.

Meaningful and transparent accounting and reporting, improved annual report along with more detailed filing with regulatory authorities, and greater facilitation for informed participation using the advances in converging information and communications technologies.

Setting up of an independent, Autonomous Centre for Corporate Excellence to accord accreditation and promote policy research and studies, training and education, etc., in the field of corporate excellence through improved corporate governance.

Introducing formal recognition of Corporate Social Responsibility

Clear distinction between two basic components of governance in terms of policy making and oversight responsibilities of the board of directors, and the executive and implementation responsibilities of corporate management comprising of the managing director and his or her team of executives including functional directors.

Apply the highest and toughest standards of corporate governance to Listed companies.

PSUs be relieved from multiple surveillance agencies and simultaneously a commission be appointed to draft a suitable code of public behaviour.

NARESH CHANDRA COMMITTEE (2002)

The Enron debacle of 2001 involving the hand-in-glove relationship between the auditor and the corporate client, the scams involving the fall of the corporate giants in the U.S. like the WorldCom, Qwest, Global Crossing, Xerox and the consequent enactment of the stringent Sarbanes Oxley Act in the U.S. were some important factors which led the Indian Government to wake up and in the year 2002, Naresh Chandra Committee was appointed to examine and recommend inter alia amendments to the law involving the auditor-client relationships and the role of independent directors.

Highlights of Naresh Chandra Committee Report:

<table>
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<th>Recommendation 2.1: Disqualifications for audit assignments</th>
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<td>1. In line with international best practices, the Committee recommends an abbreviated list of disqualifications for auditing assignments, which includes:</td>
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<td>- <strong>Prohibition of any direct financial interest in the audit client</strong> by the audit firm, its partners or members of the engagement team as well as their ‘direct relatives’. This prohibition would also apply if any ‘relative’ of the partners of the audit firm or member of the engagement team has an interest of more than 2 per cent of the share of profit or equity capital of the audit client.</td>
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<tr>
<td>- <strong>Prohibition of receiving any loans and/or guarantees</strong> from or on behalf of the audit client by the audit firm, its partners or any member of the engagement team and their ‘direct relatives’.</td>
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</table>
• **Prohibition of any business relationship** with the audit client by the auditing firm, its partners or any member of the engagement team and their ‘direct relatives’.

• **Prohibition of personal relationships**, which would exclude any partner of the audit firm or member of the engagement team being a ‘relative’ of any of key officers of the client company, i.e. any whole-time director, CEO, CFO, Company Secretary, senior manager belonging to the top two managerial levels of the company, and the officer who is in default (as defined by section 5 of the Companies Act). In case of any doubt, it would be the task of the Audit Committee of the concerned company to determine whether the individual concerned is a key officer.

• **Prohibition of service or cooling off period**, under which any partner or member of the engagement team of an audit firm who wants to join an audit client, or any key officer of the client company wanting to join the audit firm, would only be allowed to do so after two years from the time they were involved in the preparation of accounts and audit of that client.

• **Prohibition of undue dependence on an audit client.** So that no audit firm is unduly dependent on an audit client, the fees received from any one client and its subsidiaries and affiliates, all together, should not exceed 25 per cent of the total revenues of the audit firm. However, to help newer and smaller audit firms, this requirement will not be applicable to audit firms for the first five years from the date of commencement of their activities, and for those whose total revenues are less than Rs.15 lakhs per year.

*Note: A ‘direct relative’ is defined as the individual concerned, his or her spouse, dependent parents, children or dependent siblings. For the present, the term ‘relative’ is as defined under Schedule IA of the Companies Act. However, the Committee believes that the Schedule IA definition is too wide, and needs to be rationalised for effective compliance.*

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**Recommendation 2.2: List of prohibited non-audit services**

The Committee recommends that the following services should *not* be provided by an audit firm to any audit client:

• Accounting and bookkeeping services, related to the accounting records or financial statements of the audit client.

• Internal audit services.

• Financial information systems design and implementation, including services related to IT systems for preparing financial or management accounts and information flows of a company.

• Actuarial services.

• Broker, dealer, investment adviser or investment banking services.

• Outsourced financial services.
Management functions, including the provision of temporary staff to audit clients.

Any form of staff recruitment, and particularly hiring of senior management staff for the audit client.

Valuation services and fairness opinion.

Further in case the firm undertakes any service other than audit, or the prohibited services listed above, it should be done only with the approval of the audit committee.

**Recommendation 2.4: Compulsory Audit Partner Rotation**

- There is no need to legislate in favour of compulsory rotation of audit firms.
- However, the partners and at least 50 per cent of the engagement team (excluding article clerks and trainees) responsible for the audit of either a listed company, or companies whose paid up capital and free reserves exceeds Rs.10 crore, or companies whose turnover exceeds Rs.50 crore, should be rotated every five years. Persons who are compulsorily rotated could, if need be, allowed to return after a break of three years.

**Recommendation 2.5: Auditor’s disclosure of contingent liabilities**

It is important for investors and shareholders to get a clear idea of a company’s contingent liabilities because these may be significant risk factors that could adversely affect the corporation’s future health. The Committee recommends that management should provide a clear description in plain English of each material liability and its risks, which should be followed by the auditor’s clearly worded comments on the management’s view. This section should be highlighted in the significant accounting.

**Recommendation 2.6: Auditor’s disclosure of qualifications and consequent action**

- Qualifications to accounts, if any, must form a distinct, and adequately highlighted, section of the auditor’s report to the shareholders.
- These must be listed in full in plain English — what they are (including quantification thereof), why these were arrived at, including qualification thereof, etc.
- In case of a qualified auditor’s report, the audit firm may read out the qualifications, with explanations, to shareholders in the company’s annual general meeting.
- It should also be mandatory for the audit firm to separately send a copy of the qualified report to the ROC, the SEBI and the principal stock exchange (for listed companies), about the qualifications, with a copy of this letter being sent to the management of the company. This may require suitable amendments to the Companies Act, and corresponding changes in The Chartered Accountants Act.
Recommendation 2.7: Management’s certification in the event of auditor’s replacement

- Section 225 of the Companies Act needs to be amended to require a special resolution of shareholders, in case an auditor, while being eligible to re-appointment, is sought to be replaced.
- The explanatory statement accompanying such a special resolution must disclose the management’s reasons for such a replacement, on which the outgoing auditor shall have the right to comment. The Audit Committee will have to verify that this explanatory statement is ‘true and fair’.

Recommendation 2.8: Auditor’s annual certification of independence

- Before agreeing to be appointed (along with 224(1)(b)), the audit firm must submit a certificate of independence to the Audit Committee or to the board of directors of the client company certifying that the firm, together with its consulting and specialised services affiliates, subsidiaries and associated companies:
  1. are independent and have arm’s length relationship with the client company;
  2. have not engaged in any non-audit services listed and prohibited in Recommendation 2.2 above; and
  3. are not disqualified from audit assignments by virtue of breaching any of the limits, restrictions and prohibitions listed in Recommendations 2.1

In the event of any inadvertent violations relating to Recommendations 2.1, 2.2 the audit firm will immediately bring these to the notice of the Audit Committee or the board of directors of the client company, which is expected to take prompt action to address the cause so as to restore independence at the earliest, and minimise any potential risk that might have been caused.

Recommendation 2.9: Appointment of auditors

The Audit Committee of the board of directors shall be the first point of reference regarding the appointment of auditors. To discharge this fiduciary responsibility, the Audit Committee shall:

- discuss the annual work programme with the auditor;
- review the independence of the audit firm in line with Recommendations 2.1, 2.2 above; and
- recommend to the board, with reasons, either the appointment/re-appointment or removal of the external auditor, along with the annual audit remuneration.

Exceptions to this rule may cover government companies (which follow section 619 of the Companies Act) and scheduled commercial banks (where the RBI has a role to play)
Recommendation 2.10: CEO and CFO certification of annual audited accounts

For all listed companies as well as public limited companies whose paid-up capital and free reserves exceeds Rs.10 crore, or turnover exceeds Rs.50 crore, there should be a certification by the CEO (either the Executive Chairman or the Managing Director) and the CFO (whole-time Finance Director or otherwise) which should state that, to the best of their knowledge and belief:

- They, the signing officers, have reviewed the balance sheet and profit and loss account and all its schedules and notes on accounts, as well as the cash flow statements and the Directors' Report.
- These statements do not contain any material untrue statement or omit any material fact nor do they contain statements that might be misleading.
- These statements together represent a true and fair picture of the financial and operational state of the company, and are in compliance with the existing accounting standards and/or applicable laws/regulations.
- They, the signing officers, are responsible for establishing and maintaining internal controls which have been designed to ensure that all material information is periodically made known to them; and have evaluated the effectiveness of internal control systems of the company.
- They, the signing officers, have disclosed to the auditors as well as the Audit Committee deficiencies in the design or operation of internal controls, if any, and what they have done or propose to do to rectify these deficiencies.
- They, the signing officers, have also disclosed to the auditors as well as the Audit Committee instances of significant fraud, if any, that involves management or employees having a significant role in the company’s internal control systems.
- They, the signing officers, have indicated to the auditors, the Audit Committee and in the notes on accounts, whether or not there were significant changes in internal control and/or of accounting policies during the year under review.
- In the event of any materially significant misstatements or omissions, the signing officers will return to the company that part of any bonus or incentive- or equity-based compensation which was inflated on account of such errors, as decided by the Audit Committee.

Recommendation 3.1: Setting up of independent Quality Review Board

- There should be established, with appropriate legislative support, three independent Quality Review Boards (QRB), one each for the ICAI, the ICSI and ICWAI, to periodically examine and review the quality of audit, secretarial and cost accounting firms, and pass judgement and comments on the quality and sufficiency of systems, infrastructure and practices.
Recommendation 4.1: Defining an independent director

- An independent director of a company is a non-executive director who:
  1. Apart from receiving director's remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its senior management or its holding company, its subsidiaries and associated companies;
  2. Is not related to promoters or management at the board level, or one level below the board (spouse and dependent, parents, children or siblings);
  3. Has not been an executive of the company in the last three years;
  4. Is not a partner or an executive of the statutory auditing firm, the internal audit firm that are associated with the company, and has not been a partner or an executive of any such firm for the last three years. This will also apply to legal firm(s) and consulting firm(s) that have a material association with the entity.
  5. Is not a significant supplier, vendor or customer of the company;
  6. Is not a substantial shareholder of the company, i.e. owning 2 per cent or more of the block of voting shares;
  7. Has not been a director, independent or otherwise, of the company for more than three terms of three years each (not exceeding nine years in any case);

- An employee, executive director or nominee of any bank, financial institution, corporations or trustees of debenture and bond holders, who is normally called a 'nominee director' will be excluded from the pool of directors in the determination of the number of independent directors. In other words, such a director will not feature either in the numerator or the denominator.

- Moreover, if an executive in, say, Company X becomes an non-executive director in another Company Y, while another executive of Company Y becomes a non-executive director in Company X, then neither will be treated as an independent director.

- The Committee recommends that the above criteria be made applicable for all listed companies, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above or turnover of Rs.50 crore and above with effect from the financial year beginning 2003.

Recommendation 4.2: Percentage of independent directors

Not less than 50 per cent of the board of directors of any listed company, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above, or turnover of Rs.50 crore and above, should consist of independent directors — independence being defined in Recommendation 4.1 above.

However, this will not apply to: (1) unlisted public companies, which have no more than 50 shareholders and which are without debt of any kind from the public, banks, or financial institutions, as long as they do not change their character, (2) unlisted subsidiaries of listed companies.

Nominee directors will be excluded both from the numerator and the denominator.
Recommendation 4.3: Minimum board size of listed companies

The minimum board size of all listed companies, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above, or turnover of Rs.50 crore and above should be seven — of which at least four should be independent directors.

However, this will not apply to: (1) unlisted public companies, which have no more than 50 shareholders and which are without debt of any kind from the public, banks, or financial institutions, as long as they do not change their character, (2) unlisted subsidiaries of listed companies.

Recommendation 4.4: Disclosure on duration of board meetings/Committee meetings

The minutes of board meetings and Audit Committee meetings of all listed companies, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above or turnover of Rs.50 crore must disclose the timing and duration of each such meeting, in addition to the date and members in attendance.

Recommendation 4.5: Tele-conferencing and video conferencing

If a director cannot be physically present but wants to participate in the proceedings of the board and its committees, then a minuted and signed proceedings of a tele-conference or video conference should constitute proof of his or her participation. Accordingly, this should be treated as presence in the meeting(s). However, minutes of all such meetings should be signed and confirmed by the director/s who has/have attended the meeting through video conferencing.

Recommendation 4.6: Additional disclosure to directors

In addition to the disclosures specified in Clause 49 under ‘Information to be placed before the board of directors’, all listed companies, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above, or turnover of Rs.50 crore and above, should transmit all press releases and presentation to analysts to all board members. This will further help in keeping independent directors informed of how the company is projecting itself to the general public as well as a body of informed investors.

Recommendation 4.7: Independent directors on Audit Committees of listed companies

Audit Committees of all listed companies, as well as unlisted public limited companies with a paid-up share capital and free reserves of Rs.10 crore and above, or turnover of Rs.50 crore and above, should consist exclusively of independent directors, as defined in Recommendation 4.1.

However, this will not apply to: (1) unlisted public companies, which have no more than 50 shareholders and which are without debt of any kind from the public, banks, or financial institutions, as long as they do not change their character, (2) unlisted subsidiaries of listed companies.
Recommendation 4.9: Remuneration of non-executive directors

- The statutory limit on sitting fees should be reviewed, although ideally it should be a matter to be resolved between the management and the shareholders.
- In addition, loss-making companies should be permitted by the DCA (Now MCA) to pay special fees to any independent director, subject to reasonable caps, in order to attract the best restructuring and strategic talent to the boards of such companies.
- The present provisions relating to stock options, and to the 1 per cent commission on net profits, is adequate and does not, at present, need any revision. However, the vesting schedule of stock options should be staggered over at least three years, so as to align the independent and executive directors, as well as managers two levels below the Board, with the long-term profitability and value of the company.

Recommendation 4.10: Exempting non-executive directors from certain liabilities

Time has come to insert provisions in the definitions chapter of certain Acts to specifically exempt non-executive and independent directors from such criminal and civil liabilities. An illustrative list of these Acts include the Companies Act, Negotiable Instruments Act, Provident Fund Act, ESI Act, Factories Act, Industrial Disputes Act and the Electricity Supply Act.

Recommendation 4.11: Training of independent directors

- All independent directors should be required to attend at least one such training course before assuming responsibilities as an independent director, or, considering that enough programmes might not be available in the initial years, within one year of becoming an independent director. An untrained independent director should be disqualified under section 274(1)(g) of the Companies Act, 1956 after being given reasonable notice.

Other recommendations

- SEBI may refrain from exercising powers of subordinate legislation in areas where specific legislation exists as in the Companies Act, 1956.
- The Government should increase the strength of DCA’s (now MCA) offices, and substantially increase the quality and quantity of its physical infrastructure, including computerisation.
- A Corporate Serious Fraud Office (CSFO) should be set up in the Department of Company Affairs with specialists inducted on the basis of transfer/deputation and on special term contracts.
- Penalties be rationalized and related to the sums involved in the offence. Fees, especially late fees, can be related to the size of the company in terms of its paid-up capital and free reserves, or turnover, or both.
- DCA (Now MCA) should consider reducing workload at offices of ROCs by providing for a system of ‘pre-certification’ by company secretaries; the system should provide for monetary and other penalties on company secretaries who certify incorrectly, even through error or oversight.

In the year 2002, SEBI analyzed the statistics of compliance with the clause 49 by listed companies and felt that there was a need to look beyond the mere systems and procedures if corporate governance was to be made effective in protecting the interest of investors. SEBI therefore constituted a Committee under the Chairmanship of Shri N.R. Narayana Murthy, for reviewing implementation of the corporate governance code by listed companies and for issue of revised clause 49 based on its recommendations. Following are the highlights of recommendations:

- **Audit committees** of publicly listed companies should be required to review the following information mandatorily:
  - Financial statements and draft audit report, including quarterly/halfyearly financial information;
  - Management discussion and analysis of financial condition and results of operations;
  - Reports relating to compliance with laws and to risk management;
  - Management letters/letters of internal control weaknesses issued by statutory/internal auditors; and
  - Records of related party transactions.

- All audit committee members should be “financially literate” and at least one member should have accounting or related financial management expertise.

  **Explanation 1:** The term “financially literate” means the ability to read and understand basic financial statements i.e. balance sheet, profit and loss account, and statement of cash flows.

  **Explanation 2:** A member will be considered to have accounting or related financial management expertise if he or she possesses experience in finance or accounting, or requisite professional certification in accounting, or any other comparable experience or background which results in the individual’s financial sophistication, including being or having been a chief executive officer, chief financial officer, or other senior officer with financial oversight responsibilities.

- In case a company has followed a treatment different from that prescribed in an accounting standard, management should justify why they believe such alternative treatment is more representative of the underlying business transaction. Management should also clearly explain the alternative accounting treatment in the footnotes to the financial statements.

- Companies should be encouraged to move towards a regime of unqualified financial statements. This recommendation should be reviewed at an appropriate juncture to determine whether the financial reporting climate is conducive towards a system of filing only unqualified financial statements.

- A statement of all transactions with related parties including their bases should be placed before the independent audit committee for formal approval/ratification. If any transaction is not on an arm’s length basis, management should provide an explanation to the audit committee justifying the same.
• Procedures should be in place. Companies should be encouraged to train their Board members in the business model of the company as well as the risk profile of the business parameters of the company, their responsibilities as directors, and the best ways to discharge them.

• To inform Board members about the **risk assessment and minimization procedures.** These procedures should be periodically reviewed to ensure that executive management controls risk through means of a properly defined framework.

• Management should place a report before the entire Board of Directors every quarter documenting the business risks faced by the company, measures to address and minimize such risks, and any limitations to the risk taking capacity of the corporation. This document should be formally approved by the Board.

• Companies raising money through an **Initial Public Offering** ("IPO") should disclose to the Audit Committee, the uses/applications of funds by major category (capital expenditure, sales and marketing, working capital, etc.), on a quarterly basis. On an annual basis, the company shall prepare a statement of funds utilised for purposes other than those stated in the offer document/prospectus. This statement should be **certified by the independent auditors** of the company. The audit committee should make appropriate recommendations to the Board to take up steps in this matter.

• It should be obligatory for the Board of a company to lay down the **code of conduct for all Board members and senior management** of a company. This code of conduct shall be posted on the website of the company.

• There shall be no **nominee directors.**

  Where an institution wishes to appoint a director on the Board, such appointment should be made by the shareholders.

  An institutional director, so appointed, shall have the same responsibilities and shall be subject to the same liabilities as any other director.

  Nominee of the Government on public sector companies shall be similarly elected and shall be subject to the same responsibilities and liabilities as other directors.

• All **compensation paid to non-executive directors** may be fixed by the Board of Directors and should be approved by shareholders in general meeting. Limits should be set for the maximum number of stock options that can be granted to non-executive directors in any financial year and in aggregate. The stock options granted to the non-executive directors shall vest after a period of at least one year from the date such non-executive directors have retired from the Board of the Company.

• Companies should publish their compensation philosophy and statement of entitled compensation in respect of non-executive directors in their annual report or put up on the company’s website and reference drawn thereto in the annual report.
• The term “independent director” is defined as a non-executive director of the company who:

→ apart from receiving director remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its senior management or its holding company, its subsidiaries and associated companies;

→ is not related to promoters or management at the board level or at one level below the board;

→ has not been an executive of the company in the immediately preceding three financial years;

→ is not a partner or an executive of the statutory audit firm or the internal audit firm that is associated with the company, and has not been a partner or an executive of any such firm for the last three years. This will also apply to legal firm(s) and consulting firm(s) that have a material association with the entity.

→ is not a supplier, service provider or customer of the company. This should include lessor-lessee type relationships also; and

→ is not a substantial shareholder of the company, i.e. owning two per cent or more of the block of voting shares.

The considerations as regards remuneration paid to an independent director shall be the same as those applied to a non-executive director.

• Personnel who observe an unethical or improper practice (not necessarily a violation of law) should be able to approach the audit committee without necessarily informing their supervisors.

Companies shall take measures to ensure that this right of access is communicated to all employees through means of internal circulars, etc. The employment and other personnel policies of the company shall contain provisions protecting “whistle blowers” from unfair termination and other unfair prejudicial employment practices.

• Companies shall annually affirm that they have not denied any personnel access to the audit committee of the company (in respect of matters involving alleged misconduct) and that they have provided protection to “whistle blowers” from unfair termination and other unfair or prejudicial employment practices.

The appointment, removal and terms of remuneration of the chief internal auditor must be subject to review by the Audit Committee.

Such affirmation shall form a part of the Board report on Corporate Governance that is required to be prepared and submitted together with the annual report.

• The provisions relating to the composition of the Board of Directors of the holding company should be made applicable to the composition of the Board of Directors of subsidiary companies.
At least one independent director on the Board of Directors of the parent company shall be a director on the Board of Directors of the subsidiary company.

The Audit Committee of the parent company shall also review the financial statements, in particular the investments made by the subsidiary company.

The minutes of the Board meetings of the subsidiary company shall be placed for review at the Board meeting of the parent company.

The Board report of the parent company should state that they have reviewed the affairs of the subsidiary company also.

- The performance evaluation of non-executive directors should be by a peer group comprising the entire Board of Directors, excluding the director being evaluated; and Peer group evaluation should be the mechanism to determine whether to extend/continue the terms of appointment of non-executive directors.

- SEBI should make rules for the following:
  - Disclosure in the report issued by a security analyst whether the company that is being written about is a client of the analyst’s employer or an associate of the analyst’s employer, and the nature of services rendered to such company, if any; and
  - Disclosure in the report issued by a security analyst whether the analyst or the analyst’s employer or an associate of the analyst’s employer hold or held (in the 12 months immediately preceding the date of the report) or intend to hold any debt or equity instrument in the issuer company that is the subject matter of the report of the analyst.

**DR. J J IRANI EXPERT COMMITTEE ON COMPANY LAW (2005)**

In 2004, the Government constituted a committee under the Chairmanship of Dr. J.J. Irani, Director, Tata Sons, with the task of advising the Government on the proposed revisions to the Companies Act, 1956 with the objective to have a simplified compact law that would be able to address the changes taking place in the national and international scenario, enable adoption of internationally accepted best practices as well as provide adequate flexibility for timely evolution of new arrangements in response to the requirements of ever-changing business models.

The Extracts of the Executive summary relating to Management and Board Governance is reproduced hereinbelow:

- **Board Composition**: Law should provide for only the minimum number of directors necessary for various classes of companies. There need not be any limit to maximum number of directors. Other than procedures for appointments, no age limit for directors need be specified in the Act.

- **Appointment and resignation of director**: Every company to have at least one director resident in India. Requirement of obtaining approval of Central Govt. under Companies Act for appointment of non-resident managerial persons should be done away with. Duty to inform the Registrar of particulars
regarding appointment/resignation/death etc. of directors should be that of the company.

- **Independent Directors:** Presence of independent director on the boards of companies will lead to greater transparency in company’s dealings. Law should recognize the principle of independent directors and spell out their attributes, role, qualifications, liability and manner of appointment along with the criteria of independence. However, prescription of the number and proportion of such directors in the Board may vary depending on size and type of company and may be prescribed through Rules.

- **Remuneration of Directors:** Decision on remuneration of directors should not be based on a “Government approval based system” but should be left to the company. However, this should be transparent, based on principles that ensure fairness, reasonableness and accountability and should be properly disclosed. No limits need be prescribed. In case of inadequacy of profits also the company to be allowed to pay remuneration recommended by remuneration committee (wherever applicable) and with the approval of shareholders.

- **Committees:** Certain committees to be constituted with participation of independent directors should be mandated for certain categories of companies where the requirement of independent directors is mandated. In other cases constitution of such committees should be at the option of the company.

- **Law should specify the manner and composition of various committees of the Board like**
  (i) Audit Committee:
  (ii) Stake-holder’s Relationship Committee; and
  (iii) Remuneration Committee, along with obligation on the part of the company to consult them in certain matters.

- **Disqualification of director:** Failure to attend board meetings for a continuous period of one year to be made a ground for vacation of office regardless of whether or not leave of absorption was granted to such director. Specific provisions to be made in the Law to regulate the process of resignation by a director.

- **Board meetings:** Board Meetings by electronic means to be allowed. In the case of companies where Independent Directors are prescribed, notice period of 7 days has been recommended for Board Meetings with provisions for holding emergency meetings at a shorter notice. Consent of shareholders by way of special resolution should be mandatory for certain important matters.

- **Annual General Meetings:** Use of postal ballot during meetings of members should be allowed to be more widely used by companies.

Law should provide for voting through electronic mode. AGMs may be held at a place other than place of registered office (in India), provided at least 10% members in number reside at such place.
Small Companies to be given an option to dispense with holding of AGM. Demand for poll to be limited with due regard for minority interests.

- **Appointment of MD/WTD**: Managing Director (MD)/Whole Time Directors (WTD)/Executive Director (ED) should be in the whole-time employment of only one company at a time. Provisions relating to options for appointment of directors though proportionate representation to be continued. Limit of paid up capital under existing section 269 for mandatory appointment of MD/WTD to be enhanced to Rs. 10 crore.

- **Key managerial Personnel**: Every company should be required to appoint, a Chief Executive Officer, Chief Finance Office and Company Secretary as its Key Managerial Personnel whose appointment and removal shall be by the Board of Directors. Special exemptions may be provided for small companies, who may obtain such services, as may be required from qualified professionals in practice.

| ![Question Mark] | Comparatively analyze Desirable Code of Corporate Governance & Naresh Chandra Committee report with regard to Board composition and remuneration of non-executive directors. |

**CORPORATE GOVERNANCE THROUGH LISTING AGREEMENT**

SEBI appointed the Committee on Corporate Governance on May 7, 1999 under the Chairmanship of Shri Kumar Mangalam Birla, to promote and raise the standards of Corporate Governance. The Committee’s primary aim was to:

(i) to suggest suitable amendments to the listing agreement executed by the stock exchanges with the companies and any other measures to improve the standards of corporate governance in the listed companies;

(ii) to draft a code of corporate best practices; and

(iii) to suggest safeguards to be instituted within the companies to deal with insider information and insider trading.

Key constituents of corporate governance identified by the committee are:

- the shareholders;
- the Board of Directors; and
- the management

The report also identified key constituents’ roles, responsibilities and rights in the context of good corporate governance.

It recognized three major aspects of corporate governance.

- Accountability
- Transparency
- Equal treatment to all stakeholders
Considering the recommendations of the report SEBI incorporated Clause 49 to the listing agreement in February 2000. SEBI, as part of its endeavour to improve the standards of corporate governance in line with the needs of a dynamic market has amended the Clause 49 from time to time. The provisions of the Listing Agreement are dealt in the Study Lesson titled Legislative Framework of Corporate Governance in India.

Corporate Governance Voluntary Guidelines 2009

Good corporate governance practices enhance companies’ value and stakeholders’ trust resulting into robust development of capital market, the economy and also help in the evolution of a vibrant and constructive shareholders’ activism.

Considering the above, the Ministry of Corporate Affairs issued Corporate Governance Voluntary Guidelines, 2009 after duly examining committee reports and suggestions received from various stakeholders on issues related to corporate governance.

These guidelines provide a set of good practices which may be voluntary adopted by the public companies and private companies, particularly the bigger ones. These guidelines are not substitute for or addition to the existing laws but are recommendatory in nature.

‘Comply or Explain’ Basis

While the guidelines are expected to be adopted by more and more corporates, there may be genuine reasons for some companies for not being able to adopt them. In such a case it is expected that such companies should inform their shareholders about the reasons for not adopting these guidelines either fully or partially.

ELEMENTS OF GOOD CORPORATE GOVERNANCE

Some of the important elements of good corporate governance are discussed as under:

1. Role and powers of Board

Good governance is decisively the manifestation of personal beliefs and values which configure the organizational values, beliefs and actions of its Board. The Board as a main functionary is primary responsible to ensure value creation for its stakeholders. The absence of clearly designated role and powers of Board weakens accountability mechanism and threatens the achievement of organizational goals. Therefore, the foremost requirement of good governance is the clear identification of powers, roles, responsibilities and accountability of the Board, CEO, and the Chairman of the Board. The role of the Board should be clearly documented in a Board Charter.

2. Legislation

Clear and unambiguous legislation and regulations are fundamental to effective corporate governance. Legislation that requires continuing legal interpretation or is
difficult to interpret on a day-to-day basis can be subject to deliberate manipulation or inadvertent misinterpretation.

3. Management environment

Management environment includes setting-up of clear objectives and appropriate ethical framework, establishing due processes, providing for transparency and clear enunciation of responsibility and accountability, implementing sound business planning, encouraging business risk assessment, having right people and right skill for the jobs, establishing clear boundaries for acceptable behaviour, establishing performance evaluation measures and evaluating performance and sufficiently recognizing individual and group contribution.

4. Board skills

To be able to undertake its functions efficiently and effectively, the Board must possess the necessary blend of qualities, skills, knowledge and experience. Each of the directors should make quality contribution. A Board should have a mix of the following skills, knowledge and experience:

→ Operational or technical expertise, commitment to establish leadership;
→ Financial skills;
→ Legal skills; and
→ Knowledge of Government and regulatory requirement.

5. Board appointments

To ensure that the most competent people are appointed in the Board, the Board positions should be filled through the process of extensive search. A well-defined and open procedure must be in place for reappointments as well as for appointment of new directors. Appointment mechanism should satisfy all statutory and administrative requirements. High on the priority should be an understanding of skill requirements of the Board particularly at the time of making a choice for appointing a new director. All new directors should be provided with a letter of appointment setting out in detail their duties and responsibilities.

6. Board induction and training

Directors must have a broad understanding of the area of operation of the company’s business, corporate strategy and challenges being faced by the Board. Attendance at continuing education and professional development programmes is essential to ensure that directors remain abreast of all developments, which are or may impact on their corporate governance and other related duties.

7. Board independence

Independent Board is essential for sound corporate governance. This goal may be achieved by associating sufficient number of independent directors with the Board. Independence of directors would ensure that there are no actual or perceived conflicts of interest. It also ensures that the Board is effective in supervising and, where necessary, challenging the activities of management. The Board needs to be capable of assessing the performance of managers with an objective perspective. Accordingly, the majority of Board members should be independent of both the management team and any commercial dealings with the company.
8. Board meetings

Directors must devote sufficient time and give due attention to meet their obligations. Attending Board meetings regularly and preparing thoroughly before entering the Boardroom increases the quality of interaction at Board meetings. Board meetings are the forums for Board decision-making. These meetings enable directors to discharge their responsibilities. The effectiveness of Board meetings is dependent on carefully planned agendas and providing relevant papers and materials to directors sufficiently prior to Board meetings.

9. Code of conduct

It is essential that the organization’s explicitly prescribed norms of ethical practices and code of conduct are communicated to all stakeholders and are clearly understood and followed by each member of the organization. Systems should be in place to periodically measure, evaluate and if possible recognise the adherence to code of conduct.

10. Strategy setting

The objectives of the company must be clearly documented in a long-term corporate strategy including an annual business plan together with achievable and measurable performance targets and milestones.

11. Business and community obligations

Though basic activity of a business entity is inherently commercial yet it must also take care of community’s obligations. Commercial objectives and community service obligations should be clearly documented after approval by the Board. The stakeholders must be informed about the proposed and ongoing initiatives taken to meet the community obligations.

12. Financial and operational reporting

The Board requires comprehensive, regular, reliable, timely, correct and relevant information in a form and of a quality that is appropriate to discharge its function of monitoring corporate performance. For this purpose, clearly defined performance measures - financial and non-financial should be prescribed which would add to the efficiency and effectiveness of the organisation.

The reports and information provided by the management must be comprehensive but not so extensive and detailed as to hamper comprehension of the key issues. The reports should be available to Board members well in advance to allow informed decision-making. Reporting should include status report about the state of implementation to facilitate the monitoring of the progress of all significant Board approved initiatives.

13. Monitoring the Board performance

The Board must monitor and evaluate its combined performance and also that of individual directors at periodic intervals, using key performance indicators besides peer review. The Board should establish an appropriate mechanism for reporting the results of Board’s performance evaluation results.
14. Audit Committees

The Audit Committee is *inter alia* responsible for liaison with the management; internal and statutory auditors, reviewing the adequacy of internal control and compliance with significant policies and procedures, reporting to the Board on the key issues. The quality of Audit Committee significantly contributes to the governance of the company.

15. Risk management

Risk is an important element of corporate functioning and governance. There should be a clearly established process of identifying, analyzing and treating risks, which could prevent the company from effectively achieving its objectives. It also involves establishing a link between risk-return and resourcing priorities. Appropriate control procedures in the form of a risk management plan must be put in place to manage risk throughout the organization. The plan should cover activities as diverse as review of operating performance, effective use of information technology, contracting out and outsourcing.

The Board has the ultimate responsibility for identifying major risks to the organization, setting acceptable levels of risk and ensuring that senior management takes steps to detect, monitor and control these risks. The Board must satisfy itself that appropriate risk management systems and procedure are in place to identify and manage risks. For this purpose the company should subject itself to periodic external and internal risk reviews.

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**LESSON ROUND-UP**

- The root of the word Governance is from ‘gubernate’, which means to steer. Corporate governance would mean to steer an organization in the desired direction. The responsibility to steer lies with the board of directors/governing board. Governance is concerned with the intrinsic nature, purpose, integrity and identity of an organization with primary focus on the entity’s relevance, continuity and fiduciary aspects.
- Kautilya’s Arthashastra maintains that for good governance, all administrators, including the king were considered servants of the people. Good governance and stability were completely linked. There is stability if leaders are responsive, accountable and removable. These tenets hold good even today.
- OECD has defined corporate governance to mean “A system by which business corporations are directed and controlled”. Corporate governance structure specifies the distribution of rights and responsibilities among different participants in the company such as board, management, shareholders and other stakeholders; and spells out the rules and procedures for corporate decisionmaking. By doing this, it provides the structure through which the company’s objectives are set along with the means of attaining these objectives as well as for monitoring performance.
The initiatives taken by Government of India in 1991, aimed at economic liberalisation and globalisation of the domestic economy, led India to initiate reform process in order to suitably respond to the developments taking place world over. On account of the interest generated by Cadbury Committee Report, the Confederation of Indian Industry (CII), the Associated Chambers of Commerce and Industry (ASSOCHAM) and, the Securities and Exchange Board of India (SEBI) constituted Committees to recommend initiatives in Corporate Governance.

As per CII “Corporate governance deals with laws, procedures, practices and implicit rules that determine a company’s ability to take informed managerial decisions vis-à-vis its claimants - in particular, its shareholders, creditors, customers, the State and employees. There is a global consensus about the objective of ‘good’ corporate governance: maximising long-term shareholder value.”

The Kumar Mangalam Birla Committee constituted by SEBI has observed that: “Strong corporate governance is indispensable to resilient and vibrant capital markets and is an important instrument of investor protection. It is the blood that fills the veins of transparent corporate disclosure and high quality accounting practices. It is the muscle that moves a viable and accessible financial reporting structure.”

N.R. Narayana Murthy Committee on Corporate Governance constituted by SEBI has observed that: “Corporate Governance is the acceptance by management of the inalienable rights of shareholders as the true owners of the corporation and of their own role as trustees on behalf of the shareholders. It is about commitment to values, about ethical business conduct and about making a distinction between personal and corporate funds in the management of a company.”

The Institute of Company Secretaries of India has also defined the term Corporate Governance to mean “Corporate Governance is the application of best management practices, compliance of law in true letter and spirit and adherence to ethical standards for effective management and distribution of wealth and discharge of social responsibility for sustainable development of all stakeholders.”

Initiated by Cadbury Committee, corporate governance has grown multifold in UK. UK Corporate Governance Code, 2010 is a revised version of earlier code with few new recommendations including facilitation of external review of Board performance.

With the introduction of Sarbanes – Oxley Act, 2002 Corporate Governance practices have been fundamentally altered – auditor independence, conflict of interests, financial disclosures, severe penalties for willful default by managers and auditors in particular. The Dodd-Frank Wall Street Reform and Consumer Protection Act, 2010 has given an opportunity to shareholders to hold accountable executives of the companies they own.

Good governance is integral to the very existence of a company. It inspires and strengthens investor’s confidence by ensuring company’s commitment to higher growth and profits.

Corporate Governance extends beyond corporate law. Its fundamental objective is not mere fulfillment of the requirements of law but in ensuring commitment of the Board in ensuring commitment of the Board in managing the company in a transparent manner for maximizing stakeholder value. The real onus of achieving desired levels of corporate governance lies with corporates themselves and not in external measures.
SELF-TEST QUESTIONS

(i) Discuss in brief the evolution of the concept of Corporate Governance in U.K.
(ii) Discuss briefly the recommendations of the Dr. J.J. Irani Committee on Company Law relating to Management and Board Governance.
(iii) Explain why Corporate Governance is gaining importance.

Go through the following:

(1) http://www.sebi.gov.in/commreport/corpgov.html
(2) www.coso.org
(3) http://www.ecgi.org/codes/documents/cadbury.pdf
(5) http://www.ftse.com/
(6) http://www.nfcgindia.org/library.htm
LEARNING OBJECTIVES

The objective of this study lesson is to enable the students to understand

- **Segment I** - Role of Directors, Types of Board, Types of directors- Executive Director, Non-executive Director, Shadow Director, Independent Director, Statement of Independence, Tenure of Independent Director, Role of Independent Director, Legal Position of Independent Directors, Role of Chairman, Lead Independent Director, Chief Executive Officer, Company Secretary, Board Composition.

- **Segment II** - Board Charter, Board Processes- Chairman, Board Meetings-Secretarial Standard on Meeting of the Board of Directors, Secretarial Standard on Minutes

- **Segment III** - Responsibilities of Board, Responsibility for Leadership- Policy Governance, Leadership Development, Relationship between Directors and Executive, The Key difference between Directors and Managers, Barriers to Visionary Leadership


INTRODUCTION

The contribution of directors on the Board of companies is critical for ensuring appropriate directions with regard to leadership, vision, strategy, policies, monitoring, supervision, accountability to shareholders and other stakeholders, and to achieving greater levels of performance on a sustained basis as well as adherence to the best practices of corporate governance.

The institution of board of directors was based on the premise that a group of trustworthy and respectable people should look after the interests of the large number of shareholders who are not directly involved in the management of the company. The position of board of directors is that of trust as the board is entrusted with the responsibility to act in the best interests of the company.

The Board of Directors plays a pivotal role in ensuring good governance. The contribution of directors on the Board is critical to the way a corporate conducts itself. A board’s responsibilities derive from law, custom, tradition and current practice. In the present times transparency, disclosure accountability, issues of sustainability,
corporate citizenship, globalization are just some of the concerns that the Boards have to deal with. In addition, the Boards have to respond to the explosive demands of the marketplace. This two dimensional role of the Board of Directors is cornerstone in evolving sound, efficient, vibrant and dynamic corporate sector for attaining of high standards in integrity, transparency, code of conduct, accountability as well as the social responsibility.

**Segment I**

**Role of Directors**

- Establish Vision & Mission
- Strategic direction & advice
- Overseeing implementation
- Appointing & evaluating CEO and senior staff
- Ensuring Stakeholder relations
- Risk Mitigation
- Procuring Resources

**To establish the Vision & Mission Statement:** Approval of company’s philosophy, vision and mission statement is done by the board of directors. Organization’s activities should be consistent with its stated purpose. The Board ensures that the organization effectively and efficiently work towards achieving its mission and be committed to continual quality improvement. Based on the value of quality, openness, integrity, responsibility and accountability, board members and employees should act in the best interest of achieving the organizations mission at all times.

**Strategic Direction and advice:** Board is to review and approve management’s strategy, plans and decisions, financial objectives, extra-ordinary business transactions. Boards are in an excellent position to provide input and advice to the CEO and the top management regarding the company’s strategic direction. They can contribute opinions, viewpoints and information that are not always readily available to the company’s management. As the directors are not involved in day-to-day development of strategy, however, they are in a position to provide an objective and detached view of its potential effectiveness.

**Overseeing Strategy Implementation and performance:** Developing a valid strategy is only the first step in creating an effective organization. The board plays a crucial role in advising, evaluating and monitoring strategy implementation. Boards can best monitor strategy implementation by setting benchmarks to measure progress and by drawing on objective sources of information.

**Appointing and evaluating of CEO and Senior management:** It is the duty as well as the power of the Board to appoint the CEO and other senior management officers and specialist officers of the company. Boards need to be proactive in evaluating the performance of CEO and top management team. The Board has to be involved in
planning the development of senior management. The board is responsible for

→ Hiring the senior staff person,
→ Giving direction to the senior staff person, and;
→ Evaluating the senior staff person.

**Ensuring Stakeholder Relations:**

To serve as a communications link with members and other stakeholders of an organization - organization can accomplish this by informing people of upcoming events, promoting items of interest and providing newsworthy information.

To serve as a communication link with the general public- Promote the organizations purpose, goals and objectives, programs and activities before the public to foster awareness, accomplishments and opportunities for involvement.

**Risk Mitigation:** Directors are expected to identify and manage obstacles that may prevent the organisation from reaching its goals. The whole board must be involved in risk management, particularly around financial matters and legal compliance. In managing risk, directors have a responsibility to owners to foresee what could affect the organisation and to make sure plans are in place that will minimise the impact of events or changes that will have a negative effect. Each company will face a different risk profile. Each board will identify the key risks affecting their own sector and then take steps to manage those risks.

**Procuring resources:** Financial resources, human resources, technological resources, business relationship are the key resources that are essential to an organization’s success. Boards play an important role in helping the organization procuring the resources.

**TYPES OF BOARD**

**Unitary Board**

The unitary board, remains in full control of every aspect of the company's activities. It initiates action and it is responsible for ensuring that the action which it has initiated is carried out. All the directors, whether executive or outside, share same aims and same responsibilities.

**Two-tier Boards**

The alternative board model to unitary board is the two-tier board, which was developed in its present form in Germany. A two-tier board fulfils the same basic functions as a unitary board, but it does so through a clear separation between the tasks of monitoring and that of management. The supervisory board (Asfusichtsrat) oversees the direction of the business and the management board (Vorstand) is responsible for the running of the company. The supervisory board controls the management board through appointing its members and through its statutory right to have the final say in major decisions affecting the company. The structure rigorously separates the control function from the management function and members of the one board cannot be members of the other. This separation is enshrined in law and the legal responsibilities of the two sets of board members are different. The supervisory board system was introduced to strengthen the control of shareholders,
particularly the banks, over the companies in which they had invested. Shareholdings are more concentrated in Germany and most quoted companies have at least one major shareholder, often a family or another company. Banks play an important part in governance as investors, lenders and through the votes of individual shareholders for which they hold proxies. They are, therefore, well represented on supervisory boards.

Who are Directors?

Company being an artificial person it requires certain natural persons to represent the company at various fronts. The position of directors in their relationship to the company is not only as the agents, but also trustees of the company.

TYPES OF DIRECTORS

Executive Director: The term executive director is usually used to describe a person who is both a member of the board and who also has day to day responsibilities in respect of the affairs of the company. Executive directors perform operational and strategic business functions such as:

→ managing people
→ looking after assets
→ hiring and firing
→ entering into contracts

Executive directors are usually employed by the company and paid a salary, so are protected by employment law.

Examples of executive directors are production director, finance director or managing director or whole time director.

Section 2(26) of the Companies Act, 1956 gives the definition of Managing Director as - "managing director" means a director who, by virtue of an agreement with the company or of a resolution passed by the company in general meeting or by its Board of directors or, by virtue of its memorandum or articles of association, is entrusted with [substantial powers of management] which would not otherwise be exercisable by him, and includes a director occupying the position of a managing director, by whatever name called.

Provided that the power to do administrative acts of a routine nature when so authorised by the Board such as the power to affix the common seal of the company to any document or to draw and endorse any cheque on the account of the company in any bank or to draw and endorse any negotiable instrument or to sign any certificate of share or to direct registration of transfer of any share, shall not be deemed to be included within substantial powers of management:

Provided further that a managing director of a company shall exercise his powers subject to the superintendence, control and direction of its Board of directors;
**Non Executive Director:** They are not in employment of the company. They are the members of the Board, who normally do not take part in the day-to-day implementation of the company policy. They are generally appointed to provide the company with the benefits of professional expertise and outside perspective to the board. They play an effective role in governance of listed companies, but they may or may not be independent director.

**Shadow Director:**

Shadow Director is a person who is not formally appointed as a director, but in accordance with whose directions or instructions the directors of a company are accustomed to act. However, a person is not a shadow director merely because the directors act on advice given by him in a professional capacity.

Holder of controlling or majority stock (share) of a private firm who is not (technically) a director and does not openly participate in the firm's governance, but whose directions or instructions are routinely complied with by the employees or other the directors. In the eyes of law, he or she is a de facto director and is held equally liable for the obligations of the firm with the other de facto and de jure directors.

Can a shadow director be counted for the Board Quorum?

**Independent Director:**

The word ‘independent’ with reference to board composition was used for the first time in corporate legislation in relation to investment companies by a Report that introduced the Investment Company Act, 1940. It suggested that at least 40 percent of the Board of directors of an investment company shall be Independent for safeguarding the investors.

In United Kingdom, 1973 Lord Watkinson was appointed by Confederation of British Industries to recommend on more responsible corporate sector. He submitted his report titled ‘Responsibilities of the British Public Company’, which recommended appointment of non-executive directors to the Board.

CII Task Force report entitled “Desirable Corporate Governance: A Code”, 1998 and SEBI’s Kumar Mangalam Birla Committee Report, 1999 initiated the concept of Independent Directors in India. The CII’s Task Force and the Kumar Mangalam Birla Committee extensively debated the issue of independent directors. The Task Force said in its report that “the identities of members of Board crucial to excellence is of course obvious. Equally vital, however are their individual competencies, experience and track record, which must match the business that the company is in. And a mix of operational managers, who have the insider’s perspective and external professionals, who bring in the outsider’s cool detachment, will provide the collective capability that a Board needs.”
Birla Committee agreed on the following definition of “independence”:

“Independent directors are directors who apart from receiving director’s remuneration do not have any other material pecuniary relationship or transactions with the company, its promoters, its management or its subsidiaries, which in the judgment of the Board may affect their independence of judgment”.

The Naresh Chandra Committee defined an independent director as follows:—

An independent director of a company is a non-executive director who:

1. Apart from receiving director’s remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its senior management or its holding company, its subsidiaries and associated companies;
2. Is not related to promoters or management at the Board level, or one level below the Board (spouse and dependent, parents, children or siblings);
3. Has not been an executive of the company in the last three years;
4. Is not a partner or an executive of the statutory auditing firm, the internal audit firm that is associated with the company, and has not been a partner or an executive of any such firm for the last three years. This will also apply to legal firm(s) and consulting firm(s) that have a material association with the entity;
5. Is not a significant supplier, vendor or customer of the company;
6. Is not a substantial shareholder of the company, i.e. owing two per cent or more of the block of voting shares;
7. Has not been a director, independent or otherwise, of the company for more than three terms of three years each (not exceeding nine years in any case):

An employee, executive director or nominee of any bank, financial institution, corporations or trustees of debenture and bond holders, who is normally called a “nominee director” will be excluded from the pool of directors in the determination of the number of independent directors. In other words, such a director will not feature either in the numerator or the denominator.

The term independent director in Clause 49 of the Listing Agreement means as under:

The expression ‘independent director’ shall mean a non-executive director of the company director is defined who:

(a) apart from receiving director’s remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its directors, its senior management or its holding company, its subsidiaries and associates which may affect independence of the director;
(b) is not related to promoters or persons occupying management positions at the board level or at one level below the board;
(c) has not been an executive of the company in the immediately preceding three financial years;
(d) is not a partner or an executive or was not partner or an executive during the preceding three years, of any of the following:

(i) the statutory audit firm or the internal audit firm that is associated with the company, and

(ii) the legal firm(s) and consulting firm(s) that have a material association with the company.

(e) is not a material supplier, service provider or customer or a lessor or lessee of the company, which may affect independence of the director; and

(f) is not a substantial shareholder of the company i.e. owning two percent or more of the block of voting shares;

(g) is not less than 21 years of age.

Explanation

For the purposes of the sub-clause (iii):

(a) Associate shall mean a company, which is an “associate” as defined in Accounting Standard (AS) 23, “Accounting for Investments in Associates in Consolidated Financial Statements”, issued by the Institute of Chartered Accountants of India.

(b) “Senior management” shall mean personnel of the company who are members of its core management team excluding Board of Directors. Normally, this would comprise all members of management one level below the executive directors, including all functional heads.

(c) “Relative” shall mean “relative” as defined in section 2(41) and section 6 read with Schedule IA of the Companies Act, 1956.

(d) Nominee directors appointed by an institution, which has invested in or lent to the company shall be deemed to be independent directors.

Explanation:

“Institution” for this purpose means a public financial institution as defined in Section 4A of the Companies Act, 1956 or a “corresponding new bank” as defined in section 2(d) of the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970 or the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1980 [both Acts].”

Clause 132(5) of Companies Bill, 2009 defines independent director thus:

“Independent director”, in relation to a company, means a non-executive director of the company, other than a nominee director,—

(a) who, in the opinion of the Board, is a person of integrity and possesses relevant expertise and experience;

(b) who, neither himself nor any of his relatives—

(i) has or had any pecuniary relationship or transaction with the company, its holding, subsidiary or associate company, or its promoters, or directors amounting to ten per cent or more of its gross turnover or total income during
the two immediately preceding financial years or during the current financial year;

(ii) holds or has held any senior management position, position of a key managerial personnel or is or had been employee of the company in any of the three financial years immediately preceding the financial year in which he is proposed to be appointed;

(iii) is or has been an employee or a partner, in any of the three financial years immediately preceding the financial year in which he is proposed to be appointed, of—

(A) a firm of auditors or company secretaries in practice or cost auditors of the company or its holding, subsidiary or associate company; or

(B) any legal or a consulting firm that has or had any transaction with the company, its holding, subsidiary or associate company amounting to ten per cent. or more of the gross turnover of such firm;

(iv) holds together with his relatives two per cent or more of the total voting power of the company; or

(v) is a Chief Executive or director, by whatever name called, of any nonprofit organisation that receives twenty-five per cent. or more of its income from the company, any of its promoters, directors or its holding, subsidiary or associate company or that holds two per cent or more of the total voting power of the company; or

(c) who possesses such other qualifications as may be prescribed.

Explanation.—For the purposes of this section, “nominee director” means a director nominated by any institution in pursuance of the provisions of any law for the time being in force, or of any agreement, or appointed by any Government, to represent its shareholding.

Nominee Director

It is pertinent to mention here that there is a divergent view as to whether a nominee director can be considered independent or not. While Clause 49 specifically provides that nominee directors appointed by an institution, which has invested in or lent to the company shall be deemed to be independent directors, the Companies Bill, 2009 specifically excludes nominee director from being considered as independent. Naresh Chandra Committee in its report stated that ‘nominee director’ will be excluded from the pool of directors in the determination of the number of independent directors. In other words, such a director will not feature either in the numerator or the denominator.

The Institute of Company Secretaries of India holds the view that any director who represents any interest cannot be considered as independent. Therefore, a nominee director representing a particular organization such as an Financial Institutions (FI), Foreign Institutional Investors (FII), Bank, Central or State Government should not be treated as Independent director.
Statement of Independence

A statement from an independent director that he meets the criteria of independence is a good governance practice. Companies are encouraged to obtain such a certificate at the time of appointment as well as annually.

There is always a possibility that independent director loses his independent status while holding his office. In such a situation the director must approach the Board and communicate his status, in turn company is expected to make adequate disclosures to the shareholders.

Corporate Governance Voluntary Guidelines, 2009 recommend that all Independent Directors should provide a detailed Certificate of Independence at the time of their appointment, and thereafter annually. This certificate should be placed by the company on its website, if any, and in case the company is a listed company, also on the website of the stock exchange(s) where the securities of the company are listed.

Tenure of Independent Director

The tenure of an independent director affects his independence. An independent director with “externality” may lose its independence or may become not so independent due to friendship established with the internal directors and the management. It is therefore necessary to limit the tenure of an independent director. Excessively long tenure of independent directors reflects: Closeness of the relationship between the independent director and management and lack of Board renewal.

ICSI Recommendations to strengthen Corporate Governance suggests that a maximum tenure of 6 years in aggregate should be specified for independent directors and be made mandatory.

Clause 49 of listing agreement (non-mandatory requirement) recommends a maximum of 9 years in aggregate for independent directors.

Corporate Governance Voluntary Guidelines, 2009 recommends to limit the tenure of an independent director to not more than six years, and a period of three years should elapse before such an individual is inducted in the same company in any capacity. No individual may be allowed to have more than three tenures as Independent Director in aforesaid manner.

Role of Independent Director

Independent directors are known to bring an objective view in board deliberations. They also ensure that there is no dominance of one individual or special interest group or the stifling of healthy debate. They act as the guardians of the interest of all shareholders and stakeholders, especially in the areas of potential conflict.

Independent Directors bring a valuable outside perspective to the deliberations. They contribute significantly to the decision-making process of the Board. They can
bring on objective view to the evaluation of the performance of Board and management. In addition, they can play an important role in areas where the interest of management, the company and shareholders may diverge such as executive remuneration, succession planning, changes in corporate control, audit function etc.

Independent directors are required because they perform the following important role:

(i) Balance the often conflicting interests of the stakeholders.
(ii) Facilitate withstanding and countering pressures from owners.
(iii) Fulfill a useful role in succession planning.
(iv) Act as a coach, mentor and sounding Board for their full time colleagues.
(v) Provide independent judgment and wider perspectives.

Legal Position of Independent Directors

Independent directors are invited to sit on the board purely on account of their special skills and expertise in particular fields and they represent the conscience of the investing public and also take care of public interest. Independent directors bear a fiduciary responsibility towards shareholders and the creditors. The company and the board are responsible for all the consequences of actions taken by the officers of the company.

Penal actions for defaults committed under the Companies Act, 1956 are either to be taken against an “officer in default” or a “director(s) or “persons” as provided in the relevant penal provisions of the Act. Section 5 of the Companies Act, 1956, defines the term “officer who is in default”.

In the above context, Ministry of Corporate Affairs has issued General Circular No. 08/2011 (No. 2/13/2003/CL-V) dated: 25\textsuperscript{th} March, 2011 regarding Prosecution of directors. Circular clarifies that Registrar of Companies should take extra care in examining the cases where following Directors are also identified as officer in default under section 5 of Companies Act, 1956:

(a) For listed companies Securities and Exchange Board of India (SEBI) requires nomination of certain Directors designated as Independent Directors.
(b) For public sector undertakings, respective Government nominates Directors on behalf of the respective Government.
(c) Various public sector financial institutions having participation in equity of a company also nominate Directors to the Board of such companies.
(d) Directors nominated by the Government u/s 408 of the Companies Act, 1956.

Circular further provides that no such directors as indicated above shall be held liable for any act of omission or commission by the company or by any officers of the company which constitute a breach or violation of any provision of the Companies Act, 1956, and which has occurred without his knowledge attributable through Board process and without his consent or connivance or where he has acted diligently in the Board process. The Board process includes meeting of any committee of he Board and any information which the Director was authorised to receive as Director of the Board as per the decision of the Board.
CASE STUDIES

Securities Exchange Commission, USA, in a recent case has begun a new era of scrutinizing liability of independent directors by bringing an action against independent director. In **SEC v. Raval, Civil Action No. 8:10-cv-00101 (D.Neb. filed Mar.15,2010)** it was alleged that Vasant Raval, former Chairman of the Audit Committee of InfoGroup, Inc.(now InfoUSA, Inc.) had failed to sufficiently investigate certain “red flags” surrounding the company’s former CEO and Chairman of the Board, Vinod Gupta.

The SEC’s complaint alleges that Vasant Raval 70, resident of Nebraska, served on the board of directors for InfoGroup in various positions from 2003 to 2008, including a stint as Chairman of the Audit Committee. During this period, Raval allegedly turned a blind eye to allegations that Vinod Gupta directed the company to improperly pay himself $9.5 million that he then spent on corporate jets, service for his yacht, life insurance premiums, and payment of personal credit cards. In addition, the complaint alleges that Gupta directed the company to enter into related party transactions totaling approximately $9.3 million with entities that he controlled or with whom he was affiliated viz. Annapurna Corporation (now Everest Corporation), Aspen Leasing Services, LLC (“Aspen Leasing”). These related party transactions were not disclosed in the company’s public filings.

The Commission also alleges that Raval failed to respond appropriately to various red flags concerning Gupta's expenses and Info's related party transactions with Gupta's entities. According to the complaint, Raval failed to take appropriate action regarding the concerns expressed to him by two internal auditors of InfoGroup,Inc., that Gupta was submitting requests for reimbursement of personal expenses. In a board meeting, Raval was tasked with investigating the propriety of the transactions. Rather than seeking assistance from outside counsel or rigorously scrutinizing the transactions, Raval began his “in depth investigation” and presented a report to the company’s board merely in 12 days. The “Raval Report” however, omitted critical facts.

Despite numerous prompts by internal auditor, Raval failed to undertake a thorough investigation. As a result, the company allegedly failed to disclose related party transactions and materially understated Gupta’s compensation. Although Raval did not make any pecuniary benefits, he failed to discharge his duties and take meaningful action to further investigate Gupta’s misconduct and misappropriation of company funds.

The SEC charged Raval for failing in his ‘affirmative responsibilities’ and thus violating the anti-fraud, proxy, and reporting provisions of the US Exchange Act. To settle his case, Raval consented to the entry of a permanent injunction prohibiting future violations of the related provisions of the federal securities laws, a $50,000 civil penalty, and a five-year ban from serving as an officer or director of a company.

**Indian scenario**

In Bhopal Gas Tragedy verdict, the Bhopal Trial Court on 7th June 2010 has held Keshub Mahindra reputed industrialist, the then non executive chairman of Union Carbide India limited(UCIL), guilty and sentenced him to two years of imprisonment alongwith seven others accused. He was charged of attending only a few meetings in
a year and took only macro view of the company’s developments. A non-vigilant act of non-executive chairman, accounted for death of thousands. “Ignorance” of the system by the director of the company is unacceptable. Role of non executive director in this case is questionable. Later he was granted bail.

Lead Independent Director

Internationally, it is considered a good practice to designate an independent director as a lead independent director or senior independent director. He coordinates the activities of other non-employee directors and advises chairman on issues ranging from the schedule of board meetings to recommending retention of advisors and consultants to the management.

- Acts as the principal liaison between the independent directors of the Board and the Chairman of the Board;
- Develops the agenda for and preside at executive sessions of the Board’s independent directors;
- Advises the Chairman of the Board as to an appropriate schedule for Board meetings, seeking to ensure that the independent directors can perform their duties responsibly while not interfering with the flow of Company operations;
- Approves with the Chairman of the Board the agenda for Board and Board Committee meetings and the need for special meetings of the Board;
- Advises the Chairman of the Board as to the quality, quantity and timeliness of the information submitted by the Company’s management that is necessary or appropriate for the independent directors to effectively and responsibly perform their duties;
- Recommends to the Board the retention of advisors and consultants who report directly to the Board;
- Interviews, along with the chair of the Nominating and Corporate Governance Committee, all Board candidates, and make recommendations to the Nominating and Corporate Governance Committee;
- Assists the Board and Company officers in better ensuring compliance with and implementation of the Governance Guidelines;
- Serves as Chairman of the Board when the Chairman is not present; and
- Serves as a liaison for consultation and communication with shareholders.

CalPERS provides that where the Chairman of the board is not an independent director, and the role of Chairman and CEO is not separate, the board should name a director as lead independent director who should have approval over information flow to the board, meeting agendas, and meeting schedules to ensure a structure that provides an appropriate balance between the powers of the CEO and those of the independent directors.

Other roles of the lead independent director should include chairing meetings of non-management directors and of independent directors, presiding over board meetings in the absence of the chair, serving as the principle liaison between the independent directors and the chair, and leading the board/director evaluation process. Given these additional responsibilities, the lead independent director is expected to devote a greater amount of time to board service than the other directors.
Chairman

The responsibility for ensuring that boards provide the leadership which is expected of them is that of their chairman. Chairmen, however, have no legal position; they are whoever the board elects to take the chair at a particular meeting. Boards are not bound to continue with the same chairman for successive meetings. In law, all directors have broadly equal responsibilities and chairmen are no more equal than any other board member. Chairmen are an administrative convenience and a means of ensuring that board meetings are properly conducted.

Thus from a statutory point of view there is no necessity for a board to have a continuing chairman. The chairmanship could, for example, rotate among board members. Although board chairmen have no statutory position, the choice of who is to fill that post is crucial to board effectiveness. If the chairman is not up to the task, it is improbable that the meeting will achieve anything but frustration and waste of that most precious of resources—time. Continuity and competence of Chairmanship is vital to the contribution which boards make to their companies. The leaders which boards give to their companies, stems from the leadership which chairmen give to their boards.

The Chairman’s primary responsibility is for leading the Board and ensuring its effectiveness.

The role of the Chairman includes:

→ setting the Board agenda, ensuring that Directors receive accurate, timely and clear information to enable them to take sound decisions, ensuring that sufficient time is allowed for complex or contentious issues, and
→ encouraging active engagement by all members of the Board;
→ taking the lead in providing a comprehensive, formal and tailored induction programme for new Directors, and in addressing the development needs of individual Directors to ensure that they have the skills and knowledge to fulfill their role on the Board and on Board Committees;
→ evaluating annually the performance of each Board member in his/her role as a Director, and ensuring that the performance of the Board as a whole and its Committees is evaluated annually. Holding meetings with the non executive Directors without the executives being present;
→ ensuring effective communication with shareholders and in particular that the company maintains contact with its principal shareholders on matters relating to strategy, governance and Directors’ remuneration. Ensuring that the views of shareholders are communicated to the Board as a whole.

As per the Institute of Directors (IOD) (UK), the following are the responsibilities of a chairman

- The chairman’s primary role is to ensure that the board is effective in its tasks of setting and implementing the company’s direction and strategy.
- The chairman is appointed by the board and the position may be full-time or part time. The role is often combined with that of managing director or chief executive in smaller companies. However, the joint role is considered to be less appropriate for public companies listed on the Stock Exchange.

The main features of the role of chairman are as follows:

→ Being chairman of the board, he/she is expected to act as the company's
leading representative which will involve the presentation of the company’s aims and policies to the outside world;
→ to take the chair at general meetings and at board meetings. With regard to the latter this will involve:
→ the determination of the order of the agenda;
→ ensuring that the board receives proper information;
→ keeping track of the contribution of individual directors and ensuring that they are all involved in discussions and decision making. At all meetings the chairman should direct discussions towards the emergence of a consensus view and sum up discussions so that everyone understands what has been agreed;
→ to take a leading role in determining the composition and structure of the board. This will involve regular reviews of the overall size of the board, the balance between executive and non-executive directors and the balance of age, experience and personality of the directors.

Separation of role of Chairman and Chief Executive Officer

It is perceived that separating the roles of chairman and chief executive officer (CEO) increases the effectiveness of a company’s board.

It is the board’s and chairman’s job to monitor and evaluate a company’s performance. A CEO, on the other hand, represents the management team. If the two roles are performed by the same person, then it’s an individual evaluating himself. When the roles are separate, a CEO is far more accountable.

To prevent unfettered decision making power with a single individual, Corporate Governance Voluntary Guidelines, 2009 provide for the separation of the roles of the chairman of the Board and that of the Managing Director/CEO.

ICSI Recommendations to strengthen Corporate Governance suggests that there should be clear demarcation of the roles and responsibilities of the chairman of the board and that of the Managing Director/CEO. The roles of Chairman and CEO should be separated to promote balance of power.

The chairman is responsible for leadership of the board, ensuring its effectiveness on all aspects of its role and setting its agenda. The chairman is also responsible for ensuring that the directors receive accurate, timely and clear information. The chairman should ensure effective communication with shareholders. The chairman should also facilitate the effective contribution of non-executive directors in particular and ensure constructive relations between executive and non-executive directors.

A clear demarcation of the roles and responsibilities of the Chairman of the Board and that of the Managing Director/CEO promotes balance of power. The benefits of separation of roles of Chairman and CEO can be:

1. Director Communication: A separate chairman provides a more effective channel for the board to express its views on management
2. Guidance: a separate chairman can provide the CEO with guidance and feedback on his/her performance
3. **Shareholders’ interest**: The chairman can focus on shareholder interests, while the CEO manages the company.

4. **Governance**: A separate chairman allows the board to more effectively fulfill its regulatory requirements.

5. **Long-Term Outlook**: Separating the position allows the chairman to focus on the long-term strategy while the CEO focuses on short-term profitability.

6. **Succession Planning**: A separate chairman can more effectively concentrate on corporate succession plans.

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**The chairman may be a person outside the board?**

**True or False**

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**CHIEF EXECUTIVE OFFICER (CEO)**

The Board appoints the CEO based on the criterion of his capability and competence to manage the company effectively. His main responsibilities include developing and implementing high-level strategies, managing the overall operations and resources of a company, and acting as the main point of communication between the board of directors and the corporate operations. He is involved with every aspect of the company’s performance. The CEO is supported and advised by a skilled board and CEO is ultimately accountable to the board for his actions. The most important skill of a CEO is to think strategically. His key role is leading the long-term strategy and its implementation, it further includes:

→ Developing implementation plan of action to meet the competition and keeping in mind the long term existence of the company

→ Adequate control systems

→ Monitoring the operating and financial outcomes against the set plan

→ Remedial action

→ Keeping the Board informed

CEO should be able to, by the virtue of his ability, expertise, resources and authority, keep the company prepared to avail the benefit of any change whether external or internal.

**COMPANY SECRETARY**

Section 2(45) of the Companies Act, 1956 defines the term 'secretary' to mean a company secretary within the meaning of Section 2(1)(c) of the Company Secretaries Act, 1980 and includes any other individual possessing the prescribed qualifications and appointed to perform the duties which may be performed by a secretary under the Companies Act, 1956 and any other ministerial or administrative duties. Every company in India having a paid-up capital of not less than rupees five crore (limit increased from rupees two crore to five crore in 2009) shall be requiring to appoint a whole-time company secretary.

Under Section 5 of the Companies Act, the company secretary has also been included in the category of the officer of the company and shall be considered to be in default in complying with any provisions of the Companies Act, 1956.

A Company Secretary, being a close confidante of the board will also be able to command confidence of individual directors so as to ensure that the culture of
independence is promoted at the board and committee meetings and at the level of individual directors. Company Secretary:

Company Secretary acts as a vital link between the company and its Board of Directors, shareholders and other stakeholders and regulatory authorities

→ acts as a compliance officer as well as an in-house legal counsel to advise the Board and the functional departments of the company on various corporates, business, economic and tax laws

→ is an important member of the corporate management team and acts as conscience seeker of the company

_The Financial Aspects of Corporate Governance 1992 (Cadbury Report)_ lays that the company secretary has a key role to play in ensuring that board procedures are both followed and regularly reviewed. The chairman and the board will **look to the company secretary for guidance on what their responsibilities are under the rules and regulations to which they are subject and on how those responsibilities** should be discharged. All directors should have access to the advice and services of the company secretary and should recognise that the chairman is entitled to the strong and positive support of the company secretary in ensuring the effective functioning of the board. It should be standard practice for the company secretary to administer, attend and prepare minutes of board proceedings.

_UK Corporate Governance Code 2010_ provides that the company secretary’s responsibilities include ensuring good information flows within the board and its committees and between senior management and non executive directors, as well as facilitating induction and assisting with professional development as required. The company secretary should be responsible for advising the board through the chairman on all governance matters.

**Clause 2(1)(zza) of Companies Bill, 2009** defines KMP as “Key managerial personnel”, in relation to a company, means —

(i) the Managing Director, the Chief Executive Officer or the Manager and where there is no Managing Director or Manager, a whole-time director or directors;

(ii) the Company Secretary; and

(iii) the Chief Financial Officer;

**Parliamentary Standing Committee on Finance on Companies Bill, 2009 – Twenty First Report** recommend that whole-time Directors should also be recognized as a KMP irrespective of whether a company has Managing Director/Manager.

Further the committee has recommended a new Clause 178C laying the functions of Company Secretary which shall include:--
(a) to convene Board and general meetings, to attend the board and general meetings and maintain the record of the minutes of these meetings.

(b) to obtain approvals from the Board, general meetings, the Government and such other authorities as required under the provisions of this Act;

(c) to assist and advise the board in the conduct of the affairs of the company.

(d) to assist and advise the board in ensuring good corporate governance and in complying with the corporate governance requirements and good practices;

(e) to ensure that the company complies with the applicable secretarial standards.

Explanation. - For the purpose of this clause, the term —Secretarial Standards means Secretarial Standards issued by the Institute of Company Secretaries of India and approved by the Central Government.

Clause 2(1) (zzi) of Companies Bill, 2009 recognizes KMP as also an officer who is in default. Clause 178 of Companies Bill, 2009 makes provision for the appointment of Key Managerial Personnel by means of a resolution of the Board containing the terms and conditions of the appointment including the remuneration.

Principles For South Africa- King Committee Report- 2009.

Principle 1.22: The board should be assisted by a competent Company Secretary

→ The company secretary has a pivotal role to play in the corporate governance of a company, and it is advisable that entities other than companies delegate this responsibility to an appropriate individual(s) or organisation.

→ The chairman and board will look to the company secretary for guidance on their responsibilities and their duties and how such responsibilities and duties should be properly discharged in the best interests of the company.

→ The company secretary should ensure that the board and board committee charters are kept up to date. The company secretary should have a direct channel of communication to the chairman and should be available to provide comprehensive practical support and guidance to directors, with particular emphasis on supporting the non-executive directors and the chairman.

→ The company secretary should provide a central source of guidance and advice to the board, and within the company, on matters of ethics and good governance, as well as providing administrative support to the board and board committees.

→ The company secretary is responsible to ensure the proper compilation of board papers.

→ The company secretary should be tasked with the obligation of eliciting appropriate responses, feedback and input to specific agenda items in board and board committee deliberations. The company secretary’s role should also be to raise matters that may warrant the attention of the board.

→ The company secretary must ensure that the minutes of board and board committee meetings are circulated to the directors in a timely manner, after the approval of the chairman of the relevant board committee.

→ The appointment and removal of a company secretary is a matter for the board.
The board should be cognisant of the duties imposed upon the company secretary and should empower the individual accordingly to enable him to properly fulfil those duties.

The company secretary should ensure that the procedure for the appointment of directors is properly carried out and he should assist in the proper induction, orientation and development of directors, including assessing the specific training needs of directors and executive management in their fiduciary and other responsibilities.

**Board Composition**

Board composition is one of the most important determinants of board effectiveness. Beyond the legal requirement of minimum directors, a board should have a mix of inside and independent directors with a variety of experience and core competence. The potential competitive advantage of a Board structure constituted of executive directors and independent non-executive directors is in its combinations of – the depth of knowledge of the business of the executives and the breadth of experience of the non-executive/independent/outside director.

The Board Composition in the Indian context is governed by the Listing Agreement in case of listed companies. Clause 49 of the Listing Agreement mandates as under:

(i) The Board of directors of the company shall have an optimum combination of executive and non-executive directors with not less than fifty percent of the board of directors comprising of non-executive directors.

(ii) Where the Chairman of the Board is a non-executive director, at least one third of the Board should comprise of independent directors and in case he is an executive director, at least half of the Board should comprise of independent directors.

The Listing Agreement was amended by Securities and Exchange Board of India vide its circular SEBI/CFD/DIL/CG/1/2008/08/04 dated April 08, 2008 which provides as under:

1. If the non-executive Chairman is a promoter or is related to promoters or
persons occupying management positions at the board level or at one level
below the board, at least one-half of the board of the company should consist
of independent directors.

2. Disclosures of relationships between directors inter-se shall be made in
specified documents/filings.

3. The gap between resignation/removal of an independent director and
appointment of another independent director in his place shall not exceed
180 days. However, this provision would not apply in case a company fulfils
the minimum requirement of independent directors in its Board, i.e., one third
or one-half as the case may be, even without filling the vacancy created by
such resignation/removal.

4. The minimum age for independent directors shall be 21 years.

An aspect of Board structure which is fundamental but is very less visited is that
of the **Board Size**. Board size is also an important determinant of board
effectiveness. The size should be large enough to secure sufficient expertise on the
board, but not so large that productive discussion is impossible.

Clause 132(3) of Companies Bill, 2009 states that every listed public company
having such amount of paid-up share capital as may be prescribed shall have at the
least one-third of the total number of directors as independent directors. The Central
Government may prescribe the minimum number of independent directors in case of
other public companies and subsidiaries of any public company.

**Corporate Governance Voluntary Guidelines, 2009** provide that for reckoning
maximum limit of companies in which an individual can be a director, his directorships
in both public and private companies that are either holding or subsidiary companies
of public companies, shall be considered.

In case an individual is a Managing Director or Whole-time Director in a public
company the maximum number of companies in which such an individual can serve
as a Non-Executive Director or Independent Director should be restricted to seven.

What is the maximum number of companies in which a
person can be a director?

**Segment II**

**BOARD CHARTER**

As a good practice companies may have a Board Charter which is intended as a
tool to assist directors in fulfilling their responsibilities as Board members. It sets out
the respective roles, responsibilities and authorities of the Board and of Management
in the governance, management and control of the organization. This charter should
be read in conjunction with the Company's Memorandum and Articles.

**A Model Charter may include the following:**

- The Role of the Board
- The principal functions and responsibilities of the Board relating to
  - Strategies
  - Corporate Governance
Financial Management
- Relationship with Senior Management

- The Role of the Chairman
- The Role of the CEO
- The Role of the Company Secretary
- Directors Code of Conduct
- Conflicts of Interests
- Related Party transactions
- Board Members Qualifications, skills
- Board Meetings
- Delegation of Authority by the Board
  - Role & power of Committees
  - Committee Meetings
- Protocol for media contact and comment
- Hospitality and Gifts—do not solicit such courtesies and will not accept gifts, services, benefits or hospitality that might influence, or appear to influence, the Directors' and Officers' conduct in representing the Company.
- Board Evaluation
- Directors liability insurance
- Director Induction
- Non-Executive Director Remuneration
- Director reimbursement of expenses

**BOARD PROCESSES**

It is important to consider elements of board processes that contribute to the effective & efficient performance of the Board.

**Board Meetings**

Decisions relating to the policy and operations of the company are arrived at meetings of the Board held periodically. Meetings of the Board enable discussions on matters placed before them and facilitate decision making based on collective judgment of the Board. This requires certain businesses to be approved at meetings of the Board only.

**Good Practices in Convening Board Meetings**

→ **Annual Calendar**

An Annual calendar that schedules the Board and committee meetings and accordingly dates by which action required is accomplished is an effective planner for the year. The planner schedules in advance the events so that both the providers of inputs and receivers of inputs can plan their work systematically.

→ **Meeting Location**

The board meetings should take place at a venue that is convenient to the directors (normaily the head office). Boards are increasingly holding at least one board meeting at other company locations so that directors can see the other sites.
---Board Meeting Frequency

Board meetings should be held regularly, at least four times in a year, with a maximum interval of four months between meetings.

As a rule of thumb and in line with best practice, six to ten meetings are likely to constitute an appropriate number of board meetings per year, particularly when committees meet between board sessions.

---Board Agenda

- Preparation of Agenda

  The board agenda determines the issues to be discussed. The items for agenda should be collected from heads of all the departments. Secretary may segregate the ones that can be discussed and decided internally and the ones which need to be put up before the Board, in consultation with the Chairman and/or Managing Director and inputs from the CEO.

  Any director can request that the chairman include a matter on the board agenda. It is the chairman’s obligation to offer directors the opportunity to suggest items, which cannot be reasonably denied. In the end, it is each director’s responsibility to ensure that the right matters are tabled.

  Key success factors for setting the agenda include:
  - Agendas should strike a balance between reviews of past performance and forward-looking issues.
  - Strategic issues require more time for debate so it is a good practice that the allocated discussion time is indicated in the agenda.
  - Some issues will need to be brought to the board several times as projects progress and circumstances develop.

Factors to keep in mind
- Care should be taken not to consume too much board time on routine or administrative matters.
- The agenda should show the amount of time allocated for each item, without unduly restricting discussion.
- Circulation of Notice & Agenda

Notice

Even if meetings have been scheduled in advance, the members of the Board should be adequately and timely sent notice to enable them to plan accordingly.

Agenda

The agenda should be made available to the Board along with supporting papers at least seven days before the date of the meeting. The mode of circulation of agenda should ensure that all directors receive the agenda notes on time. All the material information should be sent to all Directors simultaneously and in a timely manner to enable them to prepare for the Board Meeting. This would enable the board and especially to non-executive independent directors to pre-emptly prepare for the discussions based on the papers.
A system should exist for seeking and obtaining further information and clarifications on the agenda items before the meeting. Directors, including nominee directors, requiring any clarification before the meeting may be asked to contact the Secretary for additional inputs.

Secretarial Standard on Meetings of the Board of Directors (SS-1)

The Secretarial Standards on Meetings of the Board of Directors contains the standard practices that should be followed with regard to Agenda. These have been highlighted hereunder:

1.2.6 The Agenda, setting out the business to be transacted at the Meeting, and Notes on Agenda should be given at least seven days before the date of the Meeting.

1.2.7 Each item of business should be supported by a note setting out the details of the proposal and, where approval by means of a Resolution is required, the draft of such Resolution should be set out in the note.

1.2.8 The Notice, Agenda and Notes on Agenda may be given at shorter periods of time than those respectively stated above, if the majority of members of the Board or of the Committee, as the case may be, agree. The proposal to hold the Meeting at a shorter notice should be stated in the Notice and the fact that consent thereto was obtained should be recorded in the Minutes.

Notice, Agenda and Notes on Agenda should be given to all Directors or to all members of the Committee, as the case may be, at the address provided by them, whether in India or abroad, and should also be given to the Original Director, even when the Notice, Agenda and Notes on Agenda have been given to the Alternate Director.

1.2.9 Any supplementary item not originally included in the Agenda may be taken up for consideration with the permission of the Chairman and with the consent of the majority of the Directors present in the Meeting. However, no supplementary item which is of significance or is in the nature of Unpublished price sensitive information should be taken up by the Board without prior written Notice.

The items of business to be transacted should be arranged in order of those items that are of a routine or general nature or which merely require to be noted by the Directors, and those items which require discussions and specific approval.

Besides the items of business that are required by the Act or any other applicable law to be considered at a Meeting of the Board and all material items having a significant bearing on the operations of the company, there are certain items which, if applicable, should also be placed before the Board.

→ Conducting Board Meetings

Attendance

Quorum of the meeting is a legal issue covered under section 287 of Companies
Act 1956, here we should understand the importance of recording the attendance of the meeting.

**Board Briefing Papers**

Board materials should be summarized and formatted so that board members can readily grasp and focus on the most significant issues in preparation for the board meeting. It is not necessary that more information means better quality. If relevant and complete information is presented in an orderly manner will be more useful than a bulky set of documents which has been put together without any order.

The Papers for Board meetings should be:

- **Short.** Board papers associated with a particular agenda item should be set out as an executive summary with further detail provided in annexes.
- **Timely.** Information should be distributed at least seven business days before the meeting.
- **Focused and action-oriented.** The papers should present the issue for discussion, offer solutions for how to effectively address the issue, and provide management’s view on which action to take.

If a proposal is more complex or requires additional explanation, the board should consider delegating the matter to a board committee or seek a detailed discussion or require an appraisal by an outside independent expert.

Directors should inform the chairman if the information they receive is insufficient for making sound decisions and monitoring responsibilities effectively.

**The Information Requirements for Board Meetings**

These requirements will vary among companies. In general, directors should expect to receive the following regular items at least seven days before the board meeting:

- An agenda. This should be on one page.
- Minutes from last meeting along with action taken report.
- Minutes of Committee Meetings.
- Information of the statutory compliances of the laws applicable to the company.

Papers relating to specific agenda items. The reports should be clearly structured with headings such as: “Purpose,” “Background,” “Issues,” “Impact,” and “Recommendations”. Whenever possible, the report’s writer should list his/her name as author with responsibilities for its contents, the date, and contact details.

**Decision Making Process at the Meeting**

(I) The Chairman and/or Managing Director should explain the proposal put up before the Board, the background and the expectation of the proposal in the short as well as the long-term to contribute to the growth of the company. If need be, a presentation may be made by the concerned executive for easing the considerations and discussions of the Board as they tend to highlight the key elements within the written data.
(II) The criticality and viability of the proposal should be explained and their views should be elicited from all angles.

(III) The Board could then deliberate all these issues and come to a decision.

Voting

Voting practices at board meetings differ worldwide. In some countries, it is usual for a majority vote to signify board approval. In this situation, decisions are made quickly and minority dissent is accepted. However, many corporate governance experts argue that boards should be collegial; consensus must be attained on every agenda item without the need to take a vote. In this case, the chairman will often require skill in obtaining unanimity among the directors — even though the debate initially may have involved substantial constructive dissent.

Adequacy of Minutes

Minutes are the written record of a board or committee meeting. Preparation of minutes of general, Board and committee meetings is a legal requirement under section 193 of Companies Act 1956. The Company secretary should ensure compliance of the same accordingly. At a minimum, the minutes must contain:

- Meeting location and date
- Names of attendees and absentees
- Principal points arising during discussion
- Board decisions

Minutes record what actually happens at a meeting in the order in which it happened, regardless of whether the meeting followed the written agenda. The minutes are important legal documents and, by law, must be kept by the company. They also serve as important reminders of action to be taken between meetings.

Minutes should strike a balance between being a bare record of decisions and a full account of discussions. On more routine housekeeping matters or more sensitive personnel issues, a brief record is appropriate. For most items, there should be a summary of the matter discussed and the issues considered. The final decision must be recorded clearly and concisely. This amount of attention is desirable to show that the board has acted with due care and complied with any legal duties and obligations.

Where a director disagrees with a board decision, he may ask to have their disagreement recorded in the minutes. This could be important to avoid future liability for any decision that involves a breach of law or misuse of the board’s powers.

In general, remarks should not be attributed to individual directors.

It is the chairman’s responsibility to ensure that sufficient time is allowed for discussion of complex or contentious issues.
Secretarial Standard on Minutes (SS-5)

2. Contents

2.1 General Contents

2.1.1 Minutes should begin with the number and type of the Meeting, name of the company, day, date, venue, time of commencement and conclusion.

In respect of a Meeting convened but adjourned for want of quorum that fact should be recorded in the Minutes of such adjourned meeting.

2.1.2 Minutes should record the names of the directors and the Company Secretary present at the Meeting.

The names of the directors should be listed in alphabetical order or in order of seniority, but in either case starting with the name of the person in the Chair and the Vice-Chairman, if any.

2.2 Meetings of the Board or Committee

2.2.1 Minutes should contain:

(a) The names of officers in attendance and invitees for specific items.

(b) The names of directors who sought and were granted leave of absence.

(c) If any director has participated only for a part of the Meeting, the agenda items in which he had participated.

(d) In case of a director joining through video or tele conference the place from and the agenda items in which he participated.

(e) The fact that an interested director did not participate in the discussion or vote.

(f) The appointment of officers made by the Board.

(g) The fact of the dissent and the name of the director who dissented or abstained from the decision.

(h) The resolutions sent for passing by circulation along with the decisions thereon.

(i) Notings of the Minutes of the last Meeting.

2.2.2 Minutes should mention the brief background of the proposal, summarise the deliberations and the rationale for taking the decisions.

The agenda items discussed should be recorded and appropriately numbered.

The decisions should be recorded in the form of resolutions, where it is statutorily or otherwise required. In other cases, the decisions can be recorded in a narrative form.

Where a resolution was passed pursuant to the Chairman of the Meeting exercising his second or casting vote, the Minutes should record the same and also refer to the Articles which empowers the Chairman to exercise the second or casting vote.
3. RECORDING

3.1 Minutes should contain in unambiguous terms a fair and correct summary of the proceedings of the Meeting.
Minutes should be written using clear, concise and plain language. The Chairman has absolute discretion to exclude from the Minutes, matters which in his opinion are defamatory, irrelevant or immaterial or which are detrimental to the interests of the company.

3.2 Minutes should be written in third person and past tense.

3.3 Each item of business taken up at the Meeting should be appropriately numbered.
For ease of reference, topic-wise index and cross-reference may be separately maintained.

Meetings of the Board

3.4 Any document, report or notes placed before the Board and referred to in the Minutes should be identified by initialing of such document, report or notes by the Chairman or the concerned director.

3.5 Where an earlier resolution or decision is superseded or modified, Minutes should contain a clear reference to the earlier resolution or decision.

4. ENTRY

4.1 Minutes should be entered in the Minutes Book within thirty days from the date of conclusion of the Meeting.
Minutes must be written within 30 days from the date the Meeting is finally concluded.

4.2 The date of entry in the Minutes Book should be recorded.

4.3 Minutes, once entered in the Minutes Book, should not be altered.
Any alteration, other than grammatical or minor corrections, in the Minutes as entered, should be made only by way of express approval taken in the subsequent Meeting in which such Minutes are sought to be altered.

5. FINALISATION

5.1 Within fifteen days from the date of the conclusion of the Meeting of the Board or Committee the draft Minutes thereof should be circulated to all the members of the Board or the Committee, as the case may be, for their comments.
The directors should forward their comments on the draft Minutes within seven days from the date of circulation thereof, so that the Minutes are finalised and entered in the Minutes Book within the specified time limit of thirty days.
5.2 Minutes of the Meetings of all Committees should be placed and noted at a subsequent Meeting of the Board.

6. SIGNING AND DATING

6.1 Minutes of the Meeting of the Board or Committee should be signed and dated by the Chairman of the Meeting or the Chairman of next Meeting.

6.3 The Chairman or the authorized director should initial each page of the Minutes, sign the last page and append to such signature the date on which he has signed the Minutes.

It is a good practice to draft the minutes of the meetings and circulate them to the directors in reasonable time, perhaps not later than a week.

The minutes of the Board Meeting held on 28-11-2010 were not signed by the chairman of the meeting within 30 days. Consider the legal implications of this under Companies Act, 1956.

Confidentiality

All board papers and proceedings should be considered to be highly confidential. Board papers should not be shown or circulated to non-directors. Directors should take great care not to discuss or disclose any board meeting content or proceedings outside the boardroom.

Separate Meetings

As a good practice the Boards may consider organizing separate meetings with independent directors to update them on all business-related issues and new initiatives. These meetings give an opportunity for independent directors for exchanging valuable views on the issues to be raised at the Board meetings. Such meetings are usually chaired by the independent non-executive Director or by senior/lead independent director. The outcome of the meeting is put forward at the Board meeting.

Directors' Time Commitment

Directors typically should allocate at least as much time for preparation as for the board meeting itself. With strategy retreats or “away days,” travel, reading, meeting preparation time, and attendance at ad hoc and committee meetings, directors usually spend three or four days per month for a single, non-executive director position.

The time spent to prepare for audit committee meetings is normally longer than that for most other board meetings.

Should the time commitment of directors become an issue, then companies may wish to limit the number of external appointments that directors can hold.

Directors should always evaluate the demands on their time before allowing themselves to be considered for an appointment. Directors should disclose any other
board or external appointment to the nomination committee before their appointment, and regularly update the board.

conducting separate meetings a must for the companies under listing agreement clause 49?

Segment III

RESPONSIBILITIES OF BOARD

Responsibilities cast upon Directors are quite onerous and multifarious. The duties of directors are partly statutory, partly regulatory and partly fiduciary. Directors are in fiduciary position and must exercise their powers for the benefit of the company. Board is responsible for direction, control, conduct management and supervision of the company’s affairs. They have to establish effective corporate governance procedures and best practices and whistle blower mechanism. Ultimate control and management vests with the Board. The board functions on the principle of majority or unanimity. A decision is taken on record if it is accepted by the majority or all of the directors. A single director cannot take a decision. This is one of the purposes of forming a board. If the power of decision making is given to a single director he might take biased decisions. He may take decisions which benefit him in his personal capacity. The scope of biasness, partiality and favoritisms is eliminated with the concept of the board.

The purpose to have a board in the company is to have directors who are expected:

- To contribute to the business of the company through their knowledge and skills.
- To advise on such matters as need their attention and influence.
- To critically analyze the performance and operations of the company.
- To be able to act as a professional aide.
- To be able to offer their professional expertise in the relevant field.
- To establish sound business principles and ethics.
- To act as a mentor to the management.

The responsibilities of the directors can be summarized as below:

Responsibilities towards the company

The board should ensure that:

- It acts in the best interest of the company.
- The decisions it takes do not serve the personal interests of its members.
- It helps the company in increasing its profits and turnover by following principles of equity, ethics and values.
- It helps the company in building its goodwill.
• It shares with the management the decision taken by them and the reasons thereof.
• That the company has systems and means to best utilize the resources of the company and especially its intangible resources.

Responsibilities towards management

The board must ensure that:
• It gives its guidance, support and direction to the management in every decision.
• It acts as leader to inspire and motivate the management to perform their duties.
• It encourages compliance and disclosures.
• It trusts the management and gives it the freedom to act.
• It does not dictate terms but take objective decisions.
• It follows the company’s code of conduct and the other rules and the regulations of the company.

Responsibilities towards stakeholders

The board must ensure that:
• Its every decision helps in the increasing the stakeholders value.
• It does not act in a manner by which any stakeholder is prejudiced.
• One stakeholder should not be benefited at the cost of the other. — It must discourage restrictive or monopolistic activities for the undue benefit of the company.
• That proper system is established and followed which helps in resolving the grievances of the stakeholders.
• That company has policies for different class of stakeholders which are equally applicable. Such policies should be based on the principles of equity and justice.
• That company discloses its policies to all the stakeholders.
• The stakeholders are able to establish long term relationships based on trust and confidence.

Corporate Social Responsibility

The board must ensure that:
• The company has policies which encourage social activities on purely non profitable basis.
• Such policies are followed ethically and resources are provided to give effect to these policies.
• The actual benefit is actually passed on to the society by doing such activities.
• That these policies cover activities such as upliftment of society, providing education to the needed, promoting employment, preservation of environment, etc.
That the company’s products are eco-friendly and comply with all the related norms.

That the company does not take any decision which affects the society adversely.

Responsibility towards government

The board must ensure that:
- The company complies with all the laws applicable to it whether they are the central laws or state laws.
- There are systems and checks to ensure that the above is complied.
- That all the dues towards the government in the form of taxes, rates, etc. are paid on time.
- It supports the initiatives taken by the government for the promotion of welfare and security of the nation.

Inter-se responsibilities

The board must ensure that:
- True and full disclosure of all the transactions, where there is an interest, is made to the other members of the board.
- Follow board decorum and code for conduct of meetings.
- All relevant information is shared among themselves for a proper decision making.
- Enable to the board to take an independent, unbiased and objective decisions.
- The executive directors respect and give due regard to the presence and opinions of the non-executive independent directors.

RESPONSIBILITY FOR LEADERSHIP

According to Adrian Cadbury, if the company has to make the most of its opportunities, the Board has to be a source of inspiration for the goals it sets. The Board is responsible for the manner in which a company achieves its goals and therefore for the kind of enterprise it is and that which it aspires to become.

The effectiveness of the board depends largely on the leadership skills, capabilities and commitment to corporate governance practices of each individual director. The responsibility of the board is also to provide leadership in advancing the company's vision, values and guiding principles. The board is collectively responsible for promoting the success of the company by directing and supervising the company’s affairs. The board’s role is to provide entrepreneurial leadership within a framework of prudent and effective controls, and managed. The board sets the company’s strategic aims, ensures that the necessary financial, human resources & infrastructure are in place for the Company to meet its objectives and review management performance.
Policy Governance:

Policy Governance, an integrated board leadership paradigm created by Dr. John Carver, is a groundbreaking model of governance designed to empower boards of directors to fulfill their obligation of accountability for the organizations they govern. As a generic system, it is applicable to the governing body of any enterprise. The model enables the board to focus on the larger issues, to delegate with clarity, to control management's job without meddling, to rigorously evaluate the accomplishment of the organization; to truly lead its organization.

Policy Governance framework is designed to enable intelligent, well-intended board members to govern as well as to perform as far as s possible. It "channels the wisdom of board members, links them and their work to important constituencies, focuses them on the large long term issues, and makes possible the optimal empowerment and fair judgment of management".

The popular belief is that board is not a mere overseer of management actions; nor is it an approver. It is a locus of decision making in the owner-to-operator sequence of authority. Contrary to being an approver, it is a generator, an active link in the chain of command

"Boards should make policy, boards should deal with vision and the long term, boards should avoid trivia, boards should not meddle and micromanage; all board members should come prepared and be participative, and so forth. These exhortations may be good ones, but they are elementary in the extreme-more fitting for Polonius than for a theorist. At any rate, it is embarrassing that they are the level addressed by many of the efforts to improve modern governance. Policy governance goes much, much further."

"It is the single, central repository of written board wisdom, rather than one of several board products. Replacing reams of previous board documents, these documents often number fewer than fifty pages—board members can actually master all of them, using them as working documents and making frequent amendments. Moreover, board policies are truly the board's policies, having been generated from board deliberation, not parroted from management recommendations. Explicit, comprehensive governing values of the organization enable new board members to find quickly what the board stands for. The chairperson and CEO have an unambiguous source for knowing board expectations of their roles".

Policy Governance separates issues of organizational purpose (ENDS) from all other organizational issues (MEANS), placing primary importance on those Ends. Policy Governance boards demand accomplishment of purpose, and only limit the staff's available means to those which do not violate the board's pre-stated standards of prudence and ethics.

The board's own Means are defined in accordance with the roles of the board, its members, the chair and other officers, and any committees the board may need to help it accomplish its job. This includes the necessity to "speak with one voice".
Dissent is expressed during the discussion preceding a vote. Once taken, the board's decisions may subsequently be changed, but are never to be undermined. The board's expectations for itself also set out self-imposed rules regarding the delegation of authority to the staff and the method by which board-stated criteria will be used for evaluation. Policy Governance boards delegate with care. There is no confusion about who is responsible to the board or for what board expectations they are responsible. Furthermore, boards that decide to utilize a CEO function are able to hold this one position exclusively accountable.

RELATIONSHIP BETWEEN DIRECTORS AND EXECUTIVE

Board and executive leadership need to work together based on mutual respect, trust and commitment. A board provides counsel to management and should not get involved in the day-to-day affairs of the organization. Clear expectations for the board and the director need to be established and maintained, because a board that is overly active in management can inhibit the organization's effectiveness. The Executive Management can help the board govern more and manage less by adopting the following three methods:

- **Use a comprehensive strategic plan** that has been developed in conjunction with the board, and supplement it with regular progress reports. This will keep the board's sights focused on the long term goals and mission of the organization. Regular reports will keep board members apprised of progress toward organizational goals, and provide part of the basis for evaluation of the executive management.

- **Provide the board with relevant materials before board meetings**, and explain why the materials are coming to the attention of the board. Let board members know how specific agenda items relate to the organization's larger mission, and what kind of action or discussion is desired of the board on each item.

- **Facilitate board and board committee discussions** so that the board stays focused on the larger issues. Refer to set policies that define the limits of the board's decision-making power, and strive to engage the board in a dialogue among themselves that leads to consensus-building.

THE KEY DIFFERENCE BETWEEN DIRECTORS AND MANAGERS

There are many fundamental differences between being a director and a manager. The differences are numerous, substantial and quite onerous. The table below gives a detailed breakdown of the major differences between directing and managing:

<table>
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<tr>
<th></th>
<th><strong>Directors</strong></th>
<th><strong>Managers</strong></th>
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<tbody>
<tr>
<td>Leadership</td>
<td>It is the board of directors who must provide the intrinsic leadership and direction at the top of the organization.</td>
<td>It is the role of managers to carry through the strategy on behalf of the directors.</td>
</tr>
<tr>
<td>Decision Making</td>
<td>Directors are required to determine the future of the organization and protect its assets and reputation. They</td>
<td>Managers are concerned with implementing the decisions and the policies made by the board.</td>
</tr>
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also need to consider how their decisions related to ‘Stake-holders’ and the regulatory framework.

| Duties and responsibilities | Directors, not managers, have the ultimate responsibility for the longer-term prosperity of the company. Directors are required in law to apply skill and care in exercising their duty to the company and are subject to fiduciary duties. If they are in breach of their duties or act improperly directors may be made personally liable in both civil and criminal law. On occasion, directors can be held responsible for acts of the company. Directors also owe certain duties to the stakeholders of the company. | Managers have far fewer legal responsibilities. |
| Relationship with shareholders | Directors are accountable to the shareholders for the company's performance and can be removed from office by them or the shareholders can pass a special resolution requiring the Directors to act in a particular way. Directors act as “Fiduciaries” of the shareholders and should act in their best interests but also taking into account the best interests of the company (as a separate legal entity) and the other stakeholders. | Managers are usually appointed and dismissed by directors or management and do not have any legal requirement to be held to account. |
| Ethics and values | Directors have a key role in the determination of the value and ethical position of the company. | Managers must enact the ethos, taking their direction from the board. |
| Company Administration | Directors are responsible for the company's administration. | While the related duties associated with company administration can be delegated to managers, the ultimate responsibility for |
Statutory Provisions on insolvency
If a company becomes insolvent, law imposes various duties and responsibilities on directors that may involve personal liability, criminal prosecution and disqualification. These statutory provisions do not affect managers.

Statutory Provisions in general
There are many other statutory provisions that can create offences on strict liability under which Directors may face penalties if the company fails to comply. A very wide range of statutes impose duties on Directors which are numerous. Generally managers are not responsible under the Statutory Provisions.

Disqualification
Directors can be disqualified as Directors under law. The control over the employment of a Manager rests with the company.

Barriers to Visionary Leadership
Frank Martinelli - Lists the barriers with a view to helping companies identify them in their organizations and to remove them to facilitate visionary board leadership:

► **Lack of Time Management** - Lack of time to attend meetings, read materials and maintain contact with each other in between meetings. The board members need to organize themselves for maximum effectiveness and avoid wasting time on trivial matters.

► **Resistance to risk taking** - In order to be innovative and creative in its decision-making, boards must be willing to take chances, to try new things, to take risks. Success in new venture is never granted. Boards need to acknowledge the tension point and discuss it with funders and other key supporters. Board leadership must strike a balance between taking chances and maintaining the traditional stewardship role.

► **Lack of Strategic Planning** - Strategic planning offers boards an opportunity to think about changes and trends that will have significant impact and develop strategies to respond to challenges. Some boards are not involved in strategic planning at all; others are involved in a superficial way. Therefore, the boards lose an important opportunity to hone/exercise visionary leadership skills.

► **Complexity** - Board members frequently lack a deep understanding of critical changes, trends and developments that challenge fundamental
assumptions about how it defines its work and what success looks like. This lack of knowledge results in a lack of confidence on the part of the board to act decisively and authoritatively.

► **Micro Management** - It is necessary that the board focuses its attention on items of critical importance to the organization. If the board is tempted to micro manage or to meddle in lesser matters, an opportunity to provide visionary leadership is lost.

► **Clinging to Tradition** – Boards often resist change in order to preserve tradition. However, changing environment requires the Boards to be open to change. Maira and Scott - Morgan in “The Accelerating Organisation” point out that continuous shedding of operating rules is necessary because of changing environmental conditions. But shedding becomes more complicated in systems involving human beings, because their sense of self-worth is attached to many old rules. This human tendency to hold on to the known prevents boards from considering and pursuing new opportunities which conflict with the old rules.

► **Confused Roles** - Some boards assume that it is the job of the executive director to do the visionary thinking and that the board will sit and wait for direction and inspiration. This lack of clarity can result in boards that do not exercise visionary leadership because they do not think it is their job.

► **Past Habit** - Time was when clients, members and consumers would just walk in the door on their own. Viewing things in this way, boards did not consider market place pressures, or for that matter a competitive marketplace. All that has changed. Yet for many boards their leadership style has not kept pace with this new awareness.

**Segment IV**

**TRAINING OF DIRECTORS**

**Need, objective and methodology**

An important aspect of Board effectiveness would be appropriate attention to development and training of independent directors on the lines of management development and training. Director induction should be seen as the first step of the board’s continuing improvement. Investing in board development strengthens the board and individual directors. The normal expectation is that independent directors having been invited to join the Board due to their rich background and expertise, may not need any training. As the Board of Directors is primarily responsible for good governance practices, which is quite different from management, it calls for new areas of knowledge and different skills. Training should encompass both a thorough induction programme and an ongoing training and development opportunities for the board members. Since the Board composition is getting more diverse a system of formal training and evaluation is very important to foster trust, cohesion and communication among board members.

**Director Induction**

Induction procedures should be in place to allow new directors to participate fully and actively in board decision-making at the earliest opportunity. To be effective, new
directors need to have a good deal of knowledge about the company and the industry within which it operates involves introducing new directors to the people with whom they will be working and explaining how the board operates. It involves building up rapport, trust, and credibility with the other directors so that the new director is accepted by and can work with fellow directors.

**ICSI Recommendations to strengthen Corporate Governance** suggests that induction training of directors should be made mandatory covering role, responsibilities and liabilities of a director. There should be a statement to this effect by the Board in Annual Report. Further, Boards should adopt suitable training programmes for enhancing their skills etc.

Common methods of induction include:
- Briefing papers
- Internal visits
- Introductions

An induction program should be available to enable new directors to gain an understanding of:
- the company’s financial, strategic, operational and risk management position
- the rights, duties and responsibilities of the directors
- the roles and responsibilities of senior executives
- the role of board committees.

An induction kit should be given to new directors which should contain the following:
- Memorandum and Articles of Association with a summary of most important provisions
- Brief history of the company
- Current business plan, market analysis and budgets
- All relevant policies and procedures, such as a policy for obtaining independent professional advice for directors;
- Protocol, procedures and dress code for Board meetings, general meetings, staff social events, site visits etc including the involvement of partners;
- Press releases in the last one year
- copies of recent press cuttings and articles concerning the company
- Annual report for last three years
- Notes on agenda and Minutes of last six Board meetings
- Board’s meeting schedule and Board committee meeting schedule
- Description of Board procedures.

**Directors Development Programme**

Professional development should not be treated as merely another training schedule rather than that it more structured so as to sharpen the existing skills and
knowledge of directors. It is a good practice for boards to arrange for an ongoing updation of their members with changes in governance, technologies, markets, products, and so on through:

- Ongoing education
- Site visits
- Seminars; and
- Various short term and long term Courses

II A. Training of Directors- Corporate Governance Voluntary Guidelines, 2009

(i) The companies should ensure that directors are inducted through a suitable familiarization process covering, inter-alia, their roles, responsibilities and liabilities. Efforts should be made to ensure that every director has the ability to understand basic financial statements and information and related documents/papers. There should be a statement to this effect by the Board in the Annual Report.

(ii) Besides this, the Board should also adopt suitable methods to enrich the skills of directors from time to time.

Training of Board Members— clause 49 of the listing agreement

A company may train its Board members in the business model of the company as well as the risk profile of the business parameters of the company, their responsibilities as directors, and the best ways to discharge them. (non-mandatory).

PERFORMANCE REVIEW OF BOARD & INDIVIDUAL DIRECTOR

A formal evaluation of the board and of the individual directors is one potentially effective way to respond to the demand for greater board accountability and effectiveness. Feedback about the performance of individual board members can help them enhance their skill as directors and can motivate them to be better board members. Evaluations can provide an ongoing means for directors to assess their performance Board appraisals, if conducted properly; produce a number of positive outcomes. In addition to the obvious benefit of greater board accountability, four areas of performance improvement have been identified:

1. more effective board operations,
2. better team dynamics and communication,
3. greater clarity with regard to member roles and responsibilities, and
4. improved CEO-board relations.

Soliciting feedback and reflecting on the board's performance through a formal process encourage boards to pay greater attention to how they actually operate and in turn are very helpful in identifying ways to improve the board. As a result of such a process, suggestions and concerns about boardroom activities emerge more often and more constructively from board members.

Evaluations of group performance usually encourage a more through examination of an individual's and a group's responsibilities and roles. Board evaluations are no exception. By focusing on the board as a team and on its overall performance, communication and overall level of participation improved.
The performance appraisal of executive directors is judged by the performance/the operating results of the company. The performance appraisal of non-executive directors is complex. Normally companies use—

- Self-appraisal
- peer review method wherein the every director’s performance is reviewed by the other directors.

This is done under the direction of a lead independent director/chairman.

**Mechanism for evaluating non-executive Board Members-- Clause 49 of the Listing Agreement.**

The performance evaluation of non-executive directors could be done by a peer group comprising the entire Board of Directors, excluding the director being evaluated; and Peer Group evaluation could be the mechanism to determine whether to extend/continue the terms of appointment of non-executive directors. (non-mandatory)

**Il D. Evaluation of Performance of Board of Directors, Committees thereof and of Individual Directors-- Corporate Governance Voluntary Guidelines, 2009**

The Board should undertake a formal and rigorous annual evaluation of its own performance and that of its committees and individual directors. The Board should state in the Annual Report how performance evaluation of the Board, its committees and its individual directors has been conducted.

**Major Factors for Evaluation:**

- The quality of the issues that get raised discussed and debated at the meetings of the Board and its Committees.
- The guidance provided by the Board in light of changing market conditions and their impact on the organisation.
- The methodology adopted by the Board to solve issues referred to them such as, the homework done by the Board on the problem presented to them, the information they seek to get a complete picture of the situation, the points of view presented to solve the issue, the harmonization of remedial measures proposed by the Board and ensuring the implementation of the solution by the management with appropriate and timely review mechanism.
- The effectiveness of the directions provided by the Board on the issues discussed in meetings.

**Parameters**

→ Performance of the Board against the performance benchmarks set.
→ Overall value addition by the discussions taking place at the Board meetings.
→ The regularity and quality of participation in the deliberations of the Board and its Committees.
→ The answerability of the top management to the Board on performance related matters.
Model questions suggested in “Review of the role and effectiveness of non-executive directors” by Derek Higgs, January 2003 (Higgs Report) -

**Performance evaluation of the board**

- How well has the board performed against any performance objectives that have been set?
- What has been the board’s contribution to the testing and development of strategy?
- What has been the board’s contribution to ensuring robust and effective risk management?
- Is the composition of the board and its committees appropriate, with the right mix of knowledge and skills to maximize performance in the light of future strategy? Are inside and outside the board relationships working effectively?
- How has the board responded to any problems or crises that have emerged and could or should these have been foreseen?
- Are the matters specifically reserved for the board the right ones?
- How well does the board communicate with the management team, company employees and others? How effectively does it use mechanisms such as the AGM and the annual report? Is the board as a whole up to date with latest developments in the regulatory environment and the market?
- How effective are the board’s committees? (Specific questions on the performance of each committee should be included such as, for example, their role, their composition and their interaction with the board.)

The processes that help underpin the board’s effectiveness should also be evaluated e.g.:

- Is appropriate, timely information of the right length and quality provided to the board and is management responsive to requests for clarification or amplification? Does the board provide helpful feedback to management on its requirements?
- Are sufficient board and committee meetings of appropriate length held to enable proper consideration of issues? Is time used effectively?
- Are board procedures conducive to effective performance and flexible enough to deal with all eventualities?

**In addition**, there are some specific issues relating to the chairman which should be included as part of an evaluation of the board’s performance e.g.:

- Is the chairman demonstrating effective leadership of the board?
- Are relationships and communications with shareholders well managed?
- Are relationships and communications within the board constructive?
- Are the processes for setting the agenda working? Do they enable board members to raise issues and concerns?
- Is the company secretary being used appropriately and to maximum value?
Performance evaluation of the non-executive director

The chairman and other board members should consider the following issues and the individual concerned should also be asked to assess themselves. For each non-executive director:

- How well prepared and informed are they for board meetings and is their meeting attendance satisfactory?
- Do they demonstrate a willingness to devote time and effort to understand the company and its business and a readiness to participate in events outside the boardroom, such as site visits?
- What has been the quality and value of their contributions at board meetings?
- What has been their contribution to development of strategy and to risk management?
- How successfully have they brought their knowledge and experience to bear in the consideration of strategy?
- How effectively have they probed to test information and assumptions? Where necessary, how resolute are they in maintaining their own views and resisting pressure from others?
- How effectively and proactively have they followed up their areas of concern?
- How effective and successful are their relationships with fellow board members, the company secretary and senior management?
- Does their performance and behaviour engender mutual trust and respect within the board?
- How actively and successfully do they refresh their knowledge and skills and are they up to date with:
  - the latest developments in areas such as corporate governance framework and financial reporting?
  - the industry and market conditions?
- How well do they communicate with fellow board members, senior management and others, for example shareholders. Are they able to present their views convincingly yet diplomatically and do they listen and take on board the views of others?

The list excludes any specific questions about the performance of each non-executive director on board committee, although some of the questions in this list could be made applicable to their committee in which they serve. (It may also be mentioned here that the Higgs suggestions do not include any list of questions for the evaluation performance of executive directors)

The list given above is not an exhaustive one or definitive and the corporate may design their own questions depending upon the approach of the company and having regard to the particular circumstances.
CONCLUSION

In today’s era where uncertainty has crept in to such an extent, that running a business is not as simple as it was when the demand for the commodity was easily identifiable, consumer was not much educated, competitors were not playing, social responsibilities was not weighed and technology not ever changing.

Today, it has become imperative to have a board which through its strong ethics, values, independence, wisdom, acumen, perception and insight is able to direct the company towards the road to success. The board functions on the principle of majority or unanimity. A decision is taken on record if it is accepted by the majority or all of the directors. A single director cannot take a decision. However, every director should provide a creative contribution to the Board by providing objective criticism.

LESSON ROUND-UP

- The Board of Directors plays a pivotal role in ensuring good governance. The contribution of directors on the Board is critical to the way a corporate conducts itself.
- Responsibilities of Board - to establish an organizational vision and mission, giving strategic direction and advice, overseeing strategy implementation and performance, developing and evaluating the CEO, to ensure the organization has sufficient and appropriate human resources, ensuring effective stakeholder relations, risk mitigation, procuring resources.
- The board functions on the principle of majority or unanimity. A decision is taken on record if it is accepted by the majority or all of the directors. A single director cannot take a decision.
- Executive director or ED is a common post in many organisations, but the Companies Act does not define the phrase.
- Non-executive directors do not get involved in the day-to-day running of the business.
- Independent directors are known to bring an objective view in board deliberations. They also ensure that there is no dominance of one individual or special interest group or the stifling of healthy debate. They act as the guardians of the interest of all shareholders and stakeholders, especially in the areas of potential conflict.
- Board composition is one of the most important determinants of board effectiveness. A board should have a mix of inside/Independent Directors with a variety of experience and core competence if it is to be effective in setting policies and strategies and for judging the management’s performance objectively.
The effectiveness of the board depends largely on the leadership skills, capabilities and commitment to corporate governance practices of each individual director.

The Chairman’s primary responsibility is for leading the Board and ensuring its effectiveness.

A board provides counsel to management and should not get involved in the day-to-day affairs of the organization. Clear expectations for the board and the director need to be established and maintained, because a board that is overly active in management can inhibit the organization’s effectiveness.

Board and executive leadership need to work together based on mutual respect trust and commitment.

Induction and continuous training of Directors is of utmost importance to keep them updated with latest happenings in the company and major developments that impact the company.

A formal evaluation of the board and of the individual directors is one potentially effective way to respond to the demand for greater board accountability and effectiveness.

An effective board evaluation requires the right combination of timing, content, process, and individuals.

**ICSI Recommendations to Strengthen Corporate Governance Framework**

Post Satyam, the Council of the Institute of Company Secretaries of India constituted a Core Group to analyse the issues arising out of Satyam Episode and to inter alia make suitable recommendations for policy and regulatory changes in the legal framework. The Core Group undertook a detailed study of the prevailing corporate governance practices across the world, the recommendations of various committees and corporate governance codes, the best practices adopted by the industry and after benchmarking the best practices that can be mandated, made its recommendations ‘ICSI recommendations to Strengthen Corporate Governance Framework’ which were approved by the Council of the Institute.

**SELF-TEST QUESTIONS**

(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)

1. As a Company secretary of a company you are required to prepare a note to the Board explaining the importance of Board meetings in a good governance structure.
2. Should the role of Chairman and CEO be separated?
3. ABC Ltd. is a FMCG company. You as a company Secretary are required to prepare a draft of valid questions for the purpose of Board evaluation.
STUDY III
COMMITTEES OF THE BOARD

LEARNING OBJECTIVES

The objective of this study lesson is to enable the students to understand

- Need and Advantages of Committee Management
- The Constitution and scope of various Committees.
  - Mandatory Committees
    - Audit Committee
    - Shareholders Grievance Committee
  - Non-mandatory committees
    - Remuneration Committee
    - Nomination Committee
    - Corporate Governance Committee
    - Corporate Compliance Committee
    - Risk Management Committee

INTRODUCTION

With the globalization and the blurring of the borders, the demands on the board have increased tremendously. The regulatory requirements are complex and the onus on the Board is immense. In this scenario the need to delegate oversight of certain areas to a specialist board committee has become imperative. However, it is to be remembered that even though the board delegates some of the responsibilities to a committee, the ultimate responsibility lies with the board.

NEED AND ADVANTAGES OF COMMITTEE MANAGEMENT

Committees are a sub-set of the board, deriving their authority from the powers delegated to them by the board. Under section 292 of Companies Act 1956, Board of Directors may delegate certain matters to the committees set up for the purpose. These committees are usually formed as a means of improving board effectiveness and efficiency in areas where more focussed, specialized and technically oriented discussions are required. These committees prepare the groundwork for decision-making and report at the subsequent board meeting.

In the present day, the regulatory requirement is such that the composition of the board comprising executive directors and non-executive independent directors is
relatively large in number. In such a situation it becomes at times practically difficult to convene board meetings which suit the convenience and other commitments of each director. By having smaller committees this aspect also gets addressed effectively.

Committees allows the board to:

- Handle a greater number of issues with greater efficiency by having experts focus on specific areas.
- Develop subject specific expertise on areas such as compliance management, risk management, financial reporting.
- Enhance the objectivity and independence of the board’s judgment.

Greater specialization and intricacies of modern boardwork is one of the reasons for increased use of board committees. The reasons include:

- Responsibilities are shared.
- More members become involved.
- Specialized skills of members can be used to best advantage.
- Inexperienced members gain confidence while serving on the committee.
- Matters may be examined in more detail by a committee

The committees focus accountability to known groups. While the board as a legal unit always retains responsibility for the work of its Committees, the committee because of its focus on the mandate, the size of the committee being relatively smaller than the Board tend to be more effective. It is important that there is clarity of delegation and it should be ensured that committees are not put between the board and the CEO, either by giving committees official instructional authority or by allowing them to evaluate performance using their own criteria.

**Clause 49 of Listing Agreement (Annexure I A)** provides that minutes of meetings of audit committee and other committees of the board are to be placed before Board of Directors

**Enhancing Effectiveness of Committees**

The following are the manifestations of an effective committee

→ Committee Charter defining purpose of the committee.

→ Sensitivity to each other’s needs; good communication among all members.

→ Good preparation on part of the chair and members.

→ Access to independent professional advice when necessary.

→ Interested, committed members—Nomination to committees should be done taking into consideration the expertise, time commitment etc.

→ Minutes are complete and concise.

→ Periodic self assessment of committee’s performance.

→ Recognition and appreciation are given to members so that they feel they are really making a contribution.

→ The work of the committee is accepted and makes a valuable contribution to the organization.
MEMBERSHIP IN COMMITTEES

Clause 49 of Listing Agreement provides that a director shall not be a member in more than 10 committees or act as Chairman of more than five committees across all companies in which he is a director. Furthermore, it should be a mandatory annual requirement for every director to inform the company about the committee positions he occupies in other companies and notify changes as and when they take place.

Explanation:

1. For the purpose of considering the limit of the committees on which a director can serve, all public limited companies, whether listed or not, shall be included and all other companies including private limited companies, foreign companies, and companies under Section 25 of the Companies Act shall be excluded.

2. For the purpose of reckoning the limit under this sub-clause, Chairmanship/membership of the Audit Committee and the Shareholders’ Grievance Committee alone shall be considered.

ICSI Recommendations to strengthen Corporate Governance suggests that the limits reckoned on membership/chairmanship of committees should include all the committees of listed companies on which such director is a member, whether such committees are mandatory or not. This should be on a ‘comply’ or ‘explain’ basis.

VARIOUS COMMITTEES OF THE BOARD

The following are some of the important committees of the Board:

- Audit Committee
- Shareholders Grievance Committee
- Remuneration Committee
- Nomination Committee
- Corporate Governance Committee
- Corporate Compliance Committee.
Mandatory Committees

Clause 49 of the Listing Agreement applicable to all listed entities provides for constitution of mandatory committees.

Audit Committee

A key element in the corporate governance process of any organization is its audit committee. The purpose of constitution of this committee is to make it responsible for the oversight of the quality and integrity of the company’s accounting and reporting practices; controls and financial statements; legal and regulatory compliance; the auditors’s qualifications and independence; and the performance of company's internal function. The committee functions as liaison between the board of directors and the auditors- external & internal.

Regulatory Framework:

The Regulatory Framework with regard to Audit Committee is covered under:
- Clause 49 of the Listing Agreement
- Section 292A of Companies Act, 1956

Clause 49

The regulatory framework, In terms of Clause 49 covers the following aspects:
- Composition
- Meetings
- Functions
  - Mandatory
  - Normal Role
- Powers

Composition:

A qualified and independent audit committee shall be set up, giving the terms of reference subject to the following:

1. The audit committee shall have minimum three directors as members. **Two-thirds** of the members of audit committee shall be independent directors.

2. All members of audit committee shall be **financially literate** and at least one member shall have accounting or related **financial management expertise**.

**Explanation 1:** The term “financially literate” means the ability to read and understand basic financial statements i.e. balance sheet, profit and loss account, and statement of cash flows.

**Explanation 2:** A member will be considered to have accounting or related financial management expertise if he or she possesses experience in finance or accounting, or requisite professional certification in accounting, or any other comparable experience or background which results in the individual’s financial sophistication, including being or having been a chief executive officer, chief financial officer or other senior officer with financial oversight responsibilities.
3. The Chairman of the Audit Committee shall be an independent director;

4. The audit committee may invite such of the executives, as it considers appropriate (and particularly the head of the finance function) to be present at the meetings of the committee, but on occasions it may also meet without the presence of any executives of the company. The finance director, head of internal audit and a representative of the statutory auditor may be present as invitees for the meetings of the audit committee;

5. The Company Secretary shall act as the secretary to the committee.

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**Corporate Governance Voluntary Guidelines, 2009--Audit Committee – Constitution**

The companies should have at least a three-member Audit Committee, with Independent Directors constituting the majority. The Chairman of such Committee should be an Independent Director. All the members of audit committee should have knowledge of financial management, audit or accounts.

**Meetings:**

The audit committee should meet at least four times in a year and not more than four months shall elapse between two meetings.

**Quorum**

The quorum shall be either two members or one third of the members of the audit committee whichever is greater, but there should be a minimum of two independent members present.

**General Role of Audit Committee:**

The role of the audit committee shall include the following:

1. Oversight of the company’s financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible.

2. Recommending to the Board, the appointment, re-appointment and, if required, the replacement or removal of the statutory auditor and the fixation of audit fees and terms of engagement.

3. Approval of payment to statutory auditors for any other services rendered by the statutory auditors.

4. Reviewing, with the management, the annual financial statements before submission to the board for approval, with particular reference to:
   a. Matters required to be included in the Director’s Responsibility Statement to be included in the Board’s report in terms of clause (2AA) of section 217 of the Companies Act, 1956
   b. Changes, if any, in accounting policies and practices and reasons for the same
   c. Major accounting entries involving estimates based on the exercise of judgment by management
d. Significant adjustments made in the financial statements arising out of audit findings

e. Compliance with listing and other legal requirements relating to financial statements

f. Disclosure of any related party transactions

g. Qualifications in the draft audit report.

5. Reviewing, with the management, the quarterly financial statements before submission to the board for approval

6. Reviewing, with the management, performance of statutory and internal auditors, and adequacy of the internal control systems.

7. Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit.

8. Discussion with internal auditors any significant findings and follow up there on.

9. Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board.

10. Discussion with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any areas of concern.

11. To look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non payment of declared dividends) and creditors.

12. To review the functioning of the Whistle Blower mechanism, in case the same is existing.

13. Carrying out other function as may be assigned to committee by the board from time to time.

Functions:

The Audit Committee shall mandatorily review the following information:

1. Management discussion and analysis of financial condition and results of operations;
2. Statement of significant related party transactions (as defined by the audit committee), submitted by management;
3. Management letters / letters of internal control weaknesses issued by the statutory auditors;
4. Internal audit reports relating to internal control weaknesses; and
5. The appointment, removal and terms of remuneration of the Chief internal auditor shall be subject to review by the Audit Committee

Powers:

The audit committee shall have powers, which should include the following:

1. To investigate any activity within its terms of reference.
2. To seek information from any employee.
3. To obtain outside legal or other professional advice.
4. To secure attendance of outsiders with relevant expertise, if it considers necessary.
5. To have independent back office support & other resources from company.

Audit Committee under Section 292A of the Companies Act, 1956

Every public company having paid-up capital of rupees 5 crore or more shall constitute a Committee of the Board to be known as Audit Committee.

Audit Committee can be constituted both in accordance with section 292A of the Companies Act, 1956 and sub-clause II of clause 49 of Listing Agreement. In case the Audit Committee has been constituted as per requirements of section 292A of the Companies Act, 1956, it would have to additionally meet the requirements of sub-clause II of Clause 49 of Listing Agreement.

Composition of Audit Committee Constituted in Terms of Section 292A of Companies Act

The Committee shall consist of at least three directors and such number of other directors as the Board may determine. Two-thirds of the total number of members of the committee shall be directors other than managing or whole time directors. Members of the committee shall elect a chairman from amongst themselves. The Annual Report of the Company shall disclose the composition of the Audit Committee.

The auditors, the internal auditor, if any, and the director-in charge of finance shall attend and participate at meetings of the Audit Committee but shall not have the right to vote.

Nature of Recommendations of the Committee

The recommendations of the Audit Committee, constituted in terms of section 292A of the Companies Act, on any matter relating to financial management including the Audit Report, shall be binding on the Board.

In case the Board does not accept the recommendations of the Audit Committee, it shall record the reasons therefor. These reasons should be communicated to the shareholders.

For better governance it is suggested that such a communication be made through the Corporate Governance Report.

Authority of Audit Committee

The Audit Committee, constituted in accordance with section 292A of the Companies Act, shall have authority to investigate into any matter in relation to the items specified in the said section 292A or referred to it by the Board. For accomplishing these purposes, the Committee shall have full access to information contained in the records of the company and can seek external professional advice, if necessary.
Default

If a default is made in complying with the provisions of section 292A of the Companies Act, 1956, the company and every officer who is in default, shall be punishable with imprisonment for a term which may extend to one year, or with fine which may extend to fifty thousand rupees or with both.

Comparison between Clause 49 and Section 292A of the Companies Act, 1956

<table>
<thead>
<tr>
<th>Basis of difference</th>
<th>Requirements of Clause 49</th>
<th>Requirements of Section 292A of Companies Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicability</td>
<td>Applicable to all listed companies with paid-up capital of more than Rs.3 cr or Networth greater than Rs. 25 cr at any time in the history of the company and to companies seeking listing</td>
<td>Applicable to public companies with paid-up capital of Rs.5 Cr or more.</td>
</tr>
<tr>
<td>Composition</td>
<td>Minimum three directors as members. Two-thirds of the members of audit committee shall be independent directors.</td>
<td>Minimum three directors as members. 2/3\textsuperscript{rd} members shall be directors, other than managing or whole-time directors i.e. members shall be non-executive directors.</td>
</tr>
<tr>
<td>Qualification of committee members</td>
<td>All members shall be financially literate and at least one member shall have accounting expertise</td>
<td>No corresponding requirement</td>
</tr>
<tr>
<td>Chairman</td>
<td>The Chairman shall be an independent director</td>
<td>Any member of Audit Committee can be Chairman</td>
</tr>
<tr>
<td>Invitees</td>
<td>Auditors, internal auditor &amp; director-finance or other executives may be present as invitees</td>
<td>Auditors, internal auditor &amp; the director-finance shall attend &amp; participate at meetings of Audit Committee but shall not vote</td>
</tr>
<tr>
<td>Secretary</td>
<td>Company secretary to be secretary of the Audit Committee</td>
<td>No corresponding requirement</td>
</tr>
<tr>
<td>Meeting</td>
<td>At least four times in a year and not more than four months shall elapse between two meetings</td>
<td>Nothing particular, it only states for periodical discussions with the auditors.</td>
</tr>
<tr>
<td>Quorum</td>
<td>The quorum shall be either two members or one third of the</td>
<td>No corresponding requirement</td>
</tr>
<tr>
<td>Effect of recommendations of the committee</td>
<td>Audit committee shall suggest and make recommendations on various financial matters to the board for its assistance and proper functioning. However, if the company wants it may apply the recommendations of the company in its working.</td>
<td>The recommendations on any matter relating to financial management including the audit report, shall be binding on the board.</td>
</tr>
</tbody>
</table>

**Chairman of audit committee shall be the Chief Executive Officer** True or False?

**Key practical aspects relating to Audit Committee**
- Audit Committee to be completely independent – Ideally only independent directors to be part of the audit committee
- Audit Committee charter to be formalized & disclosed to shareholders in the Annual Report
- Private meetings should be held between the members of the Audit Committee
- Annual self appraisal of performance
- Communication with Board

**Audit Committee’s primary responsibility**
- Integrity of financial reports
- Enterprise risk management
- Compliance with laws
- Whistle-blowing process
- Related party transactions
- Creditor obligation defaults
- Senior management compensation, expense reimbursements and assets use

**Audit Committee’s Enabling Responsibilities**
- “Own” the relationship with both auditors-
- Determine appointment
- Periodic appraisal
- All commercial relationships
- Private meetings
- Ensure independence from management influence
- Planning & Structure of the audit
- Code of conduct quality & enforcement.

**Shareholders Grievance Committee/Investor Grievance Committee**

In terms of Clause 49-IV(G)(iii) of the Listing Agreement, a board committee under the chairmanship of a non-executive director shall be formed to specifically look into the redressal of shareholder and investors complaints like transfer of shares, non-receipt of balance sheet, non-receipt of declared dividends etc. This Committee shall be designated as ‘Shareholders/Investors Grievance Committee’.

The number of meetings of the Shareholders/Investors Grievance Committee should be in accordance with the exigencies of business requirements

As per Clause 49-IV(G)(iv), to expedite the process of share transfers, the Board of the company shall delegate the power of share transfer to an officer or a committee or to the Registrar and Share Transfer Agents. The delegated authority shall attend to share transfer formalities at least once in a fortnight

The objective behind delegation of authority is to expedite the process of share transfers.

As a general principle regarding vesting and exercise of power of a company, the Board should approve transfer of shares. If the articles of the company empower the Board to delegate its powers, the Board may by resolution, delegate its power of approving of share transfers, subject to such limitations, restrictions and conditions as the Board may think proper.

The company should disclose in the Annual Report details of officer or committee or the Registrar and Share Transfer Agents to whom request can be made for transfer of shares.

**NON-MANDATORY COMMITTEES**

A company may have as many non-mandatory companies as it would require for efficient oversight of the company. We will discuss about the committees which are generally constituted by corporates.

**Remuneration Committee**

Remuneration Committee or Compensation Committee as the name suggests is constituted by a company to determine the remuneration packages of executive directors including chief executive officers. The role of the committee is to establish overall compensation philosophies, evaluate management performance, recommend compensation for CEO, set compensation for executives, consider industry benchmarks, establish and administer performance goals, establish compensation program for employees, recommend director compensation, administer employee benefit and incentive plans, administer stock option and other equity-based plans, etc.
Constitution of Remuneration Committee is a non-mandatory requirement in terms of Clause 49 of the Listing Agreement. It states:

(i) The board may set up a remuneration committee to determine on their behalf and on behalf of the shareholders with agreed terms of reference, the company’s policy on specific remuneration packages for executive directors including pension rights and any compensation payment.

(ii) To avoid conflicts of interest, the remuneration committee, which would determine the remuneration packages of the executive directors may comprise of at least three directors, all of whom should be non-executive directors, the Chairman of committee being an independent director.

(iii) All the members of the remuneration committee could be present at the meeting.

(iv) The Chairman of the remuneration committee could be present at the Annual General Meeting, to answer the shareholder queries. However, it would be up to the Chairman to decide who should answer the queries.

**Companies Bill, 2009 Clause 158** provides for constitution of Board committees. It provides that the Board of Directors of every listed company and such other class or description of companies, as may be prescribed, shall constitute an Audit Committee and a Remuneration Committee of the Board.

It further provides that the Board of Directors of a company having a combined membership of the shareholders, debenture holders and other security holders of more than one thousand at any time during a financial year shall constitute a Stakeholders Relationship Committee consisting of a chairman who shall be a non-executive director and such other members of the Board as may be decided by the Board. It shall consider and resolve the grievances of stakeholders.

**Parliamentary Standing Committee on Finance on Companies Bill, 2009-Twenty First Report** proposes to amend clause 158 by providing for constitution of Nomination and Remuneration Committee of the Board instead of only Remuneration Committee only.

In terms of SEBI (Employees Stock Option Scheme and Employees Stock Purchase Scheme) Guidelines, 1999, a company that wishes to offer its shares under ESOP/ESP Scheme, has to constitute a Compensation Committee. Clause 5 of the said Guidelines provides as under:

1. No ESOS shall be offered unless the disclosures, as specified in Schedule IV, are made by the company to the prospective option grantees and the company constitutes a Compensation Committee for administration and superintendence of the ESOS.

2. The Compensation Committee shall be a Committee of the Board of Directors consisting of a majority of independent directors.

3. The Compensation Committee shall formulate the detailed terms and conditions of the ESOS
4. The Compensation Committee shall frame suitable policies and systems to ensure that there is no violation of,—
(a) the Securities and Exchange Board of India (Insider Trading) Regulations, 1992; and
(b) the Securities and Exchange Board of India (Prohibition of Fraudulent and Unfair Trade Practices Relating to the Securities Market) Regulations, 1995, by any employee.

In addition to the requirement under the SEBI (ESOP & ESP) Guidelines, 1999, the payment of remuneration as per Schedule XIII to the Companies Act the appointment of Managing Director without Central Government’s approval requires that the payment of the remuneration is approved by a resolution passed by the remuneration Committee.

To sum up, though remuneration committee is not a mandatory committee in terms of Clause 49 of the Listing Agreement, it is recommended that a company constitute remuneration committee for better governance.

A company that wishes offer shares under ESOP/ESP Schemes is required to constitute a Committee for the purpose and the committee should be named as Compensation Committee. In terms of the Companies Act, 1956, the remuneration payable to Managing Director under Schedule XIII, shall be recommended by the remuneration committee. Companies may have one committee specifically for ESOP/ESP Scheme and another for determining the remuneration or it could have a single committee called the compensation committee with its mandate covering both the aspects.

**ICSI Recommendations to strengthen Corporate Governance framework**

suggests constitution of Remuneration Committee by all listed companies on a mandatory basis. It may consists of a minimum of three members (all being non-executive), the majority being independent directors. The chairman should be Independent director.

The committee shall be responsible to recommend to the Board:

- Executive remuneration and incentive policies
- The remuneration packages of senior management
- Incentive schemes
- Superannuation arrangements

**Corporate Governance Voluntary Guidelines, 2009-- C.2 Remuneration Committee** recommends that

(i) Companies should have Remuneration Committee of the Board. This Committee should comprise of at least three members, majority of whom should be non executive directors with at least one being an Independent Director.

**Nomination Committee**

The primary role of the Nomination Committee of the board is to assist the board by identifying prospective directors and make recommendations on appointments to
the board and the senior-most level of executive management below the board. It should comprise of majority of independent directors, including chairman. The Committee also clears succession plans for these levels. The terms of reference to the Committee may include:

- Evaluate and make recommendations to the board regarding appointment of directors to board committees, the selection of board committee chairs and board members eligible for re-election.
- Evaluate and recommend termination of membership of individual directors in accordance with the board's governance principles or for other appropriate reasons.
- Developing and overseeing the execution of a formal board member capacity building program, including such elements as orientation of new members, continuing education and training, and a mentoring program with senior board members.
- Determine on an annual basis, desired board qualifications, expertise and characteristics, and conduct searches for potential board members with corresponding attributes.
- Evaluate and propose nominees for election to the board.
- Oversee the board performance evaluation process
- Form sub committees and delegate authority to them when appropriate.
- Coordinate and approve board and committee meeting schedules
- Conduct surveys of directors’ observation, suggestions and preferences
- Make regular reports to the board

ICSI Recommendations to strengthen Corporate Governance framework suggests for mandatory constitution of Nomination Committee by all listed companies. The nomination committee may consist of a minimum of three members (all being non-executive), the majority being independent directors. The chairman should be an independent director.

The responsibilities of the committee include:

- Assessment of the appropriate size of the Board
- Identification of necessary and desirable competencies of board members
- Identification of individuals qualified to become members, consistent with the criteria approved by the board and to make recommendations to Board
- Review of board succession plans
- Development of process for evaluation of the board’s performance
- Recommendations for the appointment and removal of directors
- To develop and recommend to the board a set of corporate governance guidelines applicable to the corporation.
Corporate Governance Voluntary Guidelines, 2009 recommend that companies may have Nomination Committee comprising of majority of Independent Directors, including its Chairman. Such committee shall consider proposals for searching, evaluating, and recommending appropriate Independent Directors and Non-Executive Directors.

Corporate Governance Committee

A company may constitute this committee to develop and recommend the board a set of corporate governance guidelines applicable to the company, implement policies and processes relating to corporate governance principles, to review, periodically, the corporate governance guidelines of the company. Many companies give the mandate of corporate governance to nomination committee and is given the nomenclature Nomination and Corporate Governance Committee.

Typically, the committee is responsible for considering matters relating to corporate governance including the composition of board, appointment of new directors, review of strategic human resource decisions, succession planning for the chairman and other key board and executive positions, performance evaluation of the board and its committees and individual directors.

Corporate Compliance Committee

The primary objective of the Compliance Committee is to review, oversee, and monitor:

- the Company’s compliance with applicable legal and regulatory requirements,
- the Company’s policies, programs, and procedures to ensure compliance with relevant laws, the Company’s Code of Conduct, and other relevant standards;
- the Company’s efforts to implement legal obligations arising from settlement agreements and other similar documents; and
- perform any other duties as are directed by the Board of Directors of the company.

ICSI Recommendations to strengthen Corporate Governance framework suggests for constitution of Corporate Compliance Committee on mandatory basis in respect of all public limited companies having a paid –up capital of Rs. 5 crore or more.

The charter of the committee may include:

- To oversee the Company’s compliance efforts with respect to relevant Company policies, the Company’s Code of Conduct, and other relevant laws and regulations and monitor the Company’s efforts to implement legal obligations arising from agreements and other similar documents;
To review the Company’s overall compliance program to ensure that it is well communicated, supports lawful and ethical business conduct by employees, and reduces risk to the Company for non compliance with laws and regulations related to the Company’s business;

To review complaints received from internal and external sources, regarding matters other than the financial matters which are within the purview of the Audit Committee;

To periodically present to the Board for adoption appropriate changes to the policies, and oversee implementation of and compliance with these policies;

To review regularly the company’s compliance risk assessment plan;

To investigate or cause to be investigated any significant instances of non-compliance, or potential compliance violations that are reported to the committee;

To coordinate with other committees regarding matters brought to the committees attention that relate to issues of compliance with applicable laws and regulations;

Regularly report to the Board on the Committee’s activities, recommendations and conclusions;

To discuss any significant compliance issues with the Chief Executive officer;

To periodically report to the Board and CEO on the adequacy and effectiveness of the company’s compliance program;

To retain at the company’s expense, independent advisors to assist the committee with carrying out its responsibilities from time to time;

To perform such other duties and responsibilities as may be assigned to the committee by the board.

Other than those duties and responsibilities mentioned in the recommendatory charter following may also be the duties and responsibilities that can be delegated to the committee:

- Review and monitor the Company’s compliance training initiatives on various topics, including but not limited to acceptable forms of compensation, conflicts of interest, competition and trade practices.

- Review the policies, programs and procedures for ensuring compliance with relevant laws, the Company’s Code of Conduct, value statement, other relevant standards, and legal obligations, including those imposed by settlement agreements.

- Present to the Board for adoption policies, periodically present to the Board for adoption appropriate changes to the Policies, and oversee implementation of and compliance with these Policies.

- Review and reassess the Charter’s adequacy, as appropriate, and recommend any proposed changes to the Board for approval.
Risk Management Committee

A company needs to have a proactive approach to convert a risk into an opportunity. A business is exposed to various kinds of risk such as strategic risk, data security risk, fiduciary risk, credit risk, liquidity risk, reputational risk, environmental risk, competition risk, fraud risk, technological risk etc. It is important for the company to have a structured framework to satisfy that it has sound policies, procedures and practices in place to manage the key risks under risk framework of the company. A risk management Committee’s role is to assist the Board in establishing risk management policy, overseeing and monitoring its implementation.

The committee shall be constituted with at least three directors, majority being independent directors.

Major functions include:
→ Assisting the Board in fulfilling its corporate governance oversight responsibilities with regard to identification, evaluation and mitigation of operational, strategic and external environment risks.
→ To ensure that management has instituted adequate process to evaluate major risks faced by the company
→ Establishing the role and responsibilities of officers/team who shall be responsible for:
  o Facilitating the execution of risk management practices in the enterprise
  o Reviewing enterprise risks from time to time, initiating mitigation actions, identifying owners and reviewing progress
  o Reporting risk events and incidents in a timely manner
→ Monitoring and reviewing risk management practices of the Company
→ Reviewing and approving risk-related disclosures.

OTHER COMMITTEES

Companies depending upon the need may have more committees like:
→ Strategies Committee
→ Capital Expenditure (Capex) Committee.

LESSON ROUND-UP

With the globalization and the blurring of the borders, the demands on the board has increased tremendously. The regulatory requirements are complex and the onus on the Board is immense. In this scenario the need to delegate oversight to a board committee has become imperative.
To enable better and more focused attention on the affairs of the Corporation, the board delegates particular matters to committees of the board set up for the purpose.

Committees prepare the groundwork for decision-making and report at the subsequent board meeting.

Greater specialization and intricacies of modern boardwork is one of the reasons for increased use of board committees.

Mandatory Committees – Audit Committee and Shareholders Grievance Committee.

A key element in the corporate governance process of any organization is its audit committee. The battle for financial statement integrity and reliability depends on balancing the pressures of multiple stakeholders, including management, regulators, investors and the public interest.

The Regulatory Framework with regard to Audit Committee is covered under - Clause 49 of the Listing Agreement and Section 292A of Companies Act, 1956.

In terms of Clause 49-Iv(G)(iii) of the Listing Agreement, a board committee under the chairmanship of a non-executive director shall be formed to specifically look into the redressal of shareholder and investors complaints like transfer of shares, non-receipt of balance sheet, non-receipt of declared dividends etc. This Committee shall be designated as 'Shareholders/ Investors Grievance Committee'.

Non-Mandatory Committees - Remuneration Committee, Nomination Committee, Corporate Governance Committee, Compliance Committee, Risk Management Committee, Ethics Committee, Strategies Committee, Capital Expenditure (Capex) Committee, etc.

Remuneration Committee: Remuneration Committee or Compensation Committee as the name suggests is constituted by a company is to determine the remuneration packages of executive directors/ chief executive officers.

Corporate Governance Committee: A company may constitute this committee to develop and recommend the board a set of corporate governance guidelines applicable to the company, implement policies and processes relating to corporate governance principles, to review, periodically, the corporate governance guidelines of the company.

Corporate Compliance Committee: The primary objective of the Compliance Committee is to review, oversee, and monitor the Company’s compliance with applicable legal and regulatory requirements, its policies, programs, and procedures to ensure compliance with relevant laws, its Code of Conduct, and other relevant standards.

Risk Management Committee: A business is exposed to various kind of risk such as strategic risk, data-security risk, fiduciary risk, credit risk, liquidity risk, reputational risk, environmental risk, competition risk, fraud risk, technological risk etc. A risk management Committee’s role is to assist the Board in establishing risk management policy, overseeing and monitoring its implementation.
SELF-TEST QUESTIONS

1. What is the need and what are the advantages of Committee Management?
2. What are the mandatory committees in terms of Clause 49 of the Listing Agreement? In terms of Clause 49 of the Listing Agreement, what are the terms of reference of the Audit Committee.
3. Discuss in detail about remuneration committee.
4. Explain the importance of constitution of Risk Management Committee?
LEARNING OBJECTIVES

The objective of this study lesson is to enable the students to understand

Segment I: Internal Control Systems
- COSO’s Internal Control Framework
- Roles and Responsibilities with regard to Internal Control

Segment II: Risk Management
- Definition and types of risks
- Risk management process
- Advantages of risk management
- Steps in risk management
- Fraud Risk Management
- Reputation risk Management
- Responsibility of risk management
- Legal provisions on risk management
- Role of Company Secretary in risk management.

In this dynamic world, corporate governance demands that boards respond to new challenges, by putting in place measures which will systematically and thoroughly identify, analyse and control risks. World over, the need for putting in place better systems of internal controls and a cohesive risk management framework is being stressed. Legislations like the Sarbanes-Oxley Act in the United States, the Turnbull Commission in UK, the listing rules and agreements in different countries require that the directors should be directly responsible in ensuring that the company has in place effective and efficient systems and risk management frameworks.

In this study lesson we will look at the aspects of Internal Control Systems and Risk Management.
Reasonable assurance is a concept that acknowledges that control systems should be developed and implemented to provide management with the appropriate balance between risk of a certain business practice and the level of control required to ensure business objectives are met.

A system of internal control is a proactive approach that balances the risk and control in the Company which helps in exploiting business opportunities fully. An effective control system provides reasonable, but not absolute assurance for the safeguarding of assets, the reliability of financial information, and the compliance with laws and regulations. It provides management with the appropriate balance between risk of a certain business practice and the level of control required to ensure business objectives are met.

The system of internal control facilitates the effectiveness and efficiency of operations, helps ensure the reliability of internal and external reporting and assists in compliance with laws and regulations. Effective financial controls, including the maintenance of proper accounting records, are an important element of internal control. They help to ensure that a company is not unnecessarily exposed to avoidable financial risks and that the financial information used within the business and for publication is reliable. They also contribute to the safeguarding of assets, including the prevention and detection of fraud.

Elements of sound internal control system as prescribed under Internal Control Revised Guidance for Directors on the Combined Code October, 2005 – Nigel Turnbull

An internal control system encompasses the policies, processes, tasks, behaviours and other aspects of the Company that, taken together:

→ facilitates its effective and efficient operation by enabling it to respond appropriately to significant business, operational, financial, compliance and other risks to achieve the Company’s objectives. This includes the safeguarding of assets from inappropriate use or from loss and fraud and ensuring that liabilities are identified and managed;

→ helps to ensure the quality of internal and external reporting. This requires the maintenance of proper records and processes that generate a flow of timely, relevant and reliable information from within and outside the organisation;

→ helps ensure compliance with applicable laws and regulations, and also internal policies with respect to conducting business.

The system of internal control should:

→ be embedded in the operations of the company and form part of its culture;

→ be capable of responding quickly to evolving risks to the business arising from factors within the company and to changes in the business environment; and
include procedures for reporting immediately to appropriate levels of management any significant control failings or weaknesses that are identified together with details of corrective action being undertaken.

A company's objectives, its internal organisation and the environment in which it operates are continually evolving and, as a result, the risks it faces are continually changing. In order to make its internal control effective and sound, a Company thoroughly and regularly evaluates the nature and extent of the risks to which it is exposed.

The system will include:

- control activities;
- information and communications processes; and
- processes for monitoring the continuing effectiveness of the system of internal control.

A sound system of internal control reduces, but cannot eliminate, the possibility of poor judgement in decision-making; human error; control processes being deliberately circumvented by employees and others; management overriding controls; and the occurrence of unforeseeable circumstances.

A sound system of internal control therefore provides reasonable, but not absolute, assurance that a company will not be hindered in achieving its business objectives, or in the orderly and legitimate conduct of its business, by circumstances which may reasonably be foreseen. A system of internal control cannot, however, provide protection with certainty against a company failing to meet its business objectives or all material errors, losses, fraud, or breaches of laws or regulations.

**Internal Control Defined**

Internal control is defined as a process, effected by an organization's people and information technology (IT) systems, designed to help the organization accomplish specific goals or objectives.

It is a means by which an organization's resources are directed, monitored, and measured. It plays an important role in preventing and detecting fraud and protecting the organization's resources, both physical (e.g., machinery and property) and intangible (e.g., reputation or intellectual property such as trademarks).

At the organizational level, internal control objectives relate to the reliability of financial reporting, timely feedback on the achievement of operational or strategic goals, and compliance with laws and regulations.

At the specific transaction level, internal control refers to the actions taken to achieve a specific objective (e.g., how to ensure the organization's payments to third parties are for valid services rendered.) Internal control procedures reduce process variation, leading to more predictable outcomes.

An effective internal control system balances the risk and control and helps a company in exploiting business opportunity fully.
Internal controls are put in place to keep the company on course toward profitability goals and achievement of its mission, and to minimize surprises along the way. They enable management to deal with rapidly changing economic and competitive environments, shifting customer demands and priorities, and restructuring for future growth. Internal controls promote efficiency, reduce risk of asset loss, and help ensure the reliability of financial statements and compliance with laws and regulations.

Internal Control Revised Guidance for Directors on the Combined Code October, 2005–Nigel Turnbull

The importance of internal control

1. A company's system of internal control has a key role in the management of risks that are significant to the fulfilment of its business objectives. A sound system of internal control contributes to safeguarding the shareholders' investment and the company's assets.

2. Internal control facilitates the effectiveness and efficiency of operations, helps ensure the reliability of internal and external reporting and assists compliance with laws and regulations.

3. Effective financial controls, including the maintenance of proper accounting records, are an important element of internal control. They help ensure that the company is not unnecessarily exposed to avoidable financial risks and that financial information used within the business and for publication is reliable. They also contribute to the safeguarding of assets, including the prevention and detection of fraud.

4. A company's objectives, its internal organisation and the environment in which it operates are continually evolving and, as a result, the risks it faces are continually changing. A sound system of internal control therefore depends on a thorough and regular evaluation of the nature and extent of the risks to which the company is exposed. Since profits are, in part, the reward for successful risk-taking in business, the purpose of internal control is to help manage and control risk appropriately rather than to eliminate it.

COSO Definition of Internal Control

COSO is a U.S. private-sector initiative. Its major objective is to identify the factors that cause fraudulent financial reporting and to make recommendations to reduce its incidence. COSO has established a common definition of internal controls, standards, and criteria against which companies and organizations can assess their control systems:

Internal control is a process, effected by an entity's board of directors, management and other personnel, designed to provide reasonable assurance regarding the achievement of objectives in the following categories:

→ Effectiveness and efficiency of operations
→ Reliability of financial reporting
→ Compliance with applicable laws and regulations.
Key Concepts

→ Internal control is a process. It is a means to an end, not an end in itself.
→ Internal control is effected by people. It's not merely policy manuals and forms, but people at every level of an organization.
→ Internal control can be expected to provide only reasonable assurance, not absolute assurance, to an entity's management and board.
→ Internal control is geared to the achievement of objectives in one or more separate but overlapping categories.

COSO's Internal Control Framework

Internal control consists of five interrelated components. These are derived from the way management runs a business, and are integrated with the management process. Although the components apply to all entities, small and midsize companies may implement them differently than large ones. Its controls may be less formal and less structured, yet a small company can still have effective internal control. The components are:

→ Control Environment
→ Risk Assessment
→ Control Activities
→ Information and Communication
→ Monitoring
Control Environment

It is the foundation for all other components of internal control, providing discipline and structure. Control environment factors includes:

→ the integrity, ethical values and competence of the people who form the backbone of the organisation;
→ management's philosophy and operating style;
→ the way management assigns authority and responsibility, and organizes and develops its people; and
→ the attention and direction provided by the Board of Directors.

Risk Assessment

Every entity faces a variety of risks from external and internal sources that must be assessed. A precondition to risk assessment is establishment of objectives, linked at different levels and internally consistent. Risk assessment is the identification and analysis of relevant risks to achievement of the objectives, forming a basis for determining how the risks should be managed. Because economic, industry, regulatory and operating conditions will continue to change, mechanisms are needed to identify and deal with the special risks associated with change.

Control Activities

Control activities are the policies and procedures that help ensure management directives are carried out. They help ensure that necessary actions are taken to address risks to achievement of the entity's objectives. Control activities occur throughout the organization, at all levels and in all functions. They include a range of activities as diverse as approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets and segregation of duties.

Information and Communication

Relevant information must be identified, captured and communicated in a form and timeframe that enable people to carry out their responsibilities. Information systems produce reports, containing operational, financial and compliance-related information, which make it possible to run and control the business. They deal not only with internally generated data, but also information about external events, activities and conditions necessary to informed business decision-making and external reporting. Effective communication also must occur in a broader sense, flowing across, down and up the organization. All personnel must receive a clear message from top management that control responsibilities must be taken seriously. They must understand their own role in the internal control system, as well as how individual activities relate to the work of others. They must have a means of communicating significant information upstream. There also needs to be effective communication with external parties, such as customers, suppliers, regulators and shareholders.

Monitoring

Internal control systems need to be monitored—a process that assesses the quality of the system's performance over time. This is accomplished through ongoing...
monitoring activities, separate evaluations or a combination of the two. Ongoing monitoring occurs in the course of operations. It includes regular management and supervisory activities, and other actions personnel take in performing their duties. The scope and frequency of separate evaluations will depend primarily on an assessment of risks and the effectiveness of ongoing monitoring procedures. Internal control deficiencies should be reported upstream, with serious matters reported to top management and the board.

**Implementation of Internal Control System**

Everyone in an organization has responsibility for internal control. From Board and management to operational levels in the organization, everybody is responsible for its successful implementation.

**Internal control consists of five interrelated components.**

True or False?

**ROLE AND RESPONSIBILITIES WITH REGARD TO INTERNAL CONTROL**

**Management**

It is the role of management to implement board policies on risk and control. In fulfilling its responsibilities management should identify and evaluate the risks faced by the company for consideration by the board and design, operate and monitor a suitable system of internal control which implements the policies adopted by the board.

The chief executive officer is ultimately responsible and should assume "ownership" of the system. More than any other individual, the chief executive sets the "tone at the top" that affects integrity and ethics and other factors of a positive control environment. In a large company, the chief executive fulfills this duty by providing leadership and direction to senior managers and reviewing the way they're controlling the business. Senior managers, in turn, assign responsibility for establishment of more specific internal control policies and procedures to personnel responsible for the unit's functions. In a smaller entity, the influence of the chief executive, often an owner-manager is usually more direct. In any event, in a cascading responsibility, a manager is effectively a chief executive of his or her sphere of responsibility.

**Clause 49 of Listing Agreement** -- The CEO, i.e. the Managing Director or Manager appointed in terms of the Companies Act, 1956 and the CFO i.e. the whole-time Finance Director or any other person heading the finance function discharging that function shall certify to the Board that:

(a) They accept responsibility for establishing and maintaining internal controls for financial reporting and that they have evaluated the effectiveness of internal control systems of the company pertaining to financial reporting and they have disclosed to the auditors and the Audit Committee, deficiencies in the design or operation of such internal controls, if any, of which they are aware and the steps they have taken or propose to take to rectify these deficiencies.
Accordingly, it is the responsibility of CEO and CFO to:

(a) Establish and maintain the internal controls;  
(b) Evaluate effectiveness of internal control system. The assessment of internal control system has to be made using recognized framework. 
(c) Disclose deficiencies in the design or operation of internal controls they are aware of; 
(d) Take steps to rectify the deficiencies in the internal control system; 
(d) Inform auditors and Audit Committee of any significant changes in the internal control system and significant fraud if any of which they have become aware.

Management is accountable to the Board of Directors, which provides governance, guidance and oversight. The internal control system is normally judged by the management’s commitment to internal audit and process audit function. To be effective, the internal audit function should have financial experts, Control experts, IT experts and persons with the knowledge of organisation business.

While law casts the responsibility on CEO and CFO for the financial aspects of internal control, everyone in an organization has responsibility for internal control.

**CEO/CFO certificate under Clause 49 further requires certification from Practicing Company Secretary? True or False.**

**Board of Directors**

A strong, active Board, particularly when coupled with effective upward communication channels and capable financial, legal and internal audit functions, is often the best-needed framework for internal control effectiveness and adequacy.

The board of directors is responsible for the company’s system of internal control. It should set appropriate policies on internal control and seek regular assurance that will enable it to satisfy itself that the system is functioning effectively. The board must further ensure that the system of internal control is effective in managing those risks in the manner which it has approved.

In determining its policies with regard to internal control, and thereby assessing what constitutes a sound system of internal control, the board's deliberations should...
include consideration of the following factors:

→ the nature and extent of the risks facing the company;
→ the extent and categories of risk which it regards as acceptable for the company to bear;
→ the likelihood of the risks concerned materialising;
→ the company's ability to reduce the incidence and impact on the business of risks that do materialise; and
→ the costs of operating particular controls relative to the benefit thereby obtained in managing the related risks.

Reviewing the effectiveness of internal control is an essential part of the board's responsibilities. The board will need to form its own view on effectiveness based on the information and assurances provided to it, exercising the standard of care generally applicable to directors in the exercise of their duties. Management is accountable to the board for monitoring the system of internal control and for providing assurance to the board that it has done so.

Effective monitoring on a continuous basis is an essential component of a sound system of internal control. The board cannot, however, rely solely on the embedded monitoring processes within the company to discharge its responsibilities. It should regularly receive and review reports on internal control.

In addition, the board should undertake an annual assessment for the purposes of making its public statement in the Management Discussion and Analysis Report on internal control to ensure that it has considered all significant aspects of internal control for the company for the year under review and up to the date of approval of the annual report and accounts.

The board should define the process to be adopted for its review of the effectiveness of internal control. This should encompass both the scope and frequency of the reports it receives and reviews during the year, and also the process for its annual assessment, such that it will be provided with sound, appropriately documented, support for its statement on internal control in the company's annual report and accounts.

The board's annual assessment should, in particular, consider:

- the changes since the last annual assessment in the nature and extent of significant risks, and the company's ability to respond to changes in its business and the external environment;
- the scope and quality of management's ongoing monitoring of risks and of the system of internal control, and, where applicable, the work of its internal audit function and other providers of assurance;
- the incidence of significant control failings or weaknesses that have been identified at any time during the period and the extent to which they have resulted in unforeseen outcomes or contingencies that have had, could have had, or may in the future have, a material impact on the company's financial performance or condition; and
- the effectiveness of the company's public reporting processes.
Companies Bill 2009, clause 120 (4) provides that the Directors’ Responsibility Statement shall also state in sub clause(e) that the directors, in the case of a listed company, had laid down internal financial controls to be followed by the company and that such internal financial controls have been complied with.

ICSI Recommendations to strengthen Corporate Governance Framework and Secretarial Standard on Board Report (SS-10) provide that Directors’ Responsibility Statement should include a statement that the directors had devised proper systems to ensure compliance of all laws applicable to the company and that such systems were adequate and operating effectively.

Corporate Governance Voluntary Guidelines, 2009

E. Board to place Systems to ensure Compliance with Laws

i. In order to safeguard shareholders’ investment and the company’s assets, the Board should, at least annually, conduct a review of the effectiveness of the company’s system of internal controls and should report to shareholders that they have done so. The review should cover all material controls, including financial, operational and compliance controls and risk management systems.

ii. The Directors’ Responsibility Statement should also include a statement that proper systems are in place to ensure compliance of all laws applicable to the company. It should follow the “comply or explain” principle.

Internal Auditors

Internal auditors play an important role in evaluating the effectiveness of control systems, and contribute to ongoing effectiveness. Because of organizational position and authority in an entity, an internal audit function often plays a significant monitoring role.

Employees

All employees have some responsibility for internal control as part of their accountability for achieving objectives. They, collectively, should have the necessary knowledge, skills, information, and authority to establish, operate and monitor the system of internal control. This will require an understanding of the company, its objectives, the industries and markets in which it operates, and the risks it faces.

In an organization, internal control is the responsibility of everyone and it should be a part of everyone’s job description. All employees produce information used in the internal control system or take other actions needed to effect control. Also, all personnel should be responsible for communicating upward problems in operations, noncompliance with the code of conduct, or other policy violations or illegal actions.

A number of external parties often contribute to achievement of an entity’s objectives. External auditors, bringing an independent and objective view, contribute directly through the financial statement audit and indirectly by providing information useful to management and the board in carrying out their responsibilities. Others providing information to the entity useful in effecting internal control are legislators.
and regulators, customers and others transacting business with the enterprise, financial analysts, rating agencies and the news media. External parties, however, are not responsible for, nor are they a part of, the entity's internal control system.

Conclusion

Internal control can help an entity to achieve its performance and profitability targets, and prevent loss of resources. It can help ensure reliable financial reporting. And it can help to ensure that the enterprise complies with laws and regulations, avoiding damage to its reputation and other consequences. It helps an entity achieve its goals, and avoid pitfalls and surprises along the way.

Even effective internal control can only help an entity achieve these objectives. It can provide management information about the entity's progress, or lack of it, toward their achievement. But internal control cannot change an inherently poor manager into a good one. And, shifts in government policy or programs, competitors' actions or economic conditions can be beyond management's control. Internal control cannot ensure success, or even survival.

→ Internal control can ensure the reliability of financial reporting and compliance with laws and regulations.

An internal control system, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance to management and the board regarding achievement of an entity's objectives. The likelihood of achievement is affected by limitations inherent in all internal control systems. These include the realities that judgments in decision-making can be faulty, and that breakdowns can occur because of simple error or mistake. Additionally, controls can be circumvented by the collusion of two or more people, and management has the ability to override the system. Another limiting factor is that the design of an internal control system must reflect the fact that there are resource constraints, and the benefits of controls must be considered relative to their costs.

Segment II
Risk Management

Any organization, public or private, large or small, faces internal and external uncertainties that affect its ability to achieve its objectives. The effect of uncertainty on an organization's objectives is "risk." Risk management, commonly known in the business community as enterprise risk management (ERM), can provide for the structured and explicit consideration of all forms of uncertainty in making any decision. The overarching principle of ERM is that it must produce value for the organization. It is the culture, processes and structures that is directed towards taking advantage of potential opportunities while managing potential adverse effects.

Corporations face the task of managing their risk exposures while remaining profitable and competitive at the same time. Managing risks is not a new challenge, yet it may get overlooked due to several reasons. The challenges and demands of contemporary markets, customer expectations, regulatory authorities, employees and shareholders present organizations with an interesting array of contradictions.

Risk management can enhance the environment for identifying and capitalizing on opportunities to create value and protect established value. Efficient managers
who undertake risk, use a variety of risk management solutions that transcends through traditional insurance risk transfer products.

The rapidly changing global economy has created an expanding array of risks to be managed to ensure the viability and success of an enterprise. Historically, the practice of risk management has been confined to the traditionally insurable risks such as loss from fire, earthquakes, wind, flood, legal liability and other relatively straightforward potential causes of loss. Solutions involving the purchase of insurance were emphasized, with focus on type of coverage, adequacy of limits and cost of risk transfer. Over the last thirty years, most major corporations have evolved a much more sophisticated view of risk management, encompassing traditional risk management concerns and adding new issues arising from the changing internal and external environments within which they work. Now, it is understood that every aspect of a company's operational and financial activity contains the potential for risk that can negatively and meaningfully affect the success and viability of the organization.

Risk basically refers to the variations in the outcomes that could occur over a specified period in a given situation. If only one outcome is possible, the variation and hence the risk is zero. If many outcomes are possible, the risk is not zero. The greater the variation, the greater the risk.

Risk may also be defined as the possibility that an event will occur and adversely affect the achievement of the Company's objectives and goals. A business risk is the threat that an event or action will adversely affect an organisation’s ability to achieve its business objectives/targets. Business risk arises as much from the possibility that opportunities will not be realised as much from the fact that certain threats could well materialise and that errors could well be made.

Risks may be broadly classified under the following heads:

(a) **Industry & Services Risks:**

These risks can be broadly categorised as follows, namely:

→ Economic risks such as dependence on one product, one process, one client, one industry, etc. in the short and long term.
→ Services risks
→ Market structure
→ Business dynamics
→ Competition risks affecting tariffs, prices, costs, revenues and customer preferences
→ Customer relations risks
→ Reputational risk

(b) **Management and Operations Risks:**

These risks relate broadly to the company's organisation and management such as planning, monitoring, and reporting systems in the day to day management process namely:

→ Risks to Property
→ Clear and well defined work processes
→ Changes in Technology/upgradation
→ R&D risks
→ Agency Network Risks
→ Personnel risks such as labour turnover risks involving replacement risks, training risks, cost risks, skill risks etc. There are also unrest risks due to strikes and lockouts. These risks affect the company's business and earnings.
→ Environmental and Pollution Control regulations, etc.
→ Locational benefits near metros, railway stations, ports, cities, etc.

(c) Market Risks:
These risks relate to market conditions namely:
→ Raw material rates
→ Quantities, quality, suppliers, lead time, interest rates risks and forex risks namely, fluctuation risks and interest rate risk in respect of foreign exchange transactions.

(d) Political Risks:
These risks relate to political uncertainties namely:
→ Elections
→ War risks
→ Country/Area risks
→ Insurance risks like fire, strikes, riots and civil commotion, marine risks, cargo risks, etc.
→ Fiscal/Monetary Policy Risks including Taxation risks.

(e) Credit Risks:
These risks relate to commercial operations namely:
→ Creditworthiness risks
→ Risks in settlement of dues by clients
→ Provisions for doubtful and bad debts

(f) Liquidity Risks:
These are financial risk factors namely:
→ Financial solvency and liquidity risks
→ Borrowing limits, delays
→ Cash/Reserve management risks
→ Tax risks.

(g) Disaster Risks:
These risks relate to disasters from following factors:
→ Natural risks like fires, floods, earthquakes, etc.
→ Man-made risks factors arising under the Factories Act, Mines Act, etc.
→ Risk of failure of effective Disaster Management plans formulated by the company.
(h) **Systems Risks:**

These risks relate to the company’s systems namely:
- System capacities
- System reliability
- Obsolescence risks
- Data Integrity risks
- Coordinating and Interface risks.

(i) **Legal Risks:**

These risks relate to the following:
- Contract risks
- Contractual Liability
- Frauds
- Judicial risks
- Insurance risks.

(j) **Non-compliance and related risk.**

**RISK MANAGEMENT PROCESS**

Risk management is a structured, consistent and continuous process, applied across the organisation for the identification and assessment of risks, control assessment and exposure monitoring.

The objectives of the Company’s risk management framework comprise the following:
- To identify, assess, prioritise and manage existing as well as new risks in a planned and coordinated manner.
- To increase the effectiveness of internal and external reporting structure.
- To develop a risk culture that encourages employees to identify risks and associated opportunities and respond to them with appropriate actions.

James Millar, CEO Ernst & Young Australia, observed that ‘..risk is a fundamental part of any business activity and how companies manage these risks, indeed “master” them, to a great extent, determines how well they will succeed in their undertakings and in accomplishing their overall objectives’.

All companies have express or implied objectives which ultimately contribute to the maximization of shareholder value. Risk management actively supports the achievement of those objectives. It is not a process for avoiding risk. Properly implemented risk management can actively allow a company to undertake activities that have a higher level of risk thereby achieving a greater benefit because risks have been identified, understood and well managed.

Organizations which do have risk management policies in place are rewarded by added premium in the market and shall be better placed to pursue objectives and opportunities with confidence.
Risk management can be seen as a tool for creating opportunities for the businesses as they develop during the risk management process. Moreover such opportunities arise also from the complementary effect of risk management with other business planning process.

In other words, risk management is not just about preventing risks, but also managing it properly. However, managing risks properly does not mean becoming risk averse, or ignoring new opportunities for being “too risky”.

Risk management provides a framework to:

→ ensure that all the foreseeable risks involved are actually understood and accepted before important decisions are taken.
→ monitor new projects, and ongoing operations, to ensure that they continue to develop satisfactorily, and no problems or new risks emerge.

It is pertinent to note that every activity carries a potential reward as well. Risk management, essentially, is about managing risk against reward.

ADVANTAGES OF RISK MANAGEMENT

Properly implemented risk management has many potential advantages to an organization in the form of:

→ Better informed decision making - for example in assessing new opportunities;
→ Less chance of major problems in new and ongoing activities; and
→ Increased likelihood of achieving corporate objectives.

Risk management is the culmination of decision taken to improve corporate governance. Organizations that actively manage their risks have a better chance of achieving their objectives and preventing major problems happening.

Risk Management should not be seen as the responsibility of any particular unit/department rather must be seen as an enterprise wide activity.

STEPS IN RISK MANAGEMENT
Risk Identification

Any business exists in an atmosphere of perpetual change. Hence, the process of risk identification must be an ongoing one and any failure in proper risk identification would result in passive retention of the risk by the company. One is required to be alert to note the changes in environment and react.

Risk Identification Information

Risk management requires following information for identification of risks—

(a) Asset information such as list of assets, its original cost, book value, replacement value etc.
(b) Process information regarding raw materials, process and nature of plant etc.,
(c) Product information whether consumer products or industrial product, chances of liability etc.
(d) Liability information such as liability to its stakeholders.

Risk Evaluation/Measurement

The risk measurement process requires a mathematical approach and considerable data on the past losses. The data available from the concern itself may not be adequate enough to lend itself amenable to analytical exercise. Hence, it becomes necessary to resort to data on industry basis, at national and sometimes even at international level. Risk evaluation includes the determination of:

(a) The probability or chances that losses will occur.
(b) The impact the losses would have upon the financial affairs of the firm should they occur.
(c) The ability to predict the losses that will actually occur during the budget period.

There are various statistical methods of quantifying risks. But the statistical methods are too technical and the risk manager then relies on his judgment. Risks are classified as modest, medium, severe etc. In either event, a 'risk matrix' can be prepared which essentially classifies the risks according to their frequency and severity.

Risk Handling

Firms are not entirely free to decide on how they shall handle their risks. In every country there are governmental and official regulations governing health and safety at work like fire precautions, hygiene, environmental pollution, food, handling of dangerous substances and many other matters relating to properties, personal injuries and other risks. The Central Government and State Governments have enacted compulsory insurance regulations (for vehicles and individuals). And in addition a firm may be obliged to insure certain risks under provisions of leases, construction and other contracts. Failure to comply with both safety and compulsory insurance regulations may constitute a criminal offence and may lead to the closure of a plant or other establishments. Thus, if a firm wishes to carry on certain activities it must comply with the relevant official risk handling regulations. There will remain,
however, broad areas where it can exercise its own discretion to control physical or financial loss.

Risks can be handled broadly in four ways:

**Risk Avoidance**

It is a rare possibility to avoid a risk completely. A riskless situation is rare. Generally risk avoidance is only feasible at the planning stage of an operation.

**Risk Reduction**

In many ways physical risk reduction (or loss prevention, as it is often called) is the best way of dealing with any risk situation and usually, it is possible to take steps to reduce the probability of loss. Again, the ideal time to think of risk reduction measures is at the planning stage of any new project when considerable improvement can be achieved at little or no extra cost. The only cautionary note regarding risk reduction is that, as far as possible expenditure should be related to potential future saving in losses and other risk costs; in other words, risk prevention generally should be evaluated in the same way as other investment projects.

**Risk Retention**

It is also known as risk assumption or risk absorption. It is the most common risk management technique. This technique is used to take care of losses ranging from minor to major break-down of operation. There are two types of retention methods for containing losses as under:

(i) Risk retained as part of deliberate management strategy after conscious evaluation of possible losses and causes. This is known as active form of risk retention.

(ii) Risk retention occurred through negligence. This is known as passive form of risk retention.

**Risk Transfer**

This refers to legal assignment of cost of certain potential losses to another. The insurance of ‘risks’ is to occupy an important place, as it deals with those risks that could be transferred to an organization that specialises in accepting them, at a price. Usually, there are 3 major means of loss transfer viz.,

→ By Tort
→ By contract other than insurance
→ By contract of insurance.

The main method of risk transfer is insurance. The value of the insurance lies in the financial security that a firm can obtain by transferring to an insurer, in return for a premium for the risk of losses arising from the occurrence of a specified peril. Thus, insurance substitutes certainty for uncertainty. Insurance does not protect a firm against all perils but it offers restoration, at least in part of any resultant economic loss.

**Implementation of Decision**

The last step in the risk management process is the implementation of the decision. The Risk Manager should recommend to the Board or an organization various alternatives of tackling the risks. After getting it approved, initiate measures to implement it.

Systematic approach to risk management requires an integration of different disciplines and holistic assessment techniques. It is desirable to have a generic approach to risk assessment that avoids compartmentalization or casting of risks.

**ISO 31000** published as a standard on the 13th of November 2009, provides a standard on the implementation of risk management. The purpose of ISO 31000:2009 is to be applicable and adaptable for "any public, private or community enterprise, association, group or individual." ISO 31000:2009 provides generic guidelines for the design, implementation and maintenance of risk management processes throughout an organization. The scope of this approach to risk management is to enable all strategic, management and operational tasks of an organization throughout projects, functions, and processes to be aligned to a common set of risk management objectives.

**Fraud Risk Management**

According to the Collins English Dictionary 10th Edition fraud can be defined as: "deceit, trickery, sharp practice, or breach of confidence, perpetrated for profit or to gain some unfair or dishonest advantage". In the broadest sense, a fraud is an intentional deception made for personal gain or to damage another individual.

The term 'fraud' is generally defined in the law as an intentional misrepresentation of material existing fact made by one person to another with knowledge of its falsity and for the purpose of inducing the other person to act, and upon which the other person relies with resulting injury or damage.

Section 25 of Indian Penal Code, 1860 defines "Fraudulently". It says "A person is said to do a thing fraudulently if he does that thing with intent to defraud but not otherwise."

For the corporates it becomes more important to proactively incorporate Fraud Management policy or a plan aligned to its internal control and risk management plan. Such policy/plan protects the company from any kind of uncertain happening which leads the company to a huge loss or damage (brand reputation, financial loss, assets).
The Fraud Risk Management Policy will help to strengthen the existing anti-fraud controls by raising the awareness across the Company and:

→ Promote an open and transparent communication culture
→ Promote zero tolerance to fraud / misconduct
→ Encourage employees to report suspicious cases of fraud / misconduct
→ Spread awareness amongst employees and educate them on risks faced by the company.

Such a policy may include the following:

Defining fraud: This shall cover activities which the company would consider as fraudulent.

Defining Role & responsibilities: The policy may define the responsibilities of the officers who shall be involved in effective prevention, detection, monitoring & investigation of fraud. The company may also consider constituting a committee or operational structure that shall ensure an effective implementation of anti-fraud strategy of the company. This shall ensure effective investigation in fraud cases and prompt as well as accurate reporting of fraud cases to appropriate regulatory and law enforcement authorities.

Communication channel: Encourage employees to report suspicious cases of fraud / misconduct. Any person with knowledge of suspected or confirmed incident of fraud/misconduct must report the case immediately through effective and efficient communication channel or mechanism.

Disciplinary action: After due investigations disciplinary action against the fraudster may be considered as per the company’s policy.

Reviewing the policy: The employees should educate their team members on the importance of complying with Company’s policies & procedures and identifying/reporting of suspicious activity, where a situation arises. Based on the developments, the policy should be reviewed on periodical basis.

<table>
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<th>Fraud Disaster</th>
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<td><strong>After successful presence for over 230 years Barings Bank collapsed on February 26, 1995, due to the activities of one trader, Nick Leeson, who lost £827 million ($1.3 billion).</strong></td>
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<td><strong>The bank had successful existence with good clientage including the members from the royal family. The bank had faced bankruptcy in the year 1890 due the significant losses from investment in South America following the Argentinean Revolution. At that time it was bailed out by a consortium organized by the governor of the Bank of England.</strong></td>
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<tr>
<td><strong>Despite surviving the Panic of 1890 and both World Wars, Barings was brought down in 1995 due to unauthorized trading by its head derivatives trader in Singapore, Nick Leeson.</strong></td>
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Board of the Bank decided to enter the field of derivates to make good profits and therefore decided to establish Baring Futures (Singapore) Pte Ltd (“BFS”) which was incorporated on 17 September 1986. Nick Leeson a young trader was sent to Singapore to handle the arbitrage business, was tasked to make profit from differences in the prices of Nikkei 225 futures contracts listed on the Osaka Securities Exchange in Japan and the Singapore International Monetary Exchange. Such arbitrage involves buying futures contracts on one market and simultaneously selling them on another at a higher price.

However, instead of buying on one market and immediately selling on another market for a small profit, which was the strategy approved by his superiors, Leeson bought on one market then held on to the contract, gambling on the future direction of the Japanese markets. Leeson kept unmatched position and he was able to conceal his unauthorised trading activities for over a year because he managed both the trading and back office settlement functions.

Because of the absence of oversight, Leeson continued booking various losses on the account “88888” specifically created by him for holding premiums or losses that he made and further continued to increase his volume of trading and level of risk taking.

He falsified trading records in the bank’s computer systems, and used money intended for margin payments on other trading. As a result, he appeared to be making substantial profits. However, Kobe earthquake (23 January 1995) in Japan caused a steep drop in the Nikkei 225 equity index, and his unauthorised trading positions suffered huge losses.

Leeson’s activities had generated losses totalling £827 million (US$1.3 billion), twice the bank’s available trading capital. ING, a Dutch bank, purchased Barings Bank in 1995 for the nominal sum of £1 and assumed all of Barings’ liabilities, forming the subsidiary ING Barings.

To sum up, it can indicate the major reasons of the collapse of Barings:

1. Lack of internal checks and balances- There was clear concentration of power in the Leeson’s hands who was handling both the trading and back office settlement functions.

2. Poor supervision of employees- There seemed to have little oversight of his activities and no individual was directly responsible for monitoring his trading strategies.

Lord Bruce of Donington, in the House of Lords’ debate on the report released on 18 July 1995, remarked “Barings’ collapse was due to the unauthorised and ultimately catastrophic activities of, it appears, one individual (Leeson) that went undetected as a consequence of a failure of management and other internal controls of the most basic kind”.

Reputation Risk Management

Reputation is the trust that an organization has gained over the years by the products, services, brands it has provided to the society. Corporates are at a risk of
losing such reputation, reputation damage are irreparable. It is an intangible asset that is broad and far-reaching and includes image, goodwill and brand equity. If ruined can devastate the financial health and welfare of an organization.

Reputation lost will damage:

→ Brand Value
→ Share Price
→ Strategic Relationship
→ Regulatory relationship
→ Recruitment/ Retention

Be it Sportswear giant Nike being caught in a child labour scandal or Perrier bottled water being supplied with carcinogenic benzene impurities, all such events embarrass the company in front of its stakeholders. Corporates need to handle such situations wisely.

Components of Reputation Risk Management

→ Management of Reputation Risk
→ Preparation for Reputation Crises
→ Handling of Reputation Crises

**Non-Compliance Risk Management**

Secretarial Audit is a compliance audit and it is a part of total compliance management in an organisation. The Secretarial Audit is an effective tool for corporate compliance management. It helps to detect non-compliance and to take corrective measures.

The multiplicity of laws, rules, regulations, etc. has necessitated introduction of a compliance management system to ensure compliances of laws applicable to a company. This has a two-fold objective:

(a) Firstly, to protect the interests of all the stakeholders;
(b) Secondly, to avoid any legal actions against the company and its management.

Under most laws, the persons responsible for compliance and liable for punishment are directors, company secretary and the officers who have been designated for specific compliances. From amongst the directors, the responsibility of managing and whole-time directors is greater. Under the Companies Act, a managing and/or whole-time director (besides company secretary) is an officer who is in default liable for penal consequences of defaults and thus responsible for compliance, while under most other laws they are the persons in charge of, and responsible to, the company for the conduct of the business of the company.

In India, a number of statutes contain under the heading “Offences by Companies” an identical provision regarding vicarious liability of directors and other company officers for company’s offences. In Girdhari Lal Gupta v. D.N. Mehta AIR 1971 SC 2162, the Supreme Court has construed the expression a person in charge and responsible for the conduct of the business of the company as to mean the
person in overall control of the day-to-day business of the company. This ruling has been followed in a number of subsequent decisions.

Sub-clause I(C)(iii) of Clause 49 of the Listing Agreement provides “The Board should periodically review compliance reports of all laws applicable to the company, prepared by the company as well as steps taken by the company to rectify instances of non-compliances.” Accordingly, all listed companies should introduce a system for reporting to the Board, on compliances with laws applicable to them. Hence, a Legal Compliance Reporting System is necessary to comply with sub-clause I(C)(iii) of Clause 49 of the Listing Agreement.

Secretarial Audit & Company Secretary in Practice (PCS)

A significant area of competence of PCS is “Corporate laws” (comprising statutes, rules, regulations, notifications, circulars and clarifications, forms, guidelines and bye-laws) owing to intensive and rigorous coaching, examinations, training and continuing education programs. PCS is a highly specialized professional in matters of statutory, procedural and practical aspects involved in proper compliances under corporate laws. Strong knowledge base makes PCS a competent professional to conduct Secretarial Audit.

A Company Secretary in Practice has been assigned the role of Secretarial Auditor in section 2(2)(c)(v) of the Company Secretaries Act, 1980.

In order to guide its members with the process of Secretarial Audit, the Institute of Company Secretaries of India has issued this Referencer.

Secretarial Audit Process

Secretarial Audit is a process to check compliance with the provisions of various laws and rules/regulations/procedures, maintenance of books, records etc., by an independent professional to ensure that the company has complied with the legal and procedural requirements and also followed due processes. It is essentially a mechanism to monitor compliance with the requirements of stated laws.

Benefits of Secretarial Audit are manifold. Ever-increasing complexities of laws and responsibilities of directors (especially non-executive directors) make it imperative that a PCS reports whether or not there exists proper compliance mechanism and systems in the corporate structure. PCS has also to verify whether diverse requirements under applicable laws have been duly complied with or not and if there is a need for any corrective measures or improvement in the system.

Beneficiaries of Secretarial Audit

The major beneficiaries of Secretarial Audit include:

(a) Promoters

Secretarial Audit will assure the Promoters of a company that those in-charge of its management are conducting its affairs in accordance with requirements of laws.

(b) Management

Secretarial Audit will assure the Management of a company that those who
are entrusted with the duty and responsibility of compliance are performing their role effectively and efficiently. This also helps the management to establish benchmarks for the compliance mechanism, review and improve the compliances on a continuing basis.

(c) Non-executive directors
Secretarial Audit will provide comfort to the Non-executive Directors that appropriate mechanisms and processes are in place to ensure compliance with laws applicable to the company, thus mitigating any risk from a regulatory or governance perspective; so that the Directors not in-charge of the day-to-day management of the company are not likely to be exposed to penal or other liability on account of non-compliance with law.

(d) Government authorities / regulators
Being a pro-active measure, Secretarial Audit facilitates reducing the burden of the law-enforcement authorities and promotes governance and the level of compliance.

(e) Investors
Secretarial Audit will inform the investors whether the company is conducting its affairs within the applicable legal framework.

(f) Other Stakeholders
Financial Institutions, Banks, Creditors and Consumers are enabled to measure the law abiding nature of Company management.

Corporate conduct manifesting good Corporate Governance is vital for the healthy, vibrant and ever growing corporate sector in global economy. In developing economies, inclusive growth of all segments of society is more than imperative. Adopting effective management tools like Secretarial Audit can go a long way in fulfilling these objectives.

RESPONSIBILITY OF RISK MANAGEMENT
The board is responsible for reviewing the company’s policies on risk oversight and management and satisfying itself that management has developed and implemented a sound system of risk management and internal control.

The entire programme must be supported by the board of directors. In modern corporations the board desirably has a risk management committee which controls the overall picture of the uncertainty facing the company. This is because risks are interconnected and interdependent. The approach must include all elements of risks. The traditional elements of potential likelihood and potential consequences of an event must be combined with other factors like the timing of the risks, the correlation of the possibility of an event occurring with others, and the confidence in risk estimates.

Risk management policies should reflect the company’s risk profile and should clearly describe all elements of the risk management and internal control system and any internal audit function.
A company’s risk management policies should clearly describe the roles and accountabilities of the board, audit committee, or other appropriate board committee, management and any internal audit function.

A company should have identified Chief Risk Officer manned by an individual with the vision and the diplomatic skills to forge a new approach. He may be supported by “risk groups” to oversee the initial assessment work and to continue the work till it is completed.

An integrated approach to risk management deals with various risks as they affect organizational objectives and limitations. The aim must be to develop a culture of risk awareness and understanding. This helps better decision making in day-today work by all employees.

**Legal Provisions on Risk Management under the Listing Agreement**

In terms of Clause 49 of the Listing Agreement

→ the company shall lay down procedures to inform Board members about the risk assessment and minimization procedures. These procedures shall be periodically reviewed to ensure that executive management controls risk through means of a properly defined framework.

→ Management Discussion & Analysis should include discussion on

1. Risks and concerns.
2. Internal control systems and their adequacy.

**ROLE OF COMPANY SECRETARY**

As a top level officer and board confidante, a Company Secretary can play a role in ensuring that a sound Enterprise wide Risk Management [ERM] which is effective throughout the company is in place. The board of directors may have a risk management sub-committee assisted by a Risk Management Officer. As an officer responsible for coordination and communication for effective corporate functioning and governance, a Company Secretary shall ensure that there is an Integrated Framework on which a strong system of internal control is built. Such a Framework will become a model for discussing and evaluating risk management efforts in the organization. Risk and control consciousness should spread throughout the organization. A Company Secretary can ensure that this happens so that the risk factor will come into consideration at every stage of formulation of a strategy. It will also create awareness about inter-relationships of risks across business units and at every level of the organization. A Company Secretary can ensure that the following questions [an illustrative list] are effectively addressed at the board level:

→ What is the organization’s risk management philosophy?
→ Is that philosophy clearly understood by all personnel?
→ What are the relationships among ERM, performance, and value?
→ How is ERM integrated within organizational initiatives?
→ What is the desired risk culture of the organization and at what point has its risk appetite been set?
→ What strategic objectives have been set for the organization and what strategies have been or will be implemented to achieve those objectives?
→ What related operational objectives have been set to add and preserve value?
→ What internal and external factors and events might positively or negatively impact the organization’s ability to implement its strategies and achieve its objectives?
→ What is the organization’s level of risk tolerance?
→ Is the chosen risk response appropriate for and in line with the risk tolerance level?
→ Are appropriate control activities (i.e., approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets, segregation of duties) in place at every level throughout the organization?
→ Is communication effective — from the top down, across, and from the bottom up the organization?
→ How effective is the process currently in place for exchanging information with external parties?
→ What is the process for assessing the presence and performance quality of all eight ERM components over time?

LESSON ROUND-UP

- A system of internal control balances the risk and control in the Company helps in exploiting business opportunities fully.
- An internal control system encompasses the policies, processes, tasks, behaviours and other aspects of a company.
- Internal control is defined as a process, effected by an organization's people and information technology (IT) systems, designed to help the organization accomplish specific goals or objectives.
- COSO is the acronym for Committee of Sponsoring Organizations of the Treadway Commission.
- The components of the COSO's Integrated Internal Control Framework are Control Environment, Risk Assessment, Control Activities, Information and Communication, Monitoring.
- Management is accountable to the Board of Directors, which provides governance, guidance and oversight. A strong, active Board, particularly when coupled with effective upward communication channels and capable financial, legal and internal audit functions, is often the best-needed framework for internal control effectiveness and adequacy.
Internal control can help an entity to achieve its performance and profitability targets, and prevent loss of resources. It can help ensure reliable financial reporting. And it can help to ensure that the enterprise complies with laws and regulations, avoiding damage to its reputation and other consequences.

Risk may be defined as the possibility that an event will occur and adversely affect the achievement of the Company’s objectives and goals.

Risk may be defined as the possibility that an event will occur and adversely affect the achievement of the Company’s objectives and goals.

Risk management is a structured, consistent and continuous process, applied across the organisation for the identification and assessment of risks, control assessment and exposure monitoring.

Corporates should act proactively by incorporating Fraud Management policy or a plan aligned to its internal control and risk management plan.

Reputation is an intangible asset including image, goodwill and brand equity. If ruined can devastate the financial health and welfare of an organization.

Risk management is the culmination of decision taken to improve corporate governance. Organizations that actively manage their risks have a better chance of achieving their objectives and preventing major problems happening.

The process of risk management consists of four logical and sequential steps: Identification of risk; (ii) Evaluation/measurement of risks; (iii) Handling of risks and (iv) Implementation of risk management decisions.

The board is responsible for reviewing the company’s policies on risk oversight and management and satisfying itself that management has developed and implemented a sound system of risk management and internal control

As a top level officer and board confidante, a Company Secretary shall be responsible for sound Enterprise wide Risk Management [ERM] which is effective throughout the company

### SELF-TEST QUESTIONS

1. Discuss in detail about the COSO's Internal Control Framework.
2. Write a note on the roles and responsibilities of Internal Control System.
3. What do you understand by Fraud risk? What strategy can adopt to mitigate such a risk?
4. What are the different steps of risk management process? Discuss
I. INTRODUCTION

The heart of corporate governance is transparency, disclosure, accountability and integrity. Legal and regulatory framework of corporate governance in India is mainly covered in SEBI guidelines and Companies Act 1956, however, it is not restricted to only SEBI Guidelines and the Companies Act, 1956. A gamut of legislations like The Competition Act, the Consumer Protection laws, the labour laws, the the environment laws, the Money Laundering Laws etc seeks to ensure good governance practices among the corporates.

It is to be borne in mind that mere legislation does not ensure good governance. Good governance flows from ethical business practices even when there is no legislation. Corporate governance is not just a legal concept, it is a governance concept, it is something which has to come from within. However, one can not have abstract concepts applicable to corporates at large and there lies the need for a legislative framework.

In Indian context, there is no single apex regulatory body which can be said to be the regulator of corporates but there exists a coordination mechanism among various functional regulators. For example, in India, we have different regulators for the following—

— Corporates (MCA)
— Capital Market and Stock Exchanges (SEBI)
— Money Market and Banking (RBI)
— Insurance – Life and Non life (IRDA)
— Communication (TRAI)
— Foreign business (FIPB/SIA)
— Imports and Exports (FEMA, DGFT)
— Intermediaries, Banking Companies and Insurance business (FIU-India)
— Listed companies, Stock brokers (Stock Exchanges)
— Professions (Professional Institutes like ICSI, ICAI, ICWAI etc.)

The success of regulation rests on the intention and integrity of the regulator and the regulated.

A common law system operates in India. Entities are incorporated as companies in terms of the Companies Act, 1956 and governed by the Companies Act, 1956 (as amended from time to time). The Companies Act is administered by the Ministry of Corporate Affairs.

The Securities and Exchange Board of India (SEBI) is the prime regulatory authority which regulates all aspects of securities market enforces the Securities Contracts (Regulation) Act including the stock exchanges. Companies that are listed on the stock exchanges are required to comply with the Listing Agreement.

II. BOARD STRUCTURE

Size

The board structure in India is unitary.

Section 252 of the Companies Act, 1956 stipulates that every Public Company shall have minimum three directors. In the case of a public company or a private company which is a subsidiary of a public company the maximum number of directors stipulated is 12 (in case of companies incorporated before 21.07.1951 the maximum number would be determined by the provisions in this regard in its Articles). In case a company wishes to increase the number of directorship beyond twelve, it would require the approval of the Central Government.

The Listing Agreement does not stipulate on the size of the board.

Composition

Section 269 of the Companies Act, 1956 stipulates that every public company and a private company, which is a subsidiary of a public company, must have a Managing Director or a whole-time Director, if the paid up share capital is Rs.5 crores or more.

In terms of the Listing Agreement,

(i) The Board of directors of the company shall have an optimum combination of executive and non-executive directors with not less than fifty percent of the board of directors comprising of non-executive directors.

(ii) Where the Chairman of the Board is a non-executive director, at least one-third of the Board should comprise of independent directors and in case he is an executive director, at least half of the Board should comprise of independent directors.
"Provided that where the non-executive Chairman is a promoter of the company or is related to any promoter or person occupying management positions at the Board level or at one level below the Board, at least one-half of the Board of the company shall consist of independent directors."

The expression ‘independent director’ shall mean a non-executive director of the company who:

(a) apart from receiving director’s remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its directors, its senior management or its holding company, its subsidiaries and associates which may affect independence of the director;

(b) is not related to promoters or persons occupying management positions at the board level or at one level below the board;

(c) has not been an executive of the company in the immediately preceding three financial years;

(d) is not a partner or an executive or was not partner or an executive during the preceding three years, of any of the following:
   (i) the statutory audit firm or the internal audit firm that is associated with the company, and
   (ii) the legal firm(s) and consulting firm(s) that have a material association with the company.

(e) is not a material supplier, service provider or customer or a lessor or lessee of the company, which may affect independence of the director;

(f) is not a substantial shareholder of the company i.e. owning two percent or more of the block of voting shares.

(g) is not less than 21 years of age

**Separation of Roles of Chairman and Chief Executive**

In India there is no legal requirement contemplating separation of the role chairman and chief executive, the separation of the roles of the chairman and non-executive director determines the composition of the Board in terms of the Listing Agreement.

The Listing Agreement further provides that a non-executive Chairman may be entitled to maintain a Chairman's office at the company's expense and also allowed reimbursement of expenses incurred in performance of his duties.

**Number of Directorship**

Section 275 of the Companies Act, 1956 stipulates that a person cannot hold office at the same time as a Director in more than fifteen companies.

However, in computing this number of fifteen Directorships, the Directorships of the following will be omitted:

— private companies [other than subsidiaries or holding companies of public company(ies)];

— unlimited companies;
— associations, not carrying on business for profit or, which prohibit payment of a dividend;
— alternate Directorships, (i.e. he is appointed to act as a Director, only during the absence or incapacity of some other Director).

In terms of the Listing Agreement, a director shall not be a member in more than 10 committees or act as Chairman of more than five committees across all companies in which he is a director.

For the purpose of considering the limit of the committees on which a director can serve, all public limited companies, whether listed or not, shall be included and all other companies including private limited companies, foreign companies and companies under Section 25 of the Companies Act shall be excluded.

For the purpose of reckoning the limit under this sub-clause, Chairmanship/membership of the Audit Committee and the Shareholders’ Grievance Committee alone shall be considered.

**Board Meetings**

As per Section 285 of the Companies Act, 1956, in every company, a meeting of its Board of directors shall be held at least once in every three months and at least four such meetings shall be held in every year.

Notice of every meeting of the Board of directors of a company shall be given in writing to every director for the time being in India, and at his usual address in India to every other director.

The quorum for a meeting of the Board of directors of a company shall be one-third of its total strength (any fraction contained in that one-third being rounded off as one), or two directors, whichever is higher:

Provided that where at any time the number of interested directors exceeds or is equal to two-thirds of the total strength, the number of the remaining directors, that is to say, the number of the directors who are not interested [present at the meeting being not less than two], shall be the quorum during such time.

**Powers of the Board**

In terms section 291 of the Companies Act, 1956, the Board of directors of a company shall be entitled to exercise all such powers, and to do all such acts and things, as the company is authorised to exercise and do.

The Board shall not exercise any power or do any act or thing which is required, whether by this or any other Act or by the memorandum or articles of the company, to be exercised or done by the company in general meeting:

As per Section 292, the Board of directors of a company shall exercise the following powers on behalf of the company, and it shall do so only by means of resolutions passed at meetings of the Board:

(a) the power to make calls on shareholders in respect of money unpaid on their shares;

(aa) The power to authorise the buy-back referred to in the first proviso to clause
(b) of sub-section (2) of section 77A;
(b) the power to issue debentures;
(c) the power to borrow moneys otherwise than on debentures;
(d) the power to invest the funds of the company; and
(e) the power to make loans:

the Board may, by a resolution passed at a meeting, delegate to any committee of directors, the managing director, the manager or any other principal officer of the company, the powers specified in clauses (c), (d) and (e). The board is required to specify in clear and quantified terms the extent of delegation.

Powers of the Board is not spelt out in the Listing Agreement.

Committees

Audit Committee

A key element in the corporate governance process of any organization is its audit committee. The legal provisions with regard to this has been discussed in Study Lesson III.

Shareholders Grievance Committee

A board committee under the chairmanship of a non-executive director shall be formed to specifically look into the redressal of shareholder and investors complaints like transfer of shares, non-receipt of balance sheet, non-receipt of declared dividends etc. This Committee shall be designated as ‘Shareholders/Investors Grievance Committee’.

The number of meetings of the Shareholders/Investors Grievance Committee should be in accordance with the exigencies of business requirements.

The Listing Agreement recommends that a company constitute Remuneration/ compensation Committee although it is not mandatory.

III. DISCLOSURE AND TRANSPARENCY

1. IN TERMS OF COMPANIES ACT, 1956

In terms of Companies Act, 1956 the aspect of disclosure and transparency spans over several sections.

With the e-filing of forms with the Registrar of Companies, The Ministry of Corporate Affairs has put in place a mechanism that is imaginative, technologically savvy and stakeholder friendly. Through the application of Information Technology to the Government functioning in order to bring about Simple, Moral, Accountable, Responsive and Transparent (SMART) Governance, the MCA aims at moving from paper based to nearly paperless environment.

The filing that a company is required to make under the Companies Act include:

I. Company Registration

All the forms required for the purpose of incorporating companies in India.
II. Compliance Related Filing

All the statutory filing of e-Forms, whether annually or event based is grouped under compliance related filing services. The filing requirements include the following:

Annual returns by companies having share capital; Annual returns by companies not having share capital; Balance Sheet and Profit & Loss Account; Return of allotment including details of shares issued for consideration other than cash; Return of buy back of securities, Return of deposits by the company which has accepted public deposits during the year; Return of appointment of Managing Director, whole time Director; Notice of appointment of auditor; Statutory report; Cost audit report.

III. Change Services

Change services cover matters in respect of Indian companies, especially those pertaining to any change in the capital structure, increase in authorized capital, increase in the number of members, the change of situation of registered office of the company and change of Directors, Manager and Secretary. Foreign companies are required to intimate the ROC about the changes in the charter statutes or any instrument governing the company, changes in the registered office, principal place of business or the persons appointed as Director, Secretaries and authorized representatives.

IV. Charge management

Companies are required to file particulars for registration of charge created or modified and the satisfaction of charge with the concerned ROC.

V. Investor Services

A e-Form has been prescribed for complaints with respect to each company. The nature of complaint may relate to any of the following aspects:

Share/Dividend; Debenture/Bond; Fixed Deposits; Miscellaneous.

VI. Provisions Relating to Managerial Personnel

This includes applications pertaining to the following:

(a) Increase in the number of Directors
(b) Appointment or reappointment of Managing Director (MD)/Whole time Director (WTD)/Manager
(c) Fixing/increasing the remuneration or waiving off excess/overpayment to the concerned managing authority
(d) Payment of commission to Directors
(e) Modification of the terms and conditions for the appointment of Managing Directors, Whole-time Directors and Non Rotational Director
(f) Removing disqualification of directors.

VII. Approval Services – Head Quarters

Approval from MCA (Headquarters) is inter alia required in the following cases:

(a) Exemption from attaching annual accounts of subsidiary(s),
(b) Exemption or extension time for repayment of deposits,
(c) Recognition as a Nidhi company,
(d) Appointment of sole selling agent
(e) Appointment of sole buying agent
(f) Declaration of dividend out of reserves
(g) Exemption from providing depreciation
(h) Consent for holding office or place of profit
(i) Providing loan or guarantee or security in connection with the loan to or by specified category of persons
(j) Modification of the form and content of Balance Sheet and Profit and Loss Account
(k) Appointment of Cost Auditor

Forms in this category include 23AAA, 65, 63, 24B, 24AB, 23C, 23AAB, DD-C etc.

VIII. Approval Services – Regional Director

The approval of the Regional Director is required in respect of the following matters:
(a) Issue of licence under Section 25 to an existing company
(b) Issue of licence under Section 25 to a new association
(c) Approval of contract under Section 297
(d) Rectification of name of company
(e) Appointment/Removal of auditor
(f) Shifting of registered office of the company from the jurisdiction of one ROC to another within the same State
(g) Opening of new branches by a Nidhi Company

Forms in this category include 1AD, 64 and 24A.

IX. Approval Services – ROCs

ROCs are empowered to accord approval, or to give any direction in relation to the matters pertaining to the change of name of an existing company and the conversion of a public company to private company. In addition, ROC approval is required in following cases:
(a) Extension of time period for holding AGM
(b) Holding AGM at place other than registered address
(c) Declaring of company as defunct
(d) Extension of the period of annual accounts
(e) Amalgamation of companies
(f) Compounding of offences

Forms in this category include 1B and 61.

X. Informational Services

Informational services cover those forms, which are to be filed with ROC for informational purposes, in compliance with the provisions of the Companies Act. In following cases, forms relating to following informational services are required to be filed:

(a) Consent and withdrawal of consent of persons charged as officers in default
(b) Declaration of solvency in case company decides to buy back its shares
(c) Resolutions and agreements
(d) Notice of address of place where books of accounts are kept
(e) Information in relation to transfer of shares by a company to another company
(f) Order received from Court or Company Law Board

Forms in this category include 1AA, 23, 23AA, 35A, 21, 22B, Form CSR

The inspection of public document relating to a company is allowed and can be done online from anywhere on payment of the prescribed fee.

A copy of balance sheet (including the profit and loss account, the auditors' report, directors' report and every other document required by law to be annexed or attached, as the case may be, to the balance sheet) which is to be laid before a company in general meeting shall, not less than twenty-one days before the date of the meeting, be sent to every member of the company.

After the balance sheet and the profit and loss account have been laid before a company at an annual general meeting as aforesaid, these shall be filed with the Registrar within thirty days from the date on which the balance sheet and the profit and loss account were so laid.

2. THE LISTING AGREEMENT CONTEMPLATES THE FOLLOWING DISCLOSURES:

Clause 19

A company is required:

— to give prior intimation to the Exchange about the Board Meeting at which proposal for Buyback of Securities, declaration/recommendation of Dividend or Rights or issue of convertible debentures or of debentures carrying a right to subscribe to equity shares or the passing over of dividend is due to be considered at least 2 days in advance;
— to give notice simultaneously to the Stock Exchanges in case the proposal for declaration of bonus is communicated to the Board of Directors of the company as part of the agenda papers.
Clause 20

The company will, immediately on the date of the meeting of its Board of Directors held to consider or decide the same, intimate to the Exchange within 15 minutes of the closure of the Board Meetings by Letter/fax:

— all dividends and/or cash bonuses recommended or declared or the decision to pass any dividend or interest payment;
— the total turnover, gross profit/loss, provision for depreciation, tax provisions and net profits for the year (with comparison with the previous year) and the amounts appropriated from reserves, capital profits, accumulated profits of past years or other special source to provide wholly or partly for the dividend, even if this calls for qualification that such information is provisional or subject to audit.
— the decision on Buyback of Securities.

Clause 22

The Company will, immediately on the date of the meeting of its Board of Directors held to consider or decide the same, intimate to the Exchange within 15 minutes of the closure of the Board Meetings by Letter/fax:

— short particulars of any increase of capital whether by issue of bonus shares through capitalization, or by way of right shares to be offered to the shareholders or debenture holders, or in any other way;
— short particulars of the reissue of forfeited shares or securities, or the issue of shares or securities held in reserve for future issue or the creation in any form or manner of new shares or securities or any other rights, privileges or benefits to subscribe to;
— short particulars of any other alterations of capital, including calls;
— any other information necessary to enable the holders of the listed securities of the Company to appraise its position and to avoid the establishment of a false market in such listed securities.

Clause 29

The Company will promptly notify the Exchange of any proposed change in the general character or nature of its business.

Clause 30

The Company will promptly notify the Exchange:

(a) of any change in the Company's directorate by death, resignation, removal or otherwise;
(b) of any change of Managing Director, Managing Agents or Secretaries and Treasures;
(c) of any change of Auditors appointed to audit the books and accounts of the Company.

Clause 31

The Company will forward to the Exchange promptly and without application:
— six copies of the Statutory and Directors’ Annual Reports, Balance Sheets
and Profit and Loss Accounts and of all periodical and special reports as soon as they are issued and one copy each to all the recognised stock exchanges in India;

— six copies of all notices, resolutions and circulars relating to new issue of capital prior to their despatch to the shareholders;

— three copies of all the notices, call letters or any other circulars including notices of meetings convened u/s 391 or section 394 read with section 391 of the Companies Act, 1956 together with Annexures thereto, at the same time as they are sent to the shareholders, debenture holders or creditors or any class of them or advertised in the Press.

— copy of the proceedings at all Annual and Extraordinary General Meetings of the Company;

— three copies of all notices, circulars, etc., issued or advertised in the press either by the Company, or by any company which the Company proposes to absorb or with which the Company proposes to merge or amalgamate, or under orders of the court or any other statutory authority in connection with any merger, amalgamation, re-construction, reduction of capital, scheme or arrangement, including notices, circulars, etc. issued or advertised in the press in regard to meetings of shareholders or debenture holders or creditors or any class of them and copies of the proceedings at all such meetings.

Clause 32

The Company will supply a copy of the complete and full Balance Sheet, Profit and Loss Account and the Directors’ Report, to each Shareholder and upon application to any member of the Exchange.

The Company will also give a Cash Flow Statement along with Balance Sheet and Profit and Loss Account. The Cash Flow Statement will be prepared in accordance with the Accounting Standard on Cash Flow Statement (AS-3) issued by the Institute of Chartered Accountants of India, and the Cash Flow Statement shall be presented only under the Indirect Method as given in AS-3.

The company will mandatorily publish Consolidated Financial Statements in its Annual Report in addition to the individual financial statements. The company will have to get its Consolidated Financial Statements audited by the statutory auditors of the company and file the same with the Stock Exchange. Companies shall be required to make disclosures in compliance with the Accounting Standard or “Related Party Disclosures” in the Annual Report.

Clause 35

The issuer company agrees to file with the exchange the following details, separately for each class of equity shares/security in the formats specified in this clause, in compliance with the following timelines, namely:-

(a) One day prior to listing of its securities on the stock exchanges.

(b) On a quarterly basis, within 21 days from the end of each quarter.

(c) Within 10 days of any capital restructuring of the company resulting in a change exceeding +/-2% of the total paid-up share capital.

Clause 36

The Company will keep the Exchange informed of events such as strikes, lock-
outs, closure on account of power cuts, etc. both at the time of occurrence of the event and subsequently after the cessation of the event in order to enable the shareholders and the public to appraise the position of the Company and to avoid the establishment of a false market in its securities.

The Company will also immediately inform the Exchange of all the events, which will have bearing on the performance/operations of the company as well as price sensitive information.

**Clause 41**

The company has an option either to submit audited or unaudited quarterly and year to date financial results to the stock exchange within forty-five days of end of each quarter (other than the last quarter).

In respect of the last quarter, the company has an option either to submit unaudited financial results for the quarter within forty-five days of the end of the financial year or to submit audited financial results for the entire financial year within sixty days of the end of the financial year.

The financial results covered under this sub-clause shall be submitted to the stock exchange within fifteen minutes of conclusion of the meeting of the Board or Committee (consisting of not less than one third of the directors and shall include the managing director and at least one independent director) in which results were approved pursuant, through such mode as may be specified by the stock exchange.

The financial results submitted to the stock exchange shall be signed by the Chairman or managing director, or a whole time director. In the absence of all of them, it shall be signed by any other director of the company who is duly authorized by the Board to sign the financial results.

The company shall give prior intimation of the date and purpose of meetings of the Board or Committee in which the financial results will be considered at least seven clear calendar days prior to the meeting (excluding the date of the intimation and date of the meeting) to the stock exchange.

The company shall also simultaneously issue a public notice in at least in one English daily newspaper circulating in the whole or substantially the whole of India and in one daily newspaper published in the language of the region, where the registered office of the company is situated.

The company shall, within 48 hours of conclusion of the Board or Committee meeting at which the financial results were approved, publish a copy of the financial results which were submitted to the stock exchange in at least in one English daily newspaper circulating in the whole or substantially the whole of India and in one daily newspaper published in the language of the region, where the registered office of the company is situated.

‘quarter’ means the period of three months commencing on the first day of April, July, October or January of a financial year.

**Clause 49**

SEBI requires the Listed companies to include a separate report on Corporate Governance in their Annual Report by including Clause 49 in the Listing Agreement.
(Text of Clause 49 is placed as Annexure). The disclosures about Corporate Governance to be made in the Annual Report are as under:

1. Disclosures on mandatory requirements
2. Disclosure on non-mandatory requirements

Disclosures about Mandatory Requirements

Disclosure of Non-Executive Directors’ Pecuniary Relationship or Transactions

Disclosure on Remuneration of Directors

As per Clause 49-I(B), all fees, compensation, if any, paid to non-executive directors including independent directors shall be fixed by the Board of Directors and shall require previous approval of shareholders in the general meeting. The shareholders’ resolution shall specify the limits for the maximum number of stock options that can be granted to non-executive directors including independent directors in any financial year and in aggregate.

Under the aforesaid clause, payment of compensation including stock options to non-executive directors, as fixed by the Board of Directors, requires prior approval of shareholders in general meeting. In case of stock options, the shareholders’ resolution must specify the limits for the maximum number of stock options during a financial year, granted to each and in aggregate to the non-executive (independent or non-independent) directors.

As per Clause 49-IV(E), all pecuniary relationships or transactions of non-executive directors vis-a-vis the company should be disclosed in the Annual Report. “Pecuniary relationship or transaction” refers to any relationship or transaction of a director with the company which gets him any monetary benefit, reward, remuneration including remuneration for directorship in whatever form (e.g. salary, fees, commission, sitting fee, charges for professional services irrespective of whether or not these are exempt under the Companies Act for the purpose of computation of managerial remuneration).

Further the following disclosures on the remuneration of directors shall be made in the section on the corporate governance of the Annual Report:

(i) All elements of remuneration package of individual directors summarized under major groups, such as salary, benefits, bonuses, stock options, pension etc.

(ii) Details of fixed component and performance linked incentives, along with the performance criteria.

(iii) Service contracts, notice period, severance fees.

(iv) Stock option details, if any – and whether issued at a discount as well as the period over which accrued and over which exercisable.

(v) The company shall publish its criteria of making payments to non-executive directors in its annual report. Alternatively, this may be put up on the company’s website and reference drawn thereto in the annual report.

(vi) The company shall disclose the number of shares and convertible
instruments held by non-executive directors in the annual report.

(vii) Non-executive directors shall be required to disclose their shareholding (both own or held by / for other persons on a beneficial basis) in the listed company in which they are proposed to be appointed as directors, prior to their appointment. These details should be disclosed in the notice to the general meeting called for appointment of such director

Disclosure of Basis of related party transactions

Clause 49-IV(A) states that a statement in summary form of transactions with related parties in the ordinary course of business shall be placed periodically before the audit committee. Further details of material individual transactions with related parties which are not in the normal course of business shall be placed before the audit committee. Details of material individual transactions with related parties or others, which are not on an arm’s length basis should be placed before the audit committee, together with Management’s justification for the same.

As the sub-clause does not specify frequency of placing the transactions before the Audit Committee, it would be sufficient compliance if transactions are placed at periodic intervals decided by the Committee. The Committee would thus be free to decide the periodicity. It is however inferred from sub-clause IID(4) that the Committee would review the transactions annually while submitting annual financial statements for approval of the Board.

Disclosure of Accounting Treatment

As per clause 49-IV(B), where in the preparation of financial statements, a treatment different from that prescribed in an Accounting Standard has been followed, the fact shall be disclosed in the financial statements, together with the managements’ explanation as to why it believes such alternative treatment is more representative of the true and fair view of the underlying business transaction in the Corporate Governance Report.

Under section 211(3B) of the Act, Companies are required to disclose in their profit and loss account and balance sheet if any deviation in accounting standards have been made. In addition, this sub-clause requires the deviations be also reported in Corporate Governance Report with an explanation why Board believes alternative treatment is more representative of the true and fair view of underlying business transaction.

Board Disclosures - Risk Management

Clause 49-IV(C) provides that the company shall lay down procedures to inform Board members about the risk assessment and minimization procedures.

These procedures shall be periodically reviewed to ensure that executive management controls risk through means of a properly defined framework.

Under aforesaid sub-clause, every company must have a system to inform the Board about the risk assessment and minimization procedures. Such a system should be periodically reviewed to ensure that the management has been taking measures to control and minimize the risks.
Risk management involves handling appropriately risks that are likely to harm an organization. The various types of risk associated with conducting business among others may be credit risks, market risks, operational risks, etc. If risk is one that can be described sufficiently accurately for a calculation to be made of the probability of its happening, on the basis of past records, it can be insured. Fire, theft, accidents etc. are all insurable risks.

Some of the advantages of implementing risk management policies are effective strategic planning; better cost control; enhancing shareholders value by minimizing losses and maximizing opportunities; increased knowledge and understanding of exposure to risk; a systematic, well-informed and thorough method of decision making; increased preparedness for outside review; minimized disruptions; better utilization of resources; strengthening culture for continued improvement; creating best practices and quality organization.

**Proceeds from public issues, rights issues, preferential issues, etc.**

As per clause 49-IV(D), when money is raised through an issue (public issues, rights issues, preferential issues etc.) it shall disclose to the Audit Committee the uses/application of funds by major category (capital expenditure, sales and marketing, working capital etc.) on a quarterly basis as a part of their quarterly declaration of financial results. Further on an annual basis, the company shall prepare a statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and place it before the audit committee. Such disclosure shall be made only till such time that the full money raised through the issue has been fully spent. This statement shall be certified by the statutory auditors of the company. Furthermore, where the company has appointed a monitoring agency to monitor the utilisation of proceeds of a public or rights issue, it should place before the Audit Committee the monitoring report of such agency, upon receipt, without any delay. The Audit Committee shall make appropriate recommendations to the Board to take up steps in this matter. As per section 292A, the recommendations on any matter relating to financial management shall be binding upon the Board. This requirement is in addition to that under clause 43, according to which every listed Company must furnish to the stock exchanges on a quarterly basis, a statement relating to utilization of funds raised by a public issue or rights issue of securities and to disclose in the Board’s report under section 217 a statement of variation between projected utilization and actual utilization of funds.

**Management**

As part of the directors’ report or as an addition thereto, a Management Discussion and Analysis report should form part of the Annual Report to the shareholders. This Management Discussion & Analysis should include discussion on the following matters within the limits set by the company’s competitive position:

1. Industry structure and developments.
2. Opportunities and Threats.
4. Outlook
5. Risks and concerns.
6. Internal control systems and their adequacy.
7. Discussion on financial performance with respect to operational performance.

8. Material developments in Human Resources / Industrial Relations front, including number of people employed.

Senior management shall make disclosures to the board relating to all material financial and commercial transactions, where they have personal interest, that may have a potential conflict with the interest of the company at large (for e.g. dealing in company shares, commercial dealings with bodies which have shareholding of management and their relatives etc.)

**Disclosure to Board about the interest of Members of Senior Management**

As per clause 49-IV(F)(ii), the senior management shall make disclosures to the Board relating to all material financial and commercial transactions, where they have personal interest, that may have a potential conflict with the interest of the company at large (e.g. dealing in company shares, commercial dealings with bodies which have shareholding of management and their relatives etc.).

Explanation to this sub-clause provides that for this purpose, the term “senior management” shall mean personnel of the company who are members of its core management team excluding the Board of Directors. This would also include all members of management one level below the executive directors including all functional heads.

**Disclosure to Shareholders**

As per Clause 49-IV(G)(i), the following information relating to appointment of a new director or reappointment of a director must be provided to the shareholders:

(a) A brief resume of the director;
(b) Nature of his expertise in specific functional areas;
(c) Names of companies in which the person also holds directorship and the membership Board of Committees of the Board; and
(d) Shareholding of non-executive directors as stated in clause 49IV(E)(v) above.

The information required to be disclosed should be given in the form of an explanatory statement annexed to the Notice of the general meeting pursuant to clause (2) of section 173 of the Companies Act, 1956 at which meeting the appointment or reappointment is proposed. The information should be disclosed even where the explanatory statement is not required to be annexed to the notice such as in case of reappointment of a director retiring by rotation at the AGM pursuant to section 255/256 of the Companies Act, 1956.

The company should disclose in the Annual Report details of officer or committee or the Registrar and Share Transfer Agents to whom request can be made for transfer of shares.

**Disclosure of Relationships between Directors**

As per Clause 49-IV(G)(ia), disclosure of relationships between directors inter-se shall be made in the Annual Report, notice of appointment of a director, prospectus and letter of offer for issuances and any related filings made to the stock exchanges where the company is listed.
Disclosure of certain Information on Website

As per Clause 49-IV(G)(ii), the company should place the following information on its website:

(a) Quarterly results.

(b) Presentation made by the company to analysts.

Alternatively, the details shall be sent in such a form so as to enable the stock exchange on which the company is listed to put it on its own website.

CEO/CFO Certification

The CEO, i.e., the Managing Director or Manager appointed in terms of the Companies Act, 1956 and the CFO i.e. the whole-time Finance Director or any other person heading the finance function discharging that function shall certify to the Board that:

(a) They have reviewed financial statements and the cash flow statement for the year and that to the best of their knowledge and belief:
   (i) these statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading;
   (ii) these statements together present a true and fair view of the company's affairs and are in compliance with existing accounting standards, applicable laws and regulations.

(b) There are, to the best of their knowledge and belief, no transactions entered into by the company during the year which are fraudulent, illegal or violative of the company's code of conduct.

(c) They accept responsibility for establishing and maintaining internal controls for financial reporting and that they have evaluated the effectiveness of the internal control systems of the company pertaining to financial reporting and they have disclosed to the auditors and the Audit Committee, deficiencies in the design or operation of such internal controls, if any, of which they are aware and the steps they have taken or propose to take to rectify these deficiencies.

(d) They have indicated to the auditors and the Audit Committee:
   (i) significant changes in internal control over financial reporting during the year;
   (ii) significant changes in accounting policies during the year and that the same have been disclosed in the notes to the financial statements; and
   (iii) instances of significant fraud of which they have become aware and the involvement therein, if any, of the management or an employee having a significant role in the company's internal control system over financial reporting.

Report on Corporate Governance

Clause 49-VI provides that there shall be a separate section on Corporate Governance in the Annual Reports of Company, with a detailed compliance report on Corporate Governance. Non-compliance of any mandatory requirement of this clause
with reasons thereof and the extent to which the non-mandatory requirements have been adopted should be specifically highlighted.

The companies shall submit a quarterly compliance report to the stock exchanges within 15 days from the close of quarter as per the following format. The report shall be signed either by the Compliance Officer or the Chief Executive Officer of the company.

Non-Mandatory Requirements

These requirements may be implemented at the discretion of the company. However, the disclosures of the compliance with mandatory requirements and adoption (and compliance)/non-adoption of the non-mandatory requirements shall be made in the section on corporate governance of the Annual Report.

Disclosures relating to Non-Mandatory Requirements

The half-yearly declaration of financial performance including summary of the significant events in last six months may be sent to each household of shareholders. However, companies generally post their half-yearly and quarterly results on their websites and advertise through newspapers. Some companies send half-yearly results to each household of shareholders. In practice, it may not be feasible for companies to send quarterly results because of administrative, financial and other constraints, but companies should send the half-yearly report to each household of the shareholders for following reasons:

(i) Many shareholders may not have access to the website of the company, or may not be computer savvy;
(ii) All shareholders may not be subscribing to the particular newspaper in which half-yearly results are published.

The company should disclose in the Report on Corporate Governance whether it has sent to each household of shareholders half-yearly report on financial performance including summary of the significant events which occurred in the last six months.

Clause 52

Corporate Filing and Dissemination System (CFDS), viz., www.corpfiling.co.in to file on the CDFS, such information, statements and reports as may be specified by the Participating Stock Exchanges in this regard within the time limit specified in the respective clause of the listing agreement.

3. DISCLOSURE UNDER OTHER SEBI GUIDELINES

Some of the other important disclosures envisaged are under the SEBI Guidelines are in terms of:

A. Securities and Exchange Board of India
   (Issue of Capital and Disclosure Requirements) Regulations, 2009

Filing of offer document

No issuer shall make,

(a) a public issue; or
(b) A right issue, where the aggregate value of the specified securities offered is fifty lakh rupees or more,

Unless a draft offer document, along with fees as specified in Schedule IV, has been filed with the Board through the lead merchant banker, at least thirty days prior to registering the prospectus, red herring prospectus or shelf prospectus with the Registrar of Companies or filing the letter of offer with the designated stock exchange, as the case may be.

Copies of offer documents to be available to public

1. The issuer and lead merchant bankers shall ensure that the contents of offer documents hosted on the websites as required in these regulations are the same as that of their printed versions as filed with the Registrar of Companies, Board and the stock exchanges.

2. The lead merchant bankers and the recognised stock exchange shall provide copies of the draft offer document and final offer document to the public as and when requested.

3. The lead merchant bankers or the recognised stock exchange may charge a reasonable sum for providing the copy of the offer document.

Manner of disclosures in the offer document

1. The offer document shall contain all material disclosures which are true and adequate so as to enable the applicants to take an informed investment decision.

2. Without prejudice to the generality of sub-regulation (1):
   (a) the red-herring prospectus, shelf prospectus and prospectus shall contain:
      (i) the disclosures specified in Schedule II of the Companies Act, 1956;
      and
      (ii) the disclosures specified in the Schedule attached to the Regulations.
   (b) the letter of offer shall contain disclosures as specified in the Schedule attached to the Regulations.

Pre-issue advertisement for public issue

1. Subject to the provisions of section 66 of the Companies Act, 1956, the issuer shall, after registering the red herring prospectus (in case of a book built issue) or prospectus (in case of fixed price issue) with the Registrar of Companies, make a pre-issue advertisement in one English national daily newspaper with wide circulation, Hindi national daily newspaper with wide circulation and one regional language newspaper with wide circulation at the place where the registered office of the issuer is situated.

2. (2) The pre-issue advertisement shall be in the format and shall contain the disclosures specified the Schedule attached to the regulations.

Issue opening and issue closing advertisement for public issue

An issuer may issue advertisements for issue opening and issue closing
advertisements, which shall be in the formats specified in Schedule XIII of the regulations.

**Post-issue reports**

1. The lead merchant banker shall submit post-issue reports to the Board in accordance with sub-regulation (2).

2. The post-issue reports shall be submitted as follows:
   
   (a) initial post issue report within three days of closure of the issue
   
   (b) final post issue within fifteen days of the date of finalisation of basis of allotment or within fifteen days of refund of money in case of failure of issue.

3. The lead merchant banker shall submit a due diligence certificate as per the format specified, along with the final post issue report.

**Post-issue Advertisements**

1. The post-issue merchant banker shall ensure that advertisement giving details relating to oversubscription, basis of allotment, number, value and percentage of all applications including ASBA (Application Supported by Blocked Amount) number, value and percentage of successful allottees for all applications, date of completion of despatch of refund orders or instructions to Self Certified Syndicate Banks by the Registrar, date of despatch of certificates and date of filing of listing application, etc. is released within ten days from the date of completion of the various activities in at least one English national daily newspaper with wide circulation, one Hindi national daily newspaper with wide circulation and one regional language daily newspaper with wide circulation at the place where registered office of the issuer is situated.

2. The post-issue merchant banker shall ensure that issuer, advisors, brokers or any other entity connected with the issue shall not publish any advertisement stating that issue has been oversubscribed or indicating investors’ response to the issue, during the period when the public issue is still open for subscription by the public.

**B. SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997**

(i) Initial/periodic Disclosures (Regulation 7)

**Acquirer**

(1) Any acquirer, who acquires shares or voting rights which (taken together with shares or voting rights, if any, held by him) would entitle him to more than five per cent or ten per cent or fourteen per cent or fifty four per cent or seventy four per cent shares or voting rights in a company, in any manner whatsoever, shall disclose at every stage the aggregate of his shareholding or voting rights in that company to the company and to the stock exchanges where shares of the target company are listed.

(2) Any acquirer whose existing holding is between 15% to 55% of the shares or voting rights in a company (as referred in regulation (11(1)), shall disclose purchase or sale aggregating two per cent or more of the share capital of the target company
to the target company, and the stock exchanges where shares of the target company are listed within two days of such purchase or sale along with the aggregate shareholding after such acquisition or sale.

In respect of point no 1 and 2 the term ‘acquirer’ shall include a pledgee, other than a bank or a financial institution and such pledgee shall make disclosure to the target company and the stock exchange within two days of creation of pledge.

(3) The disclosures mentioned in point no 1 and 2 shall be made within two days of,—

(a) the receipt of intimation of allotment of shares; or
(b) the acquisition of shares or voting rights, as the case may be.

Company

Every company, has received initial disclosure from an acquirer, shall disclose to all the stock exchanges on which the shares of the said company are listed the aggregate number of shares held by each of such persons referred above within seven days of receipt of information from acquirer.

(ii) Continual disclosures (Regulation 8)

Acquirer/Promoter

(1) Every person, including a person mentioned in regulation 6 (ie transitional provisions relating to shares acquired before SEBI (SAST) Regulations, 1997 came into force) who holds more than fifteen per cent shares or voting rights in any company, shall, within 21 days from the financial year ending March 31, make yearly disclosures to the company, in respect of his holdings as on 31st March.

(2) A promoter or every person having control over a company shall, within 21 days from the financial year ending March 31, as well as the record date of the company for the purposes of declaration of dividend, disclose the number and percentage of shares or voting rights held by him and by persons acting in concert with him, in that company to the company.

Company

Every company whose shares are listed on a stock exchange, shall within 30 days from the financial year ending March 31, as well as the record date of the company for the purposes of declaration of dividend, make yearly disclosures to all the stock exchanges on which the shares of the company are listed, the changes, if any, in respect of acquirer/promoter (ie the holdings of the persons referred to under sub-regulation (1) of SEBI(SAST) Regulations, 1997) and also holdings of promoters or person(s) having control over the company as on 31st March.

C. Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

Disclosure of interest or holding by directors and officers and substantial shareholders in listed companies - Initial Disclosure.

(1) Any person who holds more than 5% shares or voting rights in any listed company shall disclose to the company in the prescribed form, the number of shares
or voting rights held by such person, on becoming such holder, within 4 working days of:

(a) the receipt of intimation of allotment of shares; or
(b) the acquisition of shares or voting rights, as the case may be.

(2) Any person who is a director or officer of a listed company, shall disclose to the company in the prescribed form, the number of shares or voting rights held by such person, within 4 working days of becoming a director or officer of the company.

Continual disclosure

Any person who holds more than 5% shares for voting rights in any listed company shall disclose to the company in the prescribed form the number of shares or voting rights held and change in shareholding or voting rights, even if such change results in shareholding falling below 5%, if there has been change in such holdings from the last disclosure made and such change exceeds 2% of total shareholding or voting rights in the company.

Any person who is a director or officer of a listed company, shall disclose to the company in the prescribed form, the total number of shares or voting rights held and change in shareholding or voting rights, if there has been a change in such holdings from the last disclosure made and the change exceeds Rs. 5 lakh in value or 25,000 shares or 1% of total shareholding or voting rights, whichever is lower.

These disclosures shall be made within 4 working days of:

(a) the receipts of intimation of allotment of shares, or
(b) the acquisition or sale of shares or voting rights, as the case may be.

Disclosure by company to stock exchanges

Every listed company, shall disclose to all stock exchanges on which the company is listed, the information received under these regulation.

Code of internal procedures and conduct for listed companies and other entities.

— All listed companies and organisations associated with securities markets including:
  — the intermediaries as mentioned in section 12 of the Act, asset management company and trustees of mutual funds;
  — the self-regulatory organisations recognised or authorised by the Board;
  — the recognised stock exchanges and clearing house or corporations;
  — the public financial institutions as defined in section 4A of the Companies Act, 1956; and
  — the professional firms such as auditors, accountancy firms, law firms, analysts, consultants, etc., assisting or advising listed companies,
     shall frame a code of internal procedures and conduct as near thereto the Model Code specified.

— They shall abide by the code of Corporate Disclosure Practices.

— They are required to adopt appropriate mechanisms and procedures to enforce the codes specified.
IV. RELATED PARTY TRANSACTIONS

The Board is duty bound to have control over Related Party and Related Party Transactions. It is the responsibility of the Board to ensure that such transactions are just, fair and total in the interests of the company.

Section 299 imposes a specific duty on every director to disclose his interest to the full Board. Every director of a company must disclose the nature of his concern or interest in any transaction of the company at a meeting of the Board of Directors. In the case of a publicly owned company a director interested or concerned in any contract or arrangement entered into or to be entered into by the company is also prohibited from voting on the resolution brought up at the Board meeting for the approval of the contract. He has to abstain himself from the discussion on the resolution [Section 300].

Since the Board may be a varying body, the section requires a fresh notice of disclosure to be given at the end of each financial year. By virtue of section 283(1)(i), if a director acts in contravention of this provision, his office will ipso facto become vacated. Further, there is also penalty payable. The provisions are founded on the principle that a director is precluded from dealing on behalf of the company as himself and from entering into engagements in which he has a personal interest conflicting or which possibly may conflict with the interest of those with whom he is bound by fiduciary duty. A director occupies a fiduciary position in relation to a company and he must act bona fide in the interest of the company. If a director makes a contract with the company and does not disclose his interest, he will be committing breach of trust, Yashovardhan Saboo v. Groz-Beckert Saboo Ltd., (1995) 83 Com Cases 371 at p.413 (CLB).

The section is so worded that any conflict of personal interest of the director with his duties to the company as its director will have to be disclosed. To emphasise this point, the relevant sub-section 299 is reproduced below:

"Disclosure of interest by director.—(1) Every director of a company who is in any way, whether directly or indirectly, concerned or interested in a contract or arrangement, or proposed contract or arrangement, entered into or to be entered into, by or on behalf of the company, shall disclose the nature of his concern or interest at a meeting of the Board of directors”

Non-compliance with section does not, however, avoid or invalidate the transaction; but will make it voidable at the option of the company.

As pointed out by Lord Denning: “When a director fails to disclose his interest, the effect is the same as non-disclosure in contracts uberrimae fides, or non-disclosure by a promoter who sells to the company property in which he is interested. Non-disclosure does not render the contract void or a nullity. It renders the contract voidable at the instance of the company and makes the director accountable for any secret profit which he has made”. Hely-Hutchinson v. Brayhead Ltd. (1968) 1 Comp LJ 263: (1967) 3 All ER 98 (CA)

In Guinness plc vs. Saunders (1988) 2 All ER 940, it was also held that liability to account for such benefits would be there regardless of any counter claim the director in question may have against the company.
The Kerala High Court in *M.O. Varghese vs. Thomas Stephen & Co. Ltd.* (1970) 40 Com Cases 1131 held that where a director acquires interest in a running transaction of the company, he should disclose this fact at the next meeting of the Board held after he becomes so interested.

Further, directors of the Board are collectively responsible for ensuring that their total shareholding in the other company with which there is any contract or arrangement does not exceed two percent of the paid-up capital of the other company. In such a case, i.e., where any of the directors of the company or two or more of them collectively held not more than two percent of the paid-up share capital in the other company, the duty of disclosure does not apply.

The Indian Companies Act thus, in effect, requires the Board to act in the interest of the company.

The requirement implies the fiduciary duty of the Board members requiring them to exercise, firstly, the duty of care and, secondly, the duty of loyalty.

The duty of care will require them to act on a fully informed basis in such transaction, in good faith and with due diligence and care.

The duty of loyalty to the company will require the Board to monitor Related Party Transactions and to establish remuneration policy for Board members and their relatives employed by the company.

Section 297 prohibits a director of the company or his relative, a firm in which such a director or relative is a partner, any other partner in such a firm, or a private company of which the director is a director or member to enter into any contract with the company for—

(a) for the sale, purchase or supply of any goods, materials or services; or

(b) for underwriting the subscription of any shares in or debentures of, the company.

Such a transaction shall be with the consent of the Board of directors accorded by a resolution passed at a meeting of the Board either before the contract is entered into or within three months of the date of which the contract is entered into.

Where the company has a paid-up share capital of not less than Rs. 1 crore, no such contract shall be entered into except with the previous approval of the Central Government. In practice, this power of the Central Government has been delegated to Regional Directors of the Company Law Board at Mumbai, Kolkata, Chennai and Kanpur.

The provisions of Section 297 do not affect—

(a) purchase of goods and materials from the company or the sale thereof to the company for cash at prevailing market prices; or

(b) any contract for sale, purchase or supply of any goods, materials and services, in which the company or such related party regularly trades or does business if such contract does not relate to goods and materials the value of which or services the cost of which, exceeds 5,000 rupees in the aggregate in any year; or
(c) in the case of banking or insurance company any transaction in the ordinary course of business of such company with any director, etc.

Section 314 requires consent of the company given by way of a special resolution [3/4th majority] passed at a general meeting for –

(a) a director of the company to hold any office or place of profit, and

(b) a partner or a relative of such director, firm in which such director or relative is a partner, or private company of which such director is a director or member and director or manager of such a private company can hold any office or place of profit carrying a monthly remuneration of Rs. 50,000.

The expression “Related party” is defined, not in the Companies Act, 1956, but in accounting standard [AS18] issued by the Institute of Chartered Accountants of India for “Related Party Disclosures”. The National Accounting Standards Board established under the Companies Act has adopted the said accounting standard and made it applicable to the companies covered [companies whose securities are listed and companies which are in the process of listing their securities].

The Standard applies to related party relationships as described below:

(a) “enterprises that directly, or indirectly through one or more intermediaries, control, or are controlled by, or are under common control with, the reporting enterprise (this includes holding companies, subsidiaries and fellow subsidiaries);

(b) associates and joint ventures of the reporting enterprise and the investing party or venturer in respect of which the reporting enterprise is an associate or a joint venture;

(c) individual owning, directly or indirectly, an interest in the voting power of the reporting enterprise that gives them control or significant influence over the enterprise, and relatives of any such individual;

(d) key management personnel and relatives of such personnel; and

(e) enterprises over which any person described in (c) or (d) is able to exercise significant influence. This includes enterprises owned by directors or major shareholders of the reporting enterprise and enterprises that have a member of key management in common with the reporting enterprise”.

The following are deemed not to be related parties:

(a) two companies simply because they have a director in common, notwithstanding paragraph 3(d) or (e) above (unless the director is able to affect the policies of both companies in their mutual dealings);

(b) a single customer, supplier, franchiser, distributor, or general agent with whom an enterprise transacts a significant volume of business merely by virtue of the resulting economic dependence; and

(c) the parties listed below, in the course of their normal dealings with an enterprise by virtue only of those dealings (although they may circumscribe the freedom of action of the enterprise or participate in its decision-making process):

(i) providers of finance;

(ii) trade unions;
(iii) public utilities;
(iv) Government departments and Government agencies including Government sponsored bodies.

The Accounting Standard requires the disclosure of the name of the related party and nature of related party relationship where control exists irrespective of whether or not there have been transactions between the related parties. If there have been transactions between related parties, during the existence of a related party relationship, the reporting enterprise should disclose the following:

(a) the name of the transacting related party;
(b) a description of the relationship between the parties;
(c) a description of the nature of transactions;
(d) volume of the transactions either as an amount or as an appropriate proportion;
(e) any other elements of the related party transactions necessary for an understanding of the financial statements;
(f) the amount or appropriate proportions of outstanding items pertaining to related parties at the balance sheet date and provisions for doubtful debts due from such parties at that date; and
(g) amounts written off or written back in the period in respect of debts due from or to related parties.

The Standard allows disclosure of items of a similar nature in aggregate by type of related party except when separate disclosure is necessary for an understanding of the effects of related party transactions on the financial statements of the reporting enterprise.

SEBI Requirements:

The Securities and Exchange Board of India, the apex capital markets regulator has though The Listing Agreement between public listed companies whose securities are listed on stock exchanges and the Stock Exchange enjoined certain duties on companies with respect to related party transactions.

As per Clause 49 of the Listing Agreement, the term “related party transactions” shall have the same meaning as contained in the Accounting Standard 18, Related Party Transactions, issued by The Institute of Chartered Accountants of India.

Sub-Clause II D requires Audit Committee to review, with the management, the annual financial statements before submission to the board for approval, with particular reference to Disclosure of any related party transactions.

Sub-Clause II E requires Audit Committee to mandatorily review the information related to Statement of significant related party transactions (as defined by the audit committee), submitted by management;

Sub-Clause IV requires the following disclosures about the basis of related party transactions:

(i) A statement in summary form of transactions with related parties in the
ordinary course of business shall be placed periodically before the audit committee.

(ii) Details of material individual transactions with related parties which are not in the normal course of business shall be placed before the audit committee.

(iii) Details of material individual transactions with related parties or others, which are not on an arm’s length basis should be placed before the audit committee, together with Management’s justification for the same.

Annexure I C of the Clause on the subject ‘Suggested List of Items to Be Included In the Report on Corporate Governance in the Annual Report of Companies’ Include Disclosures on materially significant related party transactions that may have potential conflict with the interests of company at large.

Responsibilities:

The Board is duty bound to have control over Related Party and Related Party Transactions. It is the responsibility of the Board to ensure that such transactions are just, fair and total in the interests of the company. This duty and this responsibility are beset with difficulties for several reasons. First, it is difficulty to identify transactions with related party. For example, a series of sales in the normal course of business, individually insignificant, could be executed with an undisclosed related party that in total could be material. Second, although, other procedures are ordinarily performed, it is necessary to place reliance primarily upon management and principal owners of the company to identify all related parties and Related Party Transactions. Third, such transactions may not be easily tracked by internal control procedures.

In India, AS-18 defines related party as follows:

“Related party: - parties are considered to be related if at any time during the reporting period one party has the ability to control the other party or exercise significant influence over the other party in making financial and/or operating decisions”.

The other relevant definitions are:

“Related party transaction: - a transfer of resources or obligations between related parties, regardless of whether or not a price is charged.

Control – (a) ownership, directly or indirectly, of more than one half of the voting power of an enterprise, or

(b) control of the composition of the board of directors in the case of a company or of the composition of the corresponding governing body in case of any other enterprise, or

(c) a substantial interest in voting power and the power to direct, by statute or agreement, the financial and/or operating policies of the enterprise.

Significant influence: - participation in the financial and/or operating policy decisions of an enterprise, but not control of those policies.
An Associate: - an enterprise in which an investing reporting party has significant influence and which is neither a subsidiary nor a joint venture of that party.

A Joint venture: - a contractual arrangement whereby two or more parties undertake an economic activity which is subject to joint control.

Joint control: - the contractually agreed sharing of power to govern the financial and operating policies of an economic activity so as to obtain benefits from it.

Key management personnel: - those persons who have the authority and responsibility for planning, directing and controlling the activities of the reporting enterprise.

Control over Related Party Transactions is also beset with dangers as there is a potential for distorted or misleading financial statements in the absence of adequate disclosure. There have been instances of fraudulent financial reporting and misappropriation of assets by the use of an undisclosed related party. An undisclosed related party is a powerful tool in the hands of an unscrupulous person. Related parties such as controlled entities, principal stockholders or management can execute transactions that in improperly inflate earnings by masking their economic substance or distort reported results through lack of disclosures. They can even defraud the company by transferring funds to conduit related parties and ultimately to the perpetrators.

V. SHAREHOLDER RIGHTS

Provisions of Companies Act, 1956

These rights can be categorised as under:

(1) Right to receive copies of the following documents from the company:

   (i) Abridged balance-sheet and profit and loss account in the case of a listed company and balance-sheet and profit and loss account otherwise (Section 219).

   (ii) Report of the Cost Auditor, if so directed by the Government.

   (iii) Contract for the appointment of the managing director/manager (Section 302).

   (iv) Notices of the general meetings of the company (Sections 171-173).

(2) Right to inspect statutory registers/returns and get copies thereof on payment of prescribed fee.

The members have been given right to inspect the following registers etc.:

   (i) Debenture trust deed (Section 118);

   (ii) Register of Charges (Section 141);

   (iii) Register of Members, and Debenture holders and Index Registers, Annual Returns (Section 163);
(iv) Shareholders’ Minutes Book (Section 196);
(v) Register of Contracts (Section 301);
(vi) Register of Directors’ (Section 304);
(vii) Register of Directors’ Shareholdings (Section 307); and
(viii) Copy of agreement of appointment of the managing director/manager (Section 302).

The members can also get the copies of the aforesaid registers/returns on payment of prescribed fee except those of Register of Directors and Register of Directors’ Shareholdings. Members can also get copies of memorandum and articles of association on payment of a fee of Re. One (Section 39).

(3) Right to attend meetings of the shareholders and exercise voting rights at these meetings either personally or through proxy (Sections 165, 166, 169, 176 and 177).

(4) Other rights.

Over and above the rights enumerated at Item Nos. 1 to 3 above, the members have the following rights:

(i) To receive share certificates as title of their holdings [Section 84 read with the Companies (Issue of Share Certificates) Rules, 1960].
(ii) To transfer shares (Sections 82 and 108 and Articles).
(iii) To resist and safeguard against increase in his liability without his written consent.
(iv) To receive dividend when declared.
(v) To have rights shares (Section 81).
(vi) To appoint directors (Section 255).
(vii) To share the surplus assets on winding up (Section 511).
(viii) Right of dissentient shareholders to apply to court (Section 107).
(ix) Right to be exercised collectively in respect of making application to the Central Government for investigation of the affairs of the company (Section 235), and for appointment of Government directors (Section 408).
(x) Right to make application collectively to the Company Law Board¹/ Tribunal² for oppression and mismanagement (Sections 397 and 398).
(xi) Right of Nomination.
(xii) Section 87 of the Act provides that every member of a public company

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¹. Present
². Effective date yet to be notified.
limited by shares, holding equity shares, shall have votes in proportion to his share of the paid-up equity share capital of the company.

(xiii) Preference shareholders ordinarily vote only on matters directly relating to rights attached to preference share capital. A resolution for winding up of the company or for the reduction of the share capital, will be deemed to affect directly the rights attached to preference share and so they can vote on such resolutions.

(xiv) Section 106 of the Companies Act, 1956 lays down that the rights attached to the shares of any class can be varied with the consent in writing of the holders of not less than three-fourths of the issued shares of that class or with the sanction of a special resolution passed at a separate meeting of the holders of the issued shares of the class. Further, the variation of rights of shareholders can be effected only:

(i) if provision with respect to such variation is contained in the Memorandum or Articles of association of the company; or

(ii) in the absence of any such provision in a Memorandum or Articles of association of the company, if such a variation is not prohibited by the terms of issue of the shares of that class.

(xv) Section 107 of the Companies Act confers certain rights upon the dissentient shareholders. According to this section, where the rights of any class of shares are varied, the holders of not less than ten per cent of the shares of that class, being persons who did not consent to or vote in favour of the resolution for the variation, can apply to the Court/Tribunal to have the variation cancelled. Where any such application is made to the Court/Tribunal, the variation will not be effective unless and until it is confirmed by the Court.

Annual General Meeting

In terms of Section 166, every company shall in each year hold in addition to any other meetings a general meeting as its annual general meeting and shall specify the meeting as such in the notices calling it; and not more than fifteen months shall elapse between the date of one annual general meeting of a company and that of the next.

Power and duty to acquire shares of shareholders dissenting from scheme or contract approved by majority

Where a scheme or contract involving the transfer of shares or its class in a company to another company has, within four months after the making of the offer in that behalf by the transferee company, been approved by the holders of not less than nine-tenths in value of the shares whose transfer is involved, the transferee company may, at any time within two months after the expiry of the said four months, give notice to any dissenting shareholder, that it desires to acquire his shares; and when such a notice is given, the transferee company shall, unless, on an application made by the dissenting shareholder within one month from the date on which the notice
was given, unless the Tribunal thinks fit to order otherwise, be entitled and bound to acquire those shares.

"dissenting shareholder" includes a shareholder who has not assented to the scheme or contract and any shareholder who has failed or refused to transfer his shares to the transferee company in accordance with the scheme or contract;

**Application to Tribunal for relief in case of oppression**

Any member of a company who complain that the affairs of the company are being conducted in a manner prejudicial to public interest or in a manner oppressive to any member or members may apply to the Tribunal for an order.

If the Tribunal is of opinion that the company's affairs are being conducted in a manner prejudicial to public interest or in a manner oppressive to any member or members; and that to wind up the company would unfairly prejudice such member or members but that otherwise the facts would justify the making of a winding up order on the ground that it was just and equitable that the company should be wound up; Tribunal may, with a view to bringing to an end the matters complained of, make such order as it thinks fit.

**Application to Tribunal for relief in cases of mismanagement**

Any members of a company who complain that the affairs of the company are being conducted in a manner prejudicial to public interest or to the interests of the company; or that a material change of the company has taken place in the management or control of the company, whether by an alteration in its Board of directors or manager or in the ownership of the company's shares, and that by reason of such change, it is likely that the affairs of the company [will be conducted in a manner prejudicial to public interest or] in a manner prejudicial to the interests of the company; may apply to the Tribunal for an order.

If Tribunal is of opinion that the affairs of the company are being conducted as aforesaid the Tribunal may, with a view to bringing to an end or preventing the matters complained of, make such order as it thinks fit.

The following persons have a right to apply under the above sections:

(i) in the case of a company having a share capital, not less than one hundred members of the company or not less than one-tenth of the total number of its members, whichever is less, or any member or members holding not less than one-tenth of the issued share capital of the company, provided that the applicant or applicants have paid all calls and other sums due on their shares;

(ii) in the case of a company not having a share capital, not less than one-fifth of the total number of its members.

The Central Government may, if in its opinion circumstances exist which make it just and equitable so to do, authorise any member or members of the company to...
apply to the Tribunal under section 397 or 398, notwithstanding the requirements of such number of members are not fulfilled.

Pending the making by it of a final order the Tribunal may, on the application of any party to the proceeding, make any interim order which it thinks fit for regulating the conduct of the company's affairs, upon such terms and conditions as appear to it to be just and equitable.

**Winding up**

— Shareholder has right to pass a special resolution, resolving that the company be wound up by the Tribunal;

— As per section 484, the circumstances in which company may be wound-up voluntarily are:

1. when the period, if any, fixed for the duration of the company by the articles has expired, or the event, if any, has occurred, on the occurrence of which the articles provide that the company is to be dissolved, and the shareholder in general meeting passes a resolution requiring the company to be wound-up voluntarily;

2. if the shareholder passes a special resolution that the company be wound-up voluntarily.

— Under Section 397 read with Section 399, shareholder may apply for winding up of company in case of oppression and mismanagement.

**VI. CORPORATE GOVERNANCE IN PUBLIC SECTOR UNDERTAKING**

The Ministry of Heavy Industries and Public Enterprises, Department of Public Enterprises has issued Guidelines on Corporate Governance for Central Public Sector Enterprises which were revised by a notification no. 18(8)/2005-GM dt. 14th May 2010. The guidelines were evolved through a consultation process where the stakeholders have participated. These Guidelines keep in view the provisions in the relevant laws, rules and instructions.

The guidelines on Corporate Governance for listed and unlisted CPSEs are being dealt in the succeeding chapters under the following headings.

→ Board of Directors
→ Audit Committee
→ Remuneration Committee
→ Subsidiary Companies
→ Disclosures
→ Report, Compliance and Schedule of Implementation

**Applicability**

For the purpose of the guidelines the public sector enterprises have been categorized in two groups; (a) listed entities and (b) Non-listed entities.
CPSEs listed on Stock Exchanges:

All listed CPSEs are required to follow the SEBI Guidelines on Corporate Governance. In addition, they shall follow those provisions of these Guidelines which do not exist in the SEBI Guidelines and also do not contradict any of the provisions of the SEBI Guidelines.

Non-listed CPSEs:

Each CPSE should strive to institutionalize good Corporate Governance practices broadly in conformity with the SEBI Guidelines. The guidelines provide that the provisions shall also be applicable to all the unlisted CPSE's on mandatory basis.

Composition of Board

The Board of Directors of the company shall have an optimum combination of Functional, Nominee and Independent Directors. The number of Functional Directors (including CMD/MD) should not exceed 50% of the actual strength of the Board. The number of Nominee Directors appointed by Government/other CPSEs shall be restricted to a maximum of two.

In case of a CPSE listed on the Stock Exchanges and whose Board of Directors is headed by an Executive Chairman, the number of Independent Directors shall be at least 50% of Board Members; and in case of all other CPSEs (i.e. listed on Stock Exchange but without an Executive Chairman, or not listed CPSEs), at least one-third of the Board Members should be Independent Directors.

The expression "Independent Director" shall mean a part-time Director of the company who:

(a) apart from receiving Director’s remuneration, does not have any material pecuniary relationship or transaction with the company, its Directors, its senior management or its holding company, its subsidiaries and associates which may affect independence of the Director;

(b) is not related to persons occupying management positions at the Board level or at one level below the Board;

(c) has not been a senior executive or managerial personnel of the company in the immediately preceding three financial years;

(d) is not a partner or an executive, or was not a partner or an executive during the preceding three years, of any of the following:

   (i) the statutory audit firm or the internal audit firm or tax audit firm or energy audit firm or management audit firm or risk audit firm or insurance audit firm that is associated with the company, and

   (ii) the panel advocate(s) or legal firm(s) or consultant(s) and consulting firm(s) or expert(s) that have a material association with the company.

(e) is not a material supplier, service provider or customer or a lessor or lessee
of the company, which may affect independence of the director;

(f) is not a substantial shareholder of the company i.e. owning two percent or more of the block of voting shares.

Nominee Directors appointed by an institution which has invested in or lent to the company shall be deemed to be Independent Directors.

Functional Directors:

Every Board should have some full time Functional Directors. The number of such Directors on a Board should not exceed 50% of the actual strength of the Board.

(i) In cases where the number of Functional Directors on the Board is more than the 50% of its actual strength (not sanctioned strength), Administrative Ministries will immediately undertake a review of the strength of the Board in consultation with Department of Public Enterprises and PESB.

(ii) On such Boards where the posts of Functional Directors do not exist, Administrative Ministries will take immediate steps to create such posts in accordance with the prescribed guidelines.

Government Directors:

The number of the Government Directors on the Board of Directors of an enterprise should not exceed one-sixth of the actual strength of the Board.

- It will be preferable to have only one Government Director from the concerned Administrative Ministry on each Board.

- Where it is considered essential to give representation on the Boards to other concerned Government agencies/Ministries/State Governments, only one representation from the Group could also be appointed on the Board as part-time Government Director.

In any case number of Government Directors on a Board should in no case exceed two.

The guidelines lays that the Board shall meet at least once in every three months and at least four such meetings shall be held every year. Further, the time gap between any two meetings should not be more than three months, whereas, Clause 49 prescribes that the board shall meet at least four times a year, with a maximum time gap of four months between any two meetings.

A Director of the company shall not be a member in more than 10 committees or act as Chairman of more than five committees across all companies in which he is a Director.

The Board shall lay down a code of conduct for all Board members and senior management of the company. The code of conduct shall be circulated and also posted on the website of the company. All Board members and senior management personnel shall affirm compliance with the code on an annual basis. The Annual Report of the company shall contain a declaration to this effect signed by its Chief
Executive.

The Board should have a formal statement of Board Charter which clearly defines the roles and responsibilities of the Board and individual Directors. The company concerned shall undertake training programme for its new Board members, they shall also be imparted training on Corporate Governance, model code of business ethics and conduct applicable for the respective Directors.

The Board should ensure the integration and alignment of the risk management system with the corporate and operational objectives and also that risk management is undertaken as a part of normal business practice and not as a separate task at set times.

The Audit Committee shall have minimum three Directors as members. Two-thirds of the members of audit committee shall be Independent Directors. The Chairman of the Audit Committee shall be an Independent Director. The Audit Committee should meet at least four times in a year and not more than four months shall elapse between two meetings. The quorum shall be either two members or one third of the members of the Audit Committee whichever is greater, but a minimum of two independent members must be present.

Details of material individual transactions with related parties or others, which are not on an arm’s length basis, should be placed before the Audit Committee, together with Management’s justification for the same.

Each CPSE shall constitute a Remuneration Committee comprising of at least three Directors, all of whom should be part-time Directors (i.e Nominee Directors or Independent Directors). The Committee should be headed by an Independent Director. CPSE will not be eligible for Performance Related Pay unless the Independent Directors are on its Board. Remuneration Committee will decide the annual bonus/variable pay pool and policy for its distribution across the executives and non unionized supervisors, within the prescribed limits.

It is important here to note that some aspects of Corporate Governance are controlled and regulated by different authorities for a particular public sector enterprises such as (a) the Chairman, Managing Director and Directors are appointed independently through a prescribed procedure; (b) Statutory auditors are appointed independently by the C&AG; (c) Arbitrary actions, if any, of the Management can be challenged through writ petitions; (d) Remuneration of Directors, employees, etc. are determined on the basis of recommendations of Pay Committees constituted for this purpose; (e) Right to Information Act is applicable to all Public sector enterprises.

There shall be a separate section on Corporate Governance in each Annual Report of company, with details of compliance on Corporate Governance.

The CPSEs are required to submit quarterly progress reports, within 15 days from the close of each quarter, in the prescribed format to respective Administrative Ministries/Departments. The Administrative Ministries will consolidate the information obtained from the CPSEs and furnish a comprehensive report to the DPE by 31st May of every financial year on the status of compliance of Corporate Governance.
Guidelines during the previous financial year by the CPSEs under their jurisdiction.

VII. CORPORATE GOVERNANCE IN INSURANCE SECTOR

The Insurance Regulatory and Development Authority (IRDA) has outlined Corporate Governance Guidelines For Insurance Companies (dt. 25-08-2009) which are in addition to provisions of the Companies Act, 1956, Insurance Act, 1938 and requirement of any other laws or regulations framed thereunder. Where any provisions of these guidelines appear to be in conflict with the provisions contained in any law or regulations, the legal provisions will prevail. However where, the requirements of these guidelines are more rigorous than the provisions of any law, these guidelines shall be followed.

The Insurance Act stipulates that the insurance companies in India would be public companies and hence, would require a properly constituted Board. Accordingly, the Authority advises all insurers to familiarize themselves with Corporate Governance structures and requirements appropriate to listed entities under clause 49 of the listing agreement.

Committees

Mandatory
- Audit Committee;
- Investment Committee;
- Risk Management Committee;
- Policyholder Protection Committee; and
- Asset Liability Management Committee (in case of life insurers)

Non Mandatory
- Nominations Committee
- Remuneration Committee
- Ethics Committee

The Board of Directors is required to have a significant number of “Independent Directors”. At a minimum, where the company has a non-executive Chairman, at least fifty percent of the directors should be independent and in other cases at least one third of the directors should be independent. Further the guidelines provide that where the Chairman of the Board is non-executive, the Chief Executive Officer should be a whole time director of the Board. The companies should have a minimum of two independent directors so long as they are unlisted.

The Directors are also required to enter into a Deed of Covenant as per the format prescribed in the guidelines, with the insurance company, duly approved by the Board, pursuant to their terms of appointment to ensure that there is a clear understanding of the mutual role of the company and the Board in Corporate Governance.

Conduct of Meetings
- The Board should also lay down systems that would make the Company
Secretary responsible for proper conduct of the Board meetings and with adequate time to deliberate on the major issues in detail.

- There should be a system of familiarizing new Directors with the background of the company's governance philosophy, duties and responsibilities of the Directors, etc.
- Well structured arrangements should be in place for ongoing briefing of Directors on dynamic changes in the insurance in particular and in the financial sector in general and for updating the Directors through formal and informal programmes covering regulatory systems, market growth trends, future strategic plans/operations, etc.

**CEO**

Section 34A of the Insurance Act, 1938 requires prior approval of the Authority for appointment, re-appointment or termination of the Chief Executive Officer and the Whole Time Directors. The Insurance Act also prohibits the CEO of a life insurance company from being a Director in any other insurance company/bank/investment company. Accordingly, the Board should take proactive steps to decide on the continuance of CEO well in time before the expiry of his tenure (at least a month before the completion of the tenure) or to identify the new incumbent.

The IRDA (Preparation of Financial Statements and Auditors’ Report of Insurance Companies) Regulations, 2002 empower the Authority to issue directions/guidelines on appointment, continuance or removal of auditors of an insurance company. The statutory auditors recommended by the Audit Committee are required to be appointed at a general body meeting of the shareholders of the insurer. The guidelines provide for joint audit of each insurance company by two statutory Auditors. In order for an audit firm to be eligible to be appointed as statutory auditors the following conditions must be complied with:

→ Be in continuous practice for a period of fifteen years;
→ At least one partner/employee should have CISA(Certified Information Systems Auditor) or ISA (Information Systems Audit) or equivalent qualification.
→ One of the joint auditors may have a term of 5 years and the other 4 years in the first instance. Thereafter, the maximum duration for which an auditor can be retained is a period of five years.
→ In appointment of the statutory auditors, the insurer must ensure compliance with the requirements on ‘cooling off’ period of two years on completion of the tenure of 4/5 years as the case may be.
→ No Audit Firm shall carry out more than two statutory audits of Insurance Companies (life/Non Life/ Reinsurance).

**VIII. DILIGENCE REPORT IN BANKS**

The Reserve Bank of India recently has advised all the scheduled commercial Banks to obtain regular certification (Diligence Report) by a professional, preferably a Company Secretary, regarding compliance of various statutory prescriptions that are in vogue. The Diligence Report will not only act as an effective mechanism to ensure
that the legal and procedural requirements under the respective legislations are duly complied with but also instill professional discipline in the working of the companies that have taken loan, besides building up the necessary confidence in the state of affairs of the companies.

**CONCLUSION**

The coverage in this study lesson is restricted only to the provisions of the Companies Act, 1956 and SEBI Regulations. However, corporate governance concept is covered under a wide array of legislations. Businesses drive the economy and derive its sustenance from the economy. The legislations pertaining to labour laws such as Payment of wages Act, Payment of Bonus Act, Industrial Disputes Act, Workmen Compensation Act etc protects employees who are one of the main stakeholders. Environmental laws help and goad the corporates to act in a sustainable manner. Competition laws, consumer protection laws help companies adopt the best market practices.

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**ANNEXURE**

49. CORPORATE GOVERNANCE

**Applicability:**

(i) Entities seeking listing for the first time, at the time of seeking in-principle approval for listing.

(ii) Existing listed entities having a paid-up share capital of Rs. 3 crore and above or networth of Rs. 25 crore or more at any time in the history of the company, by April 1, 2005.

I. Board of Directors

(A) Composition of Board

(i) The Board of directors of the company shall have an optimum combination of executive and non-executive directors with not less than fifty percent of the board of directors comprising of non-executive directors.

(ii) Where the Chairman of the Board is a non-executive director, at least one-third of the Board should comprise of independent directors and in case he is an executive director, at least half of the Board should comprise of independent directors.

Provided that where the non-executive Chairman is a promoter of the
company or is related to any promoter or person occupying management positions at the Board level or at one level below the Board, at least one-half of the Board of the company shall consist of independent directors.

Explanation—For the purpose of the expression “related to any promoter” referred to in sub-clause (ii):

(a) If the promoter is a listed entity, its directors other than the independent directors, its employees or its nominees shall be deemed to be related to it;

(b) If the promoter is an unlisted entity, its directors, its employees or its nominees shall be deemed to be related to it.

(iii) For the purpose of the sub-clause (ii), the expression ‘independent director’ shall mean a non-executive director of the company who:

(a) apart from receiving director’s remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its directors, its senior management or its holding company, its subsidiaries and associates which may affect independence of the director;

(b) is not related to promoters or persons occupying management positions at the board level or at one level below the board;

(c) has not been an executive of the company in the immediately preceding three financial years;

(d) is not a partner or an executive or was not partner or an executive during the preceding three years, of any of the following:

(i) the statutory audit firm or the internal audit firm that is associated with the company, and

(ii) the legal firm(s) and consulting firm(s) that have a material association with the company.

(e) is not a material supplier, service provider or customer or a lessor or lessee of the company, which may affect independence of the director;

(f) is not a substantial shareholder of the company i.e. owning two percent or more of the block of voting shares.

(g) is not less than 21 years of age

Explanation: For the purposes of the sub-clause (iii):

(a) Associate shall mean a company which is an “associate” as defined in Accounting Standard (AS) 23, “Accounting for Investments in Associates in Consolidated Financial Statements”, issued by the Institute of Chartered Accountants of India.

(b) “Senior management” shall mean personnel of the company who are members of its core management team excluding Board of Directors. Normally, this would comprise all members of management one level below the executive directors, including all functional heads.

(c) “Relative” shall mean “relative” as defined in section 2(41) and section 6 read with Schedule IA of the Companies Act, 1956.

(d) Nominee directors appointed by an institution which has invested in or
lent to the company shall be deemed to be independent directors.

*Explanation:* “Institution” for this purpose means a public financial institution as defined in Section 4A of the Companies Act, 1956 or a “corresponding new bank” as defined in section 2(d) of the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970 or the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1980 [both Acts].”

(B) Non executive directors’ compensation and disclosures

All fees/compensation, if any paid to non-executive directors, including independent directors, shall be fixed by the Board of Directors and shall require previous approval of shareholders in general meeting. The shareholders’ resolution shall specify the limits for the maximum number of stock options that can be granted to non-executive directors, including independent directors, in any financial year and in aggregate.

Provided that the requirement of obtaining prior approval of shareholders in general meeting shall not apply to payment of sitting fees to non-executive directors, if made within the limits prescribed under the Companies Act, 1956 for payment of sitting fees without approval of the Central Government.

(C) Other provisions as to Board and Committees

(i) The board shall meet at least four times a year, with a maximum time gap of four months between any two meetings. The minimum information to be made available to the board is given in Annexure-IA.

(ii) A director shall not be a member in more than 10 committees or act as Chairman of more than five committees across all companies in which he is a director. Furthermore it should be a mandatory annual requirement for every director to inform the company about the committee positions he occupies in other companies and notify changes as and when they take place.

*Explanation:*

1. For the purpose of considering the limit of the committees on which a director can serve, all public limited companies, whether listed or not, shall be included and all other companies including private limited companies, foreign companies and companies under Section 25 of the Companies Act shall be excluded.

2. For the purpose of reckoning the limit under this sub-clause, Chairmanship/membership of the Audit Committee and the Shareholders’ Grievance Committee alone shall be considered.

(iii) The Board shall periodically review compliance reports of all laws applicable to the company, prepared by the company as well as steps taken by the company to rectify instances of non-compliances.

(iv) An independent director who resigns or is removed from the Board of the Company shall be replaced by a new independent director within a period of not more than 180 days from the day of such resignation or removal, as the case may be:
Provided that where the company fulfils the requirement of independent directors in its Board even without filling the vacancy created by such resignation or removal, as the case may be, the requirement of replacement by a new independent director within the period of 180 days shall not apply.

(D) Code of Conduct

(i) The Board shall lay down a code of conduct for all Board members and senior management of the company. The code of conduct shall be posted on the website of the company.

(ii) All Board members and senior management personnel shall affirm compliance with the code on an annual basis. The Annual Report of the company shall contain a declaration to this effect signed by the CEO.

Explanation: For this purpose, the term “senior management” shall mean personnel of the company who are members of its core management team excluding Board of Directors. Normally, this would comprise all members of management one level below the executive directors, including all functional heads.

II. Audit Committee

(A) Qualified and Independent Audit Committee

A qualified and independent audit committee shall be set up, giving the terms of reference subject to the following:

(i) The audit committee shall have minimum three directors as members. Two-thirds of the members of audit committee shall be independent directors.

(ii) All members of audit committee shall be financially literate and at least one member shall have accounting or related financial management expertise.

Explanation 1: The term “financially literate” means the ability to read and understand basic financial statements i.e. balance sheet, profit and loss account, and statement of cash flows.

Explanation 2: A member will be considered to have accounting or related financial management expertise if he or she possesses experience in finance or accounting, or requisite professional certification in accounting, or any other comparable experience or background which results in the individual’s financial sophistication, including being or having been a chief executive officer, chief financial officer or other senior officer with financial oversight responsibilities.

(iii) The Chairman of the Audit Committee shall be an independent director;

(iv) The Chairman of the Audit Committee shall be present at Annual General Meeting to answer shareholder queries;

(v) The audit committee may invite such of the executives, as it considers appropriate (and particularly the head of the finance function) to be present at the meetings of the committee, but on occasions it may also meet without the presence of any executives of the company. The finance director, head of internal audit and a representative of the statutory auditor may be present as invitees for the meetings of the audit committee;
(vi) The Company Secretary shall act as the secretary to the committee.

(B) Meeting of Audit Committee

The audit committee should meet at least four times in a year and not more than four months shall elapse between two meetings. The quorum shall be either two members or one third of the members of the audit committee whichever is greater, but there should be a minimum of two independent members present.

(C) Powers of Audit Committee

The audit committee shall have powers, which should include the following:

1. To investigate any activity within its terms of reference.
2. To seek information from any employee.
3. To obtain outside legal or other professional advice.
4. To secure attendance of outsiders with relevant expertise, if it considers necessary.

(D) Role of Audit Committee

The role of the audit committee shall include the following:

1. Oversight of the company’s financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible.
2. Recommending to the Board, the appointment, re-appointment and, if required, the replacement or removal of the statutory auditor and the fixation of audit fees.
3. Approval of payment to statutory auditors for any other services rendered by the statutory auditors.
4. Reviewing, with the management, the annual financial statements before submission to the board for approval, with particular reference to:
   (a) Matters required to be included in the Director’s Responsibility Statement to be included in the Board’s report in terms of clause (2AA) of section 217 of the Companies Act, 1956
   (b) Changes, if any, in accounting policies and practices and reasons for the same
   (c) Major accounting entries involving estimates based on the exercise of judgment by management
   (d) Significant adjustments made in the financial statements arising out of audit findings
   (e) Compliance with listing and other legal requirements relating to financial statements
   (f) Disclosure of any related party transactions
   (g) Qualifications in the draft audit report.
5. Reviewing, with the management, the quarterly financial statements before submission to the board for approval.

5A. Reviewing, with the management, the statement of uses / application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and the report submitted by the monitoring agency monitoring the utilisation of proceeds of a public or rights issue, and making appropriate recommendations to the Board to take up steps in this matter.

6. Reviewing, with the management, performance of statutory and internal auditors, adequacy of the internal control systems.

7. Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit.

8. Discussion with internal auditors any significant findings and follow up there on.

9. Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board.

10. Discussion with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any area of concern.

11. To look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non payment of declared dividends) and creditors.

12. To review the functioning of the Whistle Blower mechanism, in case the same is existing.

13. Carrying out any other function as is mentioned in the terms of reference of the Audit Committee.

Explanation (i): The term "related party transactions" shall have the same meaning as contained in the Accounting Standard 18, Related Party Transactions, issued by The Institute of Chartered Accountants of India.

Explanation (ii): If the company has set up an audit committee pursuant to provision of the Companies Act, the said audit committee shall have such additional functions / features as is contained in this clause.

(E) Review of information by Audit Committee

The Audit Committee shall mandatorily review the following information:

1. Management discussion and analysis of financial condition and results of operations;

2. Statement of significant related party transactions (as defined by the audit committee), submitted by management;
3. Management letters / letters of internal control weaknesses issued by the statutory auditors;
4. Internal audit reports relating to internal control weaknesses; and
5. The appointment, removal and terms of remuneration of the Chief internal auditor shall be subject to review by the Audit Committee

III. Subsidiary Companies

(i) At least one independent director on the Board of Directors of the holding company shall be a director on the Board of Directors of a material non listed Indian subsidiary company.
(ii) The Audit Committee of the listed holding company shall also review the financial statements, in particular, the investments made by the unlisted subsidiary company.
(iii) The minutes of the Board meetings of the unlisted subsidiary company shall be placed at the Board meeting of the listed holding company. The management should periodically bring to the attention of the Board of Directors of the listed holding company, a statement of all significant transactions and arrangements entered into by the unlisted subsidiary company.

Explanation 1: The term "material non-listed Indian subsidiary" shall mean an unlisted subsidiary, incorporated in India, whose turnover or net worth (i.e. paid up capital and free reserves) exceeds 20% of the consolidated turnover or net worth respectively, of the listed holding company and its subsidiaries in the immediately preceding accounting year.

Explanation 2: The term "significant transaction or arrangement" shall mean any individual transaction or arrangement that exceeds or is likely to exceed 10% of the total revenues or total expenses or total assets or total liabilities, as the case may be, of the material unlisted subsidiary for the immediately preceding accounting year.

Explanation 3: Where a listed holding company has a listed subsidiary which is itself a holding company, the above provisions shall apply to the listed subsidiary insofar as its subsidiaries are concerned.

IV. Disclosures

(A) Basis of related party transactions

(i) A statement in summary form of transactions with related parties in the ordinary course of business shall be placed periodically before the audit committee.
(ii) Details of material individual transactions with related parties which are not in the normal course of business shall be placed before the audit committee.
(iii) Details of material individual transactions with related parties or others, which are not on an arm’s length basis should be placed before the audit committee, together with Management's justification for the same.

(B) Disclosure of Accounting Treatment
Where in the preparation of financial statements, a treatment different from that prescribed in an Accounting Standard has been followed, the fact shall be disclosed in the financial statements, together with the management’s explanation as to why it believes such alternative treatment is more representative of the true and fair view of the underlying business transaction in the Corporate Governance Report.

(C) Board Disclosures – Risk management

The company shall lay down procedures to inform Board members about the risk assessment and minimization procedures. These procedures shall be periodically reviewed to ensure that executive management controls risk through means of a properly defined framework.

(D) Proceeds from public issues, rights issues, preferential issues etc.

When money is raised through an issue (public issues, rights issues, preferential issues etc.), it shall disclose to the Audit Committee, the uses / applications of funds by major category (capital expenditure, sales and marketing, working capital, etc), on a quarterly basis as a part of their quarterly declaration of financial results. Further, on an annual basis, the company shall prepare a statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and place it before the audit committee. Such disclosure shall be made only till such time that the full money raised through the issue has been fully spent. This statement shall be certified by the statutory auditors of the company. Furthermore, where the company has appointed a monitoring agency to monitor the utilisation of proceeds of a public or rights issue, it shall place before the Audit Committee the monitoring report of such agency, upon receipt, without any delay. The audit committee shall make appropriate recommendations to the Board to take up steps in this matter.

(E) Remuneration of Directors

(i) All pecuniary relationship or transactions of the non-executive directors vis-à-vis the company shall be disclosed in the Annual Report.

(ii) Further the following disclosures on the remuneration of directors shall be made in the section on the corporate governance of the Annual Report:

(a) All elements of remuneration package of individual directors summarized under major groups, such as salary, benefits, bonuses, stock options, pension etc.

(b) Details of fixed component and performance linked incentives, along with the performance criteria.

(c) Service contracts, notice period, severance fees.

(d) Stock option details, if any – and whether issued at a discount as well as the period over which accrued and over which exercisable.

(iii) The company shall publish its criteria of making payments to non-executive directors in its annual report. Alternatively, this may be put up on the company’s website and reference drawn thereto in the annual report.

(iv) The company shall disclose the number of shares and convertible instruments held by non-executive directors in the annual report.
(v) Non-executive directors shall be required to disclose their shareholding (both own or held by / for other persons on a beneficial basis) in the listed company in which they are proposed to be appointed as directors, prior to their appointment. These details should be disclosed in the notice to the general meeting called for appointment of such director.

(F) Management

(i) As part of the directors’ report or as an addition thereto, a Management Discussion and Analysis report should form part of the Annual Report to the shareholders. This Management Discussion & Analysis should include discussion on the following matters within the limits set by the company’s competitive position:

1. Industry structure and developments.
2. Opportunities and Threats.
4. Outlook
5. Risks and concerns.
6. Internal control systems and their adequacy.
7. Discussion on financial performance with respect to operational performance.
8. Material developments in Human Resources / Industrial Relations front, including number of people employed.

(ii) Senior management shall make disclosures to the board relating to all material financial and commercial transactions, where they have personal interest, that may have a potential conflict with the interest of the company at large (for e.g. dealing in company shares, commercial dealings with bodies, which have shareholding of management and their relatives etc.)

Explanation: For this purpose, the term "senior management" shall mean personnel of the company who are members of its core management team excluding the Board of Directors). This would also include all members of management one level below the executive directors including all functional heads.

(G) Shareholders

(i) In case of the appointment of a new director or re-appointment of a director the shareholders must be provided with the following information:

(a) A brief resume of the director;
(b) Nature of his expertise in specific functional areas;
(c) Names of companies in which the person also holds the directorship and the membership of Committees of the Board; and
(d) Shareholding of non-executive directors as stated in Clause 49 (IV) (E) (v) above

(ia) Disclosure of relationships between directors inter-se shall be made in the
Annual Report, notice of appointment of a director, prospectus and letter of offer for issuances and any related filings made to the stock exchanges where the company is listed.

(ii) Quarterly results and presentations made by the company to analysts shall be put on company's web-site, or shall be sent in such a form so as to enable the stock exchange on which the company is listed to put it on its own web-site.

(iii) A board committee under the chairmanship of a non-executive director shall be formed to specifically look into the redressal of shareholder and investors complaints like transfer of shares, non-receipt of balance sheet, non-receipt of declared dividends etc. This Committee shall be designated as 'Shareholders/Investors Grievance Committee'.

(iv) To expedite the process of share transfers, the Board of the company shall delegate the power of share transfer to an officer or a committee or to the registrar and share transfer agents. The delegated authority shall attend to share transfer formalities at least once in a fortnight.

V. CEO/CFO certification

The CEO, i.e. the Managing Director or Manager appointed in terms of the Companies Act, 1956 and the CFO i.e. the whole-time Finance Director or any other person heading the finance function discharging that function shall certify to the Board that:

(a) They have reviewed financial statements and the cash flow statement for the year and that to the best of their knowledge and belief:

(i) these statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading;

(ii) these statements together present a true and fair view of the company’s affairs and are in compliance with existing accounting standards, applicable laws and regulations.

(b) There are, to the best of their knowledge and belief, no transactions entered into by the company during the year which are fraudulent, illegal or violative of the company's code of conduct.

(c) They accept responsibility for establishing and maintaining internal controls for financial reporting and that they have evaluated the effectiveness of internal control systems of the company pertaining to financial reporting and they have disclosed to the auditors and the Audit Committee, deficiencies in the design or operation of such internal controls, if any, of which they are aware and the steps they have taken or propose to take to rectify these deficiencies.

(d) They have indicated to the auditors and the Audit committee

(i) significant changes in internal control over financial reporting during the year;

(ii) significant changes in accounting policies during the year and that the same have been disclosed in the notes to the financial statements; and
(iii) instances of significant fraud of which they have become aware and the involvement therein, if any, of the management or an employee having a significant role in the company’s internal control system over financial reporting.

VI. Report on Corporate Governance

There shall be a separate section on Corporate Governance in the Annual Reports of company, with a detailed compliance report on Corporate Governance. Non-compliance of any mandatory requirement of this clause with reasons thereof and the extent to which the non-mandatory requirements have been adopted should be specifically highlighted. The suggested list of items to be included in this report is given in **Annexure-IC** and list of non-mandatory requirements is given in **Annexure-ID**.

The companies shall submit a quarterly compliance report to the stock exchanges within 15 days from the close of quarter as per the format given in **Annexure-IB**. The report shall be signed either by the Compliance Officer or the Chief Executive Officer of the company.

VII. Compliance

The company shall obtain a certificate from either the auditors or practicing company secretaries regarding compliance of conditions of corporate governance as stipulated in this clause and annex the certificate with the directors’ report, which is sent annually to all the shareholders of the company. The same certificate shall also be sent to the Stock Exchanges along with the annual report filed by the company.

The non-mandatory requirements given in **Annexure-ID** may be implemented as per the discretion of the company. However, the disclosures of the compliance with mandatory requirements and adoption (and compliance) / non-adoption of the non-mandatory requirements shall be made in the section on corporate governance of the Annual Report.

**Annexure I A**

**Information to be placed before Board of Directors**

1. Annual operating plans and budgets and any updates.
2. Capital budgets and any updates.
3. Quarterly results for the company and its operating divisions or business segments.
4. Minutes of meetings of audit committee and other committees of the board.
5. The information on recruitment and remuneration of senior officers just below the board level, including appointment or removal of Chief Financial Officer and the Company Secretary.
6. Show cause, demand, prosecution notices and penalty notices which are materially important
7. Fatal or serious accidents, dangerous occurrences, any material effluent or
pollution problems.

8. Any material default in financial obligations to and by the company, or substantial nonpayment for goods sold by the company.

9. Any issue, which involves possible public or product liability claims of substantial nature, including any judgement or order which, may have passed strictures on the conduct of the company or taken an adverse view regarding another enterprise that can have negative implications on the company.

10. Details of any joint venture or collaboration agreement.

11. Transactions that involve substantial payment towards goodwill, brand equity, or intellectual property.

12. Significant labour problems and their proposed solutions. Any significant development in Human Resources/Industrial Relations front like signing of wage agreement, implementation of Voluntary Retirement Scheme etc.

13. Sale of material nature, of investments, subsidiaries, assets, which is not in normal course of business.

14. Quarterly details of foreign exchange exposures and the steps taken by management to limit the risks of adverse exchange rate movement, if material.

15. Non-compliance of any regulatory, statutory or listing requirements and shareholders service such as non-payment of dividend, delay in share transfer etc.

Annexure I B

Format of Quarterly Compliance Report on Corporate Governance

Name of the Company:
Quarter ending on:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Clause of Listing agreement</th>
<th>Compliance Status Yes/No</th>
<th>Remarks</th>
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<tr>
<td>I. Board of Directors</td>
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<td>(A) Composition of Board</td>
<td>49 (IA)</td>
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<td>(B) Non-executive Directors’ compensation &amp; disclosures</td>
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<td>(C) Other provisions as to Board and Committees</td>
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<td></td>
</tr>
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<td>(D) Code of Conduct</td>
<td>49 (ID)</td>
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<td>II. Audit Committee</td>
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<td>(A) Qualified &amp; Independent Audit Committee</td>
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<td>(B) Meeting of Audit Committee</td>
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<td>Particulars</td>
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<td>(C) Powers of Audit Committee</td>
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<td>IV. Disclosures</td>
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<td>(A) Basis of related party transactions</td>
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<td>(B) Disclosure of Accounting Treatment</td>
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<td>(C) Board Disclosures</td>
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<td>(D) Proceeds from public issues, rights issues,</td>
<td>49 (IV D)</td>
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<td>preferential issues etc.</td>
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<td>(E) Remuneration of Directors</td>
<td>49 (IV E)</td>
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<td>(F) Management</td>
<td>49 (IV F)</td>
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<td>(G) Shareholders</td>
<td>49 (IV G)</td>
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<tr>
<td>V. CEO/CFO Certification</td>
<td>49 (V)</td>
<td></td>
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<tr>
<td>VI. Report on Corporate Governance</td>
<td>49 (VI)</td>
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<tr>
<td>VII. Compliance</td>
<td>49 (VII)</td>
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</tbody>
</table>

Note:

1. The details under each head shall be provided to incorporate all the information required as per the provisions of the Clause 49 of the Listing Agreement.

2. In the column No.3, compliance or non-compliance may be indicated by Yes/No/N.A.. For example, if the Board has been composed in accordance with the Clause 49 I of the Listing Agreement, “Yes” may be indicated. Similarly, in case the company has no related party transactions, the words “N.A.” may be indicated against 49 (IV A)

3. In the remarks column, reasons for non-compliance may be indicated, for example, in case of requirement related to circulation of information to the shareholders, which would be done only in the AGM/EGM, it might be indicated in the “Remarks” column as – “will be complied with at the AGM”. Similarly, in respect of matters which can be complied with only where the situation arises, for example, "Report on Corporate Governance" is to be a part of Annual Report only, the words "will be complied in the next Annual
Report” may be indicated.

Annexure I C

Suggested List of Items to Be Included In the Report on Corporate Governance in the Annual Report of Companies

1. A brief statement on company’s philosophy on code of governance.

2. Board of Directors:
   (a) Composition and category of directors, for example, promoter, executive, nonexecutive, independent non-executive, nominee director, which institution represented as lender or as equity investor.
   (b) Attendance of each director at the Board meetings and the last AGM.
   (c) Number of other Boards or Board Committees in which he/she is a member or Chairperson.
   (d) Number of Board meetings held, dates on which held.

3. Audit Committee:
   (i) Brief description of terms of reference
   (ii) Composition, name of members and Chairperson
   (iii) Meetings and attendance during the year

4. Remuneration Committee:
   (i) Brief description of terms of reference
   (ii) Composition, name of members and Chairperson
   (iii) Attendance during the year
   (iv) Remuneration policy
   (v) Details of remuneration to all the directors, as per format in main report.

5. Shareholders Committee:
   (i) Name of non-executive director heading the committee
   (ii) Name and designation of compliance officer
   (iii) Number of shareholders’ complaints received so far
   (iv) Number not solved to the satisfaction of shareholders
   (v) Number of pending complaints

6. General Body meetings:
   (i) Location and time, where last three AGMs held.
   (ii) Whether any special resolutions passed in the previous 3 AGMs
   (iii) Whether any special resolution passed last year through postal ballot – details of voting pattern
   (iv) Person who conducted the postal ballot exercise
   (v) Whether any special resolution is proposed to be conducted through
7. **Disclosures:**

   (i) Disclosures on materially significant related party transactions that may have potential conflict with the interests of company at large.

   (ii) Details of non-compliance by the company, penalties, strictures imposed on the company by Stock Exchange or SEBI or any statutory authority, on any matter related to capital markets, during the last three years.

   (iii) Whistle Blower policy and affirmation that no personnel has been denied access to the audit committee.

   (iv) Details of compliance with mandatory requirements and adoption of the nonmandatory requirements of this clause

8. **Means of communication.**

   (i) Quarterly results

   (ii) Newspapers wherein results normally published

   (iii) Any website, where displayed

   (iv) Whether it also displays official news releases; and

   (v) The presentations made to institutional investors or to the analysts.

9. **General Shareholder information:**

   (i) AGM : Date, time and venue

   (ii) Financial year

   (iii) Date of Book closure

   (iv) Dividend Payment Date

   (v) Listing on Stock Exchanges

   (vi) Stock Code

   (vii) Market Price Data : High., Low during each month in last financial year

   (viii) Performance in comparison to broad-based indices such as BSE Sensex, CRISIL index etc.

   (ix) Registrar and Transfer Agents

   (x) Share Transfer System

   (xi) Distribution of shareholding

   (xii) Dematerialization of shares and liquidity

   (xiii) Outstanding GDRs/ADRs/Warrants or any Convertible instruments, conversion date and likely impact on equity
Non-Mandatory Requirements

1. The Board

The Board - A non-executive Chairman may be entitled to maintain a Chairman's office at the company's expense and also allowed reimbursement of expenses incurred in performance of his duties. Independent Directors may have a tenure not exceeding, in the aggregate, a period of nine years, on the Board of a company. The company may ensure that the person who is being appointed as an independent director has the requisite qualifications and experience which would be of use to the company and which, in the opinion of the company, would enable him to contribute effectively to the company in his capacity as an independent director."

2. Remuneration Committee

(i) The board may set up a remuneration committee to determine on their behalf and on behalf of the shareholders with agreed terms of reference, the company's policy on specific remuneration packages for executive directors including pension rights and any compensation payment.

(ii) To avoid conflicts of interest, the remuneration committee, which would determine the remuneration packages of the executive directors may comprise of at least three directors, all of whom should be non-executive directors, the Chairman of committee being an independent director.

(iii) All the members of the remuneration committee could be present at the meeting.

(iv) The Chairman of the remuneration committee could be present at the Annual General Meeting, to answer the shareholder queries. However, it would be up to the Chairman to decide who should answer the queries.

3. Shareholder Rights

A half-yearly declaration of financial performance including summary of the significant events in last six-months, may be sent to each household of shareholders.

4. Audit qualifications

Company may move towards a regime of unqualified financial statements.

5. Training of Board Members

A company may train its Board members in the business model of the company as well as the risk profile of the business parameters of the company, their responsibilities as directors, and the best ways to discharge them.

6. Mechanism for evaluating non-executive Board Members
The performance evaluation of non-executive directors could be done by a peer group comprising the entire Board of Directors, excluding the director being evaluated; and Peer Group evaluation could be the mechanism to determine whether to extend / continue the terms of appointment of non-executive directors.

7. Whistle Blower Policy

The company may establish a mechanism for employees to report to the management concerns about unethical behaviour, actual or suspected fraud or violation of the company’s code of conduct or ethics policy. This mechanism could also provide for adequate safeguards against victimization of employees who avail of the mechanism and also provide for direct access to the Chairman of the Audit committee in exceptional cases. Once established, the existence of the mechanism may be appropriately communicated within the organization.

LESSON ROUND-UP

- Legal and regulatory framework of corporate governance in India is mainly covered in SEBI guidelines and Companies Act 1956, however, it is not restricted to only SEBI Guidelines and the Companies Act, 1956. A gamut of legislations like The Competition Act, the Consumer Protection laws, the labour laws, the environment laws, the Money Laundering Laws etc seeks to ensure good governance practices among the corporates.
- The Securities and Exchange Board of India (SEBI) is the prime regulatory authority which regulates all aspects of securities market enforces the Securities Contracts (Regulation) Act including the stock exchanges. Companies that are listed on the stock exchanges are required to comply with the Listing Agreement.
- The following are the major legislations/regulations/guidelines on transparency and disclosure
  → Companies Act 1956
  → SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009
  → SEBI (SAST) Regulations,1997
  → SEBI (Prohibition of Insider Trading) Regulations, 2002
  → Listing Agreement
    Sections 297, 299, 314 of Companies Act 1956 lay provisions for approval and disclosure of Related Party Transactions, disclosure of directors interest in particular transaction and approval for office or place of profit.
  → Guidelines for Corporate Governance in Public sector undertaking
Guidelines for Corporate Governance in Insurance sector

SELF-TEST QUESTIONS

1. Describe how the Indian Legislative framework supports transparency and disclosure by corporates.
2. Write a brief note on
   (a) Regulators and regulations in India pertaining to Corporate Governance
   (b) Disclosures to be made under listing agreement
   (c) Shareholders rights
3. What is the provision for Board composition for a PSU?
4. Explain the concept of Joint audit under IRDA guidelines on Corporate Governance

Go through the following
2. IRDA/F&A/CIR/025/2009-10 dt. 05-08-2009 &
   IRDA/F&A/CIR/F&A/014/01/2010 dt. 29-01-2010:: weblink
   : www.irda.gov.in
3. Listing Agreement :: http://www.nseindia.com/
INTRODUCTION

International bodies, governments, financial institutions, public and private sector bodies are encouraging debate and spearheading initiatives towards good corporate governance. Better regulatory and self-regulatory corporate governance frameworks and enforcement mechanisms are being implemented through tougher legislations and Corporate Governance Codes.

Much of the debate surrounding corporate governance relate to issues such as the separation of the role of the chairman and the chief executive officer, the establishment of audit, remuneration and nomination committees and the increased number of independent non-executive directors on the board.

In this Study Lesson we will be looking at the Corporate Governance regimes relating to these issues in the United States of America, United Kingdom and Australia. Boards of companies in these countries are unitary in structure. That is they have only one board, rather than having a board of owners and a board of managers or employee, as some nations do like Germany, France etc.

UNITED STATES OF AMERICA

U.S. Securities and Exchange Commission (SEC) is one of the most powerful machineries for exerting pressure on behalf of Federal Government on the companies. It regulates many processes affecting companies, stakeholders and the market. There are elaborate and important rules on disclosures and procedure for complying with the same. SEC regulations are the vital part of US corporate governance as it largely controls information.
Corporate Governance in US

The Sarbanes Oxley Act (SOX), 2002

The SOX Act was signed into law by the US President on 30th July, 2002. The Sarbanes Oxley Act is also known as the ‘Public Company Accounting Reform and Investor Protection Act of 2002’. This legislation brought with it fundamental changes in virtually every area of corporate governance and particularly in auditor independence, conflicts of interest, corporate responsibility, enhanced financial disclosures, and severe penalties, both fines and imprisonment for wilful default by managers and auditors.

The main provisions of the Act are:

1. The Act called for establishment of the Public Company Accounting Oversight Board, whose duties are to:
   — register and regulate all public accounting firms that prepare audit reports;
   — establish or adopt, or both, by rule, auditing, quality control, ethics, independence, and other standards relating to the preparation of audit reports;
   — conduct inspections of registered public accounting firms;
   — conduct investigations and disciplinary proceedings concerning, and impose appropriate sanctions where justified upon, registered public accounting firms and associated persons of such firms;
   — perform such other duties or functions as the Board determines which are necessary or appropriate to promote high professional standards among, and improve the quality of audit services offered by, registered public accounting firms and associated persons thereof, or otherwise to carry out this Act, in order to protect investors, or to further the public interest;
   — enforce compliance with professional standards, and the securities laws relating to the preparation and issuance of audit reports and the obligations and liabilities of accountants with respect thereto, by registered public accounting firms and associated persons thereof; and
   — set the budget and manage the operations of the Board and the staff of the Board.

2. It prohibits any public accounting firm from providing non-audit services while auditing firm. These services include:
   — bookkeeping or other services related to the accounting records or financial statements of the audit client;
   — financial information systems design and implementation;
   — appraisal or valuation services, fairness opinions, or contribution-in-kind reports;
   — actuarial services;
   — internal audit outsourcing services;
   — management functions or human resources;
— broker or dealer, investment adviser, or investment banking services;
— legal services and expert services unrelated to the audit; and
— any other service that the Board determines, by regulation, is impermissible.

3. The lead audit and reviewing partner must rotate off the audit every 5 years. It shall be unlawful for a registered public accounting firm to provide audit services to an issuer if the lead (or coordinating) audit partner (having primary responsibility for the audit), or the audit partner responsible for reviewing the audit, has performed audit services for that issuer in each of the 5 previous fiscal years.

4. The Act calls for the formation of an independent and competent audit committee, which is directly responsible for the appointment, compensation, and oversight of the work of any registered public accounting firm and of auditor's activities. It requires that each member of a firm’s audit committee be a member of the board of directors and be 'independent'. In order to be considered independent, a member of an audit committee may not accept any consulting, advisory, or other compensatory fee from the issuer; or be an affiliated person of the issuer or any subsidiary thereof.

5. Each registered public accounting firm that performs for any issuer any audit shall timely report to the audit committee of the issuer:
   - (i) all critical accounting policies and practices to be used;
   - (ii) all alternative treatments of financial information within generally accepted accounting principles that have been discussed with management officials of the issuer, ramifications of the use of such alternative disclosures and treatments, and the treatment preferred by the registered public accounting firm; and
   - (iii) other material written communications between the registered public accounting firm and the management of the issuer, such as any management letter or schedule of unadjusted differences.

6. Each audit committee shall establish procedures for:
   - (i) the receipt, retention and treatment of complaints received by the issuer regarding accounting, internal accounting controls, or auditing matters; and
   - (ii) the confidential, anonymous submission by employees of the issuer of concerns regarding questionable accounting or auditing matters.

7. The Act requires that the principal executive officer or officers and the principal financial officer or officers, or persons performing similar functions, to certify that the financial statements accurately and fairly represent the financial condition and results of operations of the company, in each annual or quarterly report filed or submitted.

8. The Act requires rapid disclosure of material changes in the financial conditions or operations of the firm, which may include trend and qualitative information and graphic presentations, as necessary or useful for the protection of investors and in the public interest.

9. It prohibits loans to any of the firm’s directors or executives. It shall be unlawful for any issuer to extend or maintain credit, to arrange for the extension of credit, or to renew an extension of credit, in the form of a
personal loan to or for any director or executive officer (or equivalent thereof) of that issuer.

10. It requires that each annual report contain an internal control report. This report shall state the responsibility of management for establishing and implementing adequate procedures for financial reporting, as well as contain an assessment of effectiveness of internal control structure and procedures, any code of ethics and contents of that code.

**New York Stock Exchange Listing Rules**

Companies listed on the New York Stock Exchange are required to comply with certain standards regarding corporate governance NYSE Listing Rules. The relevant provisions of the New York Stock Exchange’s Listing Rules are summarized below:

**Section 303A** of NYSE Listing Rules requires that companies listed on the Exchange must comply with certain standards regarding corporate governance. Consistent with the NYSE’s traditional approach, as well as the requirements of the Sarbanes-Oxley Act of 2002, certain provisions of Section 303A are applicable to some listed companies but not to others. To be more specific:

Section 303A applies in full to all companies listing common equity securities, with the following exceptions:

- A company of which more than 50% of the voting power is held by an individual, a group or another company.
- Limited partnerships and companies in bankruptcy proceedings need not comply with the requirements
- Listed companies that are foreign private issuers are permitted to follow home country practice in lieu of this provision

Broad provisions are:

**Listed companies must have a majority of independent directors.**

Effective boards of directors exercise independent judgment in carrying out their responsibilities. Requiring a majority of independent directors will increase the quality of board oversight and lessen the possibility of damaging conflicts of interest.

In order to tighten the definition of "independent director" for purposes of these standards:

**(a)** No director qualifies as "independent" unless the board of directors affirmatively determines that the director has no material relationship with the listed company (either directly or as a partner, shareholder or officer of an organization that has a relationship with the company).

It is best that boards making "independence" determinations broadly consider all relevant facts and circumstances since it cannot be limited. In particular, when assessing the materiality of a director's relationship with the listed company, the board should consider the issue not merely from the standpoint of the director, but also from that of persons or organizations with which the director has an affiliation. Material relationships can include commercial, industrial, banking, consulting, legal,
accounting, charitable and familiar relationships, among others. However, as the concern is independence from management, the Exchange does not view ownership of even a significant amount of stock, by itself, as a bar to an independence finding.

(b) In addition, a director is not independent if:

(i) The director is, or has been within the last three years, an employee of the listed company, or an immediate family member is, or has been within the last three years, an executive officer, of the listed company. Employment as an interim Chairman or CEO or other executive officer shall not disqualify a director from being considered independent following that employment.

(ii) The director has received, or has an immediate family member who has received, during any twelve-month period within the last three years, more than $120,000 in direct compensation from the listed company, other than director and committee fees and pension or other forms of deferred compensation for prior service (provided such compensation is not contingent in any way on continued service).

(iii) (A) The director is a current partner or employee of a firm that is the listed company's internal or external auditor; (B) the director has an immediate family member who is a current partner of such a firm; (C) the director has an immediate family member who is a current employee of such a firm and personally works on the listed company's audit; or (D) the director or an immediate family member was within the last three years a partner or employee of such a firm and personally worked on the listed company's audit within that time.

(iv) The director or an immediate family member is, or has been with the last three years, employed as an executive officer of another company where any of the listed company's present executive officers at the same time serves or served on that company's compensation committee.

(v) The director is a current employee, or an immediate family member is a current executive officer, of a company that has made payments to, or received payments from, the listed company for property or services in an amount which, in any of the last three fiscal years, exceeds the greater of $1 million, or 2% of such other company's consolidated gross revenues.

An "immediate family member" includes a person's spouse, parents, children, siblings, mothers and fathers-in-law, sons and daughters-in-law, brothers and sisters-in-law, and anyone (other than domestic employees) who shares such person's home. Listed companies need not consider individuals who are no longer immediate family members as a result of legal separation or divorce, or those who have died or become incapacitated.

Executive Sessions

To empower non-management directors to serve as a more effective check on management, the non-management directors of each listed company must meet at regularly scheduled executive sessions without management.

Regular scheduling of such meetings is important not only to foster better communication among non-management directors, but also to prevent any negative inference from attaching to the calling of executive sessions. A non-management
director must preside over each executive session, although the same director is not required to preside at all executive sessions.

It further provides that listed companies may instead choose to hold regular executive sessions of independent directors only. An independent director must preside over each executive session of the independent directors, although the same director is not required to preside at all executive sessions of the independent directors.

If a listed company chooses to hold regular meetings of all non-management directors, such listed company should hold an executive session including only independent directors at least once a year.

**Corporate Governance Guidelines**

**Listed companies must adopt and disclose corporate governance guidelines**

The following subjects must be addressed in the corporate governance guidelines:

- Director qualification standards.
- Director responsibilities
- Director access to management and, as necessary and appropriate, independent advisors.
- Director compensation
- Director orientation and continuing education.
- Management succession
- Annual performance evaluation of the board

**Code of Business Conduct and Ethics**

Listed companies must adopt and disclose a code of business conduct and ethics for directors, officers and employees, and promptly disclose any waivers of the code for directors or executive officers.

Each listed company CEO must certify to the NYSE each year that he or she is not aware of any violation by the listed company of NYSE corporate governance listing standards, qualifying the certification to the extent necessary.

**Audit Committee**

**Listed companies must have an audit committee**

**Composition of Audit Committee**

- The audit committee must have a minimum of three members.
- All the members of the Audit Committee must be independent
- Each member of the audit committee must be financially literate, as such qualification is interpreted by the company's board in its business judgment, or must become financially literate within a reasonable period of time after his or her appointment to the audit committee.
In addition, at least one member of the audit committee must have accounting or related financial management expertise, as the company's board interprets such qualification in its business judgment.

Audit Committee Charter

The audit committee must have a written charter that addresses:

(i) the committee’s purpose which includes -

(A) to assist board oversight of
  — the integrity of the company’s financial statements,
  — the company’s compliance with legal and regulatory requirements,
  — the independent auditor’s qualifications and independence, and
  — the performance of the company’s internal audit function and independent auditors; and

(B) to prepare an audit committee report as required by the SEC to be included in the company’s annual proxy statement;

(ii) annual performance evaluation of the audit committee; and

(iii) the duties and responsibilities of the audit committee as well as to:

(1) obtain and review a report by the independent auditor describing the firm’s internal quality-control procedures;

(2) discuss the company’s annual audited financial statements and quarterly financial statements with management and the independent auditor;

(3) discuss the company’s earnings press releases, as well as financial information and earnings guidance provided to analysts and rating agencies;

(4) discuss policies with respect to risk assessment and risk management;

(5) meet separately, periodically, with management, with internal auditors and with independent auditors;

(6) review with the independent auditor any audit problems or difficulties and management’s response;

(7) set clear hiring policies for employees or former employees of the independent auditors; and

(8) report regularly to the board of directors.

Remuneration/Compensation Committee

Listed companies must have a compensation committee composed entirely of independent directors.

The compensation committee must have a written charter that addresses:

(i) the committee’s purpose and responsibilities which include, direct responsibility to:

— review and approve corporate goals and objectives relevant to CEO compensation, evaluate the CEO’s performance in light of those goals
and objectives, and, either as a committee or together with the other independent directors (as directed by the board), determine and approve the CEO’s compensation level based on this evaluation; and

— make recommendations to the board with respect to non-CEO compensation, incentive-compensation plans and equity-based plans; and

— produce a compensation committee report on executive compensation to be included in the company’s annual proxy statement;

(ii) an annual performance evaluation of the compensation committee.

Nominating/Corporate Governance Committee

Listed companies must have a nominating/corporate governance committee composed entirely of independent directors. The nominating/corporate governance committee must have a written charter addressing:

(i) the committee’s purpose and responsibilities which include:

— to identify individuals qualified to become board members, consistent with criteria approved by the board, and to select, or to recommend that the board select, the director nominees for the next annual meeting of shareholders;

— to develop and recommend to the board a set of corporate governance principles applicable to the corporation;

— to oversee the evaluation of the board and management; and

(ii) an annual performance evaluation of the committee.

UNITED KINGDOM

CORPORATE GOVERNANCE IN THE UNITED KINGDOM (UK)

UK combined Code 2008, has set standards of good practice in relation to issues such as board composition and development, remuneration, accountability and audit and relations with shareholders.

Significant decline in economic conditions led to revision of the Combined Code by Financial Reporting Council during 2009 by Sir David Walker. It was announced that the Code would be known as the UK Corporate Governance Code 2010, in order to make the Code’s status as the UK’s recognised corporate governance standard known to foreign investors, and to foreign companies listed in the UK.

The new Code applies to accounting periods beginning on or after 29 June 2010 and, as a result of the new Listing Regime introduced in April 2010, applies to all companies with a Premium Listing of equity shares regardless of whether they are incorporated in the UK or elsewhere. All companies with a Premium Listing are required under the FSA Listing Rules to report in their annual report on how they have applied the Code.

The Code is a guide to a number of key components of effective board practice. It is based on the underlying principles of all good governance: accountability, transparency, probity and focus on the sustainable success of an entity over the
longer term.

While considering the new UK Corporate Governance Code it is worthwhile to consider the new listing regime in UK. The new regime has segmented the listing of companies under two tiers i.e Standard and Premium. Under standard listing the companies shall comply with EU minimum standards and premium listings shall be also be required to comply with super-equivalent rules. All types of security other than equity shares with full voting rights must be listed under the standard segment, within which there are five categories: Shares, GDRs, Debt and debt-like securities, Securitised derivatives, and miscellaneous securities. Financial Services Authority (FSA), UK has sought to apply rules on a consistent basis between UK incorporated companies and overseas companies willing to list on UK Exchange. It requires companies with a standard listing of GDRs or shares (other than preference shares which are specialist securities) to include a corporate governance statement in the director's report specifying the governance code that applies to them as well as details of internal financial control and risk management arrangements. Shares which have full voting rights are regarded as eligible for premium listing by the FSA. It further requires overseas premium listed companies, which are new applicants, to provide in their constitutions for shareholders to have pre-emption rights on secondary share issues. The standard listing segment, which was previously only available to overseas companies, shall now be available to UK companies also. New Listing regime poses to strengthen the rules for overseas premium listed companies by requiring them to "comply or explain" against the Combined Code on corporate governance and to offer pre-emption rights to their shareholders.

Key regulatory requirements for premium and standard listings of the main types of security

<table>
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<tr>
<th>Premium Listing</th>
<th>Standard Listing</th>
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<td>Admission requirements – all types of listing</td>
<td>✓</td>
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<tr>
<td>The ‘super-equivalent’ requirements for a premium listing</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>Clean annual report</td>
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<td>✓</td>
<td>Clean working capital statement</td>
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<tr>
<td>✓</td>
<td>3 year revenue earning record covering at least 75% of the business</td>
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The UK Corporate Governance Code is the re-fragmentation of the earlier UK combined Code on Corporate Governance with several structural changes including new provisions relating to board evaluation and annual elections. It is subject to the existing ‘comply or explain’ approach. Following are the few relevant developments in the Code.

**Board Composition**

The board should include an appropriate combination of executive and non-executive directors (and, in particular, independent non-executive directors) such that no individual or small group of individuals can dominate the board’s decision taking.

The board should state its reasons if it determines that a director is independent notwithstanding the existence of relationships or circumstances which may appear relevant to its determination, including if the director:

→ has been an employee of the company or group within the last five years;
→ has, or has had within the last three years, a material business relationship with the company either directly, or as a partner, shareholder, director or senior employee of a body that has such a relationship with the company;
→ has received or receives additional remuneration from the company apart from a director’s fee, participates in the company’s share option or a performance-related pay scheme, or is a member of the company’s pension scheme;
→ has close family ties with any of the company’s advisers, directors or senior employees;
→ holds cross-directorships or has significant links with other directors through involvement in other companies or bodies;
→ represents a significant shareholder; or
→ has served on the board for more than nine years from the date of their first election.

Except for smaller companies (a smaller company is one that is below the FTSE 350 throughout the year immediately prior to the reporting year), at least half the board, excluding the chairman, should comprise non-executive directors determined by the board to be independent. A smaller company should have at least two independent non-executive directors.

**Role of the Board**

UK Corporate Governance Code clearly provides that every company shall be headed by an effective Board which shall collectively be responsible for the long term success of the company. The board’s role is to provide entrepreneurial leadership of the company within a framework of prudent and effective controls which enables risk to be assessed and managed. The board should set the company’s strategic aims, ensure that the necessary financial and human resources are in place for the company to meet its objectives and review management performance. The code provides that the board and its committees should have the appropriate balance of skills, experience, independence and knowledge of the company to enable them to discharge their respective duties and responsibilities effectively.
The Code encourages nomination committees explicitly to include the board's gender mix in the factors that are taken into account when considering the need for new appointments. The principle now reads: “The search for board candidates should be conducted, and appointments made, on merit, against objective criteria and with due regard for the benefits of diversity on the board, including gender”.

**Chairman**

In addition to separation of roles between the chairman and chief executive officer the chairman is also held responsible for leadership of the board and ensuring its effectiveness on all aspects of its role. The chairman should also promote a culture of openness and debate by facilitating the effective contribution of non-executive directors in particular and ensuring constructive relations between executive and non-executive directors. The principle refers to the chairman’s responsibilities for ensuring a culture of openness and debate, and that adequate time is available for discussion. The chairman is responsible for ensuring that the directors receive accurate, timely and clear information. The chairman should ensure effective communication with shareholders. A new provision has been added stating that the chairman should regularly review and agree with each director their training and development needs.

**Senior Independent Directors**

The board should appoint one of the independent non-executive directors to be the senior independent director to provide a representing board for the chairman and to serve as an intermediary for the other directors when necessary. The senior independent director should be available to shareholders if they have concerns which contact through the normal channels of chairman, chief executive or other executive directors has failed to resolve or for which such contact is inappropriate. The senior independent director is also expected to attend sufficient meetings with a range of major shareholders to listen to their views in order to help develop a balanced understanding of the issues and concerns of major shareholders.

**Performance Evaluation of Directors**

The board should undertake a formal and rigorous annual evaluation of its own performance and that of its committees and individual directors. The chairman should act on the results of the performance evaluation by recognising the strengths and addressing the weaknesses of the board. The board should state in the annual report how performance evaluation of the board, its committees and its individual directors has been conducted. Evaluation of the board of FTSE 350 companies should be externally facilitated at least every three years. A statement should be made available of whether an external facilitator has any other connection with the company. The non-executive directors, led by the senior independent director, should be responsible for performance evaluation of the chairman, taking into account the views of executive directors.

**Election of Directors**

The code provides that all directors should be submitted for re-election at regular intervals, subject to continued satisfactory performance. It provides that the directors
of FTSE 350 companies should be subject to annual election by shareholders. All other directors should be subject to election by shareholders at the first annual general meeting after their appointment, and to re-election thereafter at intervals of no more than three years. Non executive directors who have served longer than nine years should be subject to annual re-election. The names of directors submitted for election or re-election should be accompanied by sufficient biographical details and any other relevant information to enable shareholders to take an informed decision on their election.

**Accountability and Risk Management**

The code provides that the board should present a balanced and understandable assessment of the company’s position and prospects. The board’s responsibility extends to interim and other price-sensitive public reports and reports to regulators as well as to information required to be presented by statutory requirements. An explanation shall be added to the annual report stating the company’s strategy for generating long term value (the business model) that would enhance the ability of investors and other users of report to assess the disclosures required under the Business Review.

The code has clearly held the board responsible for determining the nature and extent of the significant risks it is willing to take in achieving its strategic objectives. The board should maintain sound risk management and internal control systems.

**Remuneration**

The performance-related elements of executive directors’ remuneration should be stretching and designed to promote the long-term success of the company. Levels of remuneration should be sufficient to attract, retain and motivate directors of the quality required to run the company successfully, but a company should avoid paying more than is necessary for this purpose. Apart from other things, remuneration for non-executive directors should reflect the time commitment and responsibilities of their role. Remuneration for non executive directors should not include share options or other performance-related elements. Payouts under incentive schemes should be subject to non-financial performance criteria where appropriate and compatible with the company’s risk policies and systems, and that companies should consider provisions that enable them to reclaim variable components in cases of mis-statement or misconduct.

The code provides that for each resolution, where a vote has been taken on a show of hands, the company should ensure that the information relating to results is disclosed in meeting and also on the website of the company.

**AUSTRALIA**

Australia’s corporate governance framework contains a range of measures that promote accountability of management and transparency of financial and other information. On the regulatory framework of corporate governance, the Australian government has undertaken a set of reforms to improve disclosure norms of financial information and to update accounting rules. In the matter of corporate governance in Australia, the recommendation of Shann Turnbull, a very well-known Australian
expert in corporate governance deserves mention. He has recommended that there should be a ‘dual board structure’ along with a ‘corporate senate’ to oversee the regular board functioning. The corporate senate will determine accounting policies, direct audit activities, arbitrate on board conflicts, advise AGM on directors’ benefits. The senate will also nominate directors in the board and will act as trustees for any Employees Stock Option Scheme (ESOP). The corporate senate will have maximum of 3 (three) members who will be elected on the basis of ‘one vote per shareholder’ instead of ‘one vote per share’ principle. The corporate senate should have no proactive power of any kind. However, it will have the ‘veto’ power over any activity in which the board has a conflict of interests, and even that can be overridden by a vote of 75% of the shares.

According to the 1998 International Survey of Institutional Investors carried out by Russell Reynolds Associates, the institutions have set high standards of corporate governance in Australia using the code of corporate practices and conduct as their basic model. As Australian companies begin to have global dimensions the pressure for good governance will increase in the coming days.

Accountability

In the area of accountability, there are certain minimum obligations and responsibilities directors must fulfil including duties to:

— act in good faith;
— act in the best interests of the company;
— exercise their powers with appropriate care and diligence that is reasonable in all of the circumstances;
— not to make inappropriate use of inside information;
— not misuse their position for their own or a third party's possible advantage (or to the possible detriment of the company);
— avoid inappropriate related party transactions; and
— avoid insolvent trading.

Transparency and Disclosure

The principal objective of Australia’s corporate regulatory framework is to enhance disclosure and ensure transparency of corporate information as a means of promoting proper conduct of directors and senior management.

Among the areas covered by the Corporations Act are:

— the formulation of Australian Accounting Standards to ensure company financial statements can be relied on to by all stakeholders;
— timely disclosure to the market of events that may affect the price of the company’s shares;
— information about shareholdings and beneficial ownership of shares;
— the entitlement of shareholders to information about the timing of general meetings and their purpose;
— the entitlement of shareholders to ask questions about or comment on the company’s management;
— the provision of information to shareholders in relation to related party transactions;
— notification to ASIC of information relating to directors, and company officers including CEO's and company secretaries;
— the maintenance by companies of registers of members, option holders and debenture holders; and
— exposure of director's remuneration and the number of meetings directors have attended.

**Australian Stock exchange listing rules**

The Australian Stock Exchange through its listing rules, regulates the behaviour of ASX listed companies. In addition to the listing rules, which are mandatory, the ASX has a set of guidance notes to assist listed companies to comply with both the spirit and letter of the rules.

*Corporate Governance Principles by The ASX Corporate Governance Council*

The ASX Corporate Governance Council issued Corporate Governance Principles issued by ASX Corporate Governance Council in 2003 were revised in 2007, come into effect from January 1, 2008.

It has been further revised in 2010.

The Recommendations are not prescriptions, they are guidelines, designed to bring out effective governance structure. The approach is similar to the UK combined code – i.e. ‘Comply or explain’. In Australia it is called “if not, why not approach”. If a company considers that a recommendation is inappropriate to a particular circumstance, it has the flexibility not to adopt it and explain why it has not adopted.

The Recommendations are directed at companies and other types of listed entities. Where appropriate, the term “company” is used in the Principles and Recommendations to encompass any listed entity, including listed managed investment schemes (trusts), and listed foreign entities.

The recommendations of the Council are as under:

**Board Structure**

Companies should have a board of an effective composition, size and commitment to adequately discharge its responsibilities and duties.

— **Majority of the board should be independent directors.**

*Independent Director:* The Board of directors to determine the independent status of a director. While determining the independent status of a director, the board should consider whether the director:

(i) is a substantial shareholder of the company or an officer of, or otherwise associated directly with, a substantial shareholder of the company.

(ii) is employed, or has previously been employed in an executive capacity by the company or another group member, and there has not been a
period of at least three years between ceasing such employment and serving on the board.

(iii) has within the last three years been a principal of a material professional adviser or a material consultant to the company or another group member, or an employee materially associated with the service provided.

(iv) is a material supplier or customer of the company or other group member, or an officer of or otherwise associated directly or indirectly with a material supplier or customer.

(v) has a material contractual relationship with the company or another group member other than as a director.

The chairman of the Board

The chairman of the Board should be an independent director. The chairman is responsible for leadership of the board and for the efficient organisation and conduct of the board’s functioning. Where the chairman is not an independent director, companies should consider the appointment of a lead independent director.

The role of chairman and chief executive officer (Managing Director) should not be exercised by the same individual.

The division of responsibilities between the chairman and the chief executive officer should be agreed by the board and set out in a statement of position or authority.

Companies should disclose the process for evaluating the performance of the board, its committees and individual directors.

Audit Committee

The board is required to constitute an audit committee. The audit committee should be of sufficient size, independence and technical expertise to discharge its mandate effectively.

Composition

The Audit Committee should:
— consist only of non-executive directors.
— consist of a majority of independent directors.
— be chaired by an independent chairman. The chairman of the board should not be the chairman of the Audit Committee.
— have at least three members.

The audit committee should include members who are all financially literate (that is, be able to read and understand financial statements); at least one member should have relevant qualifications and experience (that is, should be a qualified accountant or other finance professional with experience of financial and accounting matters).

Terms of Reference

The audit committee should have a formal charter. The charter should clearly set out the audit committee’s role and responsibilities, composition, structure and
membership requirements and the procedures for inviting non-committee members to attend meetings.

The audit committee should be given the necessary power and resources to meet its charter. This will include rights of access to management, rights to seek explanations and additional information and access to auditors, internal and external, without management present.

The audit committee should report to the board. The report should contain all matters relevant to the committee’s role and responsibilities, including:

- assessment of whether external reporting is consistent with committee members’ information and knowledge and is adequate for shareholder needs.
- assessment of the management processes supporting external reporting.
- procedures for the selection and appointment of the external auditor and for the rotation of external audit engagement partners.
- recommendations for the appointment or, if necessary, the removal of the external auditor.
- assessment of the performance and independence of the external auditors.

Where the external auditor provides non audit services, the report should state whether the audit committee is satisfied that provision of those services has not compromised the auditor's independence.

- assessment of the performance and objectivity of the internal audit function, the results of the committee’s review of risk management and internal control systems.
- recommendations for the appointment or, if necessary, the dismissal of the head of internal audit.

Remuneration Committee

The board should establish a remuneration committee. The remuneration committee should have a charter that clearly sets out its role and responsibilities, composition, structure and membership requirements and the procedures for non-committee members to attend meetings.

Composition of remuneration committee

The remuneration committee should be structured so that it:

- consists of a majority of independent directors
- is chaired by an independent director
- has at least three members.

Responsibilities of the remuneration committee

Responsibilities of the remuneration committee should include a review of and recommendation to the board on:

- the company’s remuneration, recruitment, retention and termination policies and procedures for senior executives
- senior executives’ remuneration and incentives
— superannuation arrangements
— the remuneration framework for directors.

Nomination Committee

The board is required to constitute a nomination committee.

The nomination committee should:
— consist of a majority of independent directors
— be chaired by an independent director
— have at least three members.

Responsibilities of the committee should include recommendations to the board about:
— the necessary and desirable competencies of directors
— review of board succession plans
— the development of a process for evaluation of the performance of the board, its committees and directors
— the appointment and re-election of directors.

Promote Ethical and responsible decision making

To make ethical and responsible decisions, companies should not only comply with their legal obligations, but should also consider the reasonable expectations of their stakeholders including: shareholders, employees, customers, suppliers, creditors, consumers and the broader community in which they operate. It is a matter for the board to consider and assess what is appropriate in each company’s circumstances. It is important for companies to demonstrate their commitment to appropriate corporate practices and decision making. Companies should establish a code of conduct and disclose the code or a summary of the code as to:

• the practices necessary to maintain confidence in the company’s integrity
• the practices necessary to take into account their legal obligations and the reasonable expectations of their stakeholders
• the responsibility and accountability of individuals for reporting and investigating reports of unethical practices.

Go through the following


Remember to do:
LESSON ROUND-UP

- Better regulatory and non-regulatory corporate governance frameworks and enforcement mechanisms are being implemented through tougher company legislation and non-mandatory Corporate Governance Codes
- Unitary Board and two-tier board
- In the United States Sarbanes Oxley Act 2002 (SOX Act) extends to all companies which are listed in the US.
- The Public Company Accounting Oversight Board, to monitor auditors, strengthen auditor independence, and increase CEO and CFO accountability for financial statements.
- Sarbanes-Oxley set new standards for auditor independence, banning certain types of consulting services
- Companies listed on the New York Stock Exchange must comply with certain standards regarding corporate governance NYSE Listing Rules.
  - Listed companies must have a majority of independent directors.
  - Criteria for determining Independence of Director.
  - Listed companies must have an audit committee.
  - The audit committee must have a minimum of three members.
  - All the members of the Audit Committee must be independent.
  - Listed companies must have a compensation committee composed entirely of independent directors.
  - Listed companies must have a nominating/corporate governance committee composed entirely of independent directors.
- All UK Corporate Governance Code, 2010 applies to all companies with a Premium Listing of equity shares regardless of whether they are incorporated in the UK or elsewhere. All companies with a Premium Listing are required under the FSA Listing Rules to report in their annual report on how they have applied the Code. The Code is applicable on "Comply or explain basis".
- The ASX Corporate Governance Council issued corporate governance and principles in 2003 which was revised in 2007. It has been further revised in 2010
  - The Recommendations are not prescriptions, they are guidelines, designed to bring out effective governance structure. It is called “if not, why not approach”
  - Majority of the board should be independent directors.
  - The Chairman should be an independent director and the chairman and CEO should not be the same individual.
  - The board is required to establish an audit committee comprising only non-executive directors and majority independent directors.
  - The Board is required to constitute Remuneration Committee and Nomination Committee.
SELF-TEST QUESTIONS

1. Discuss briefly about the audit independence under the Sarbanes Oxley Act, 2002.

2. Compare the provisions with regard to the independence of directors under UK Corporate Governance Code and ASX CG Council's principles.

3. Write short notes on:
   → Independent director under NYSE Listing Rules
   → Performance Evaluation of directors under UK Corporate Governance Code
   → ASX principles Audit Committee
Corporate Social Responsibility is an evolving concept that is gaining importance and corporate are realizing it as a business opportunity.

STUDY VII
CORPORATE SOCIAL RESPONSIBILITY

LEARNING OBJECTIVES

The objective of this study lesson is to enable the students to understand

- The concept of Corporate Social Responsibility (CSR)
- Advantages of Good Corporate citizenship
- Corporate citizenship is beyond what the law requires.
- Corporate Social Responsibility, Voluntary Guidelines, 2009
- Factors influencing CSR
- Difference between CSR and philanthropy
- Triple bottom line approach of CSR
- Reporting framework of CSR

INTRODUCTION

Corporate Social responsibility (CSR) is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of non-financial/social in nature. These are the expectations of the society from these corporate to give something in return to the society with whose explicit or implicit help these entities stand where they are.

Companies are aware that they can contribute to sustainable development by managing their operations in such a way as to enhance economic growth and increase competitiveness whilst ensuring environmental protection and promoting social responsibility, including consumer interests.

CORPORATE SOCIAL RESPONSIBILITY – DEFINED

Corporate Social Responsibility is an evolving concept that is gaining importance and corporates are realizing it as a business opportunity.

Corporate Social Responsibility is also called Corporate Citizenship or Corporate Responsibility. Generally, CSR is understood to be the way firms integrate social, environmental and economic concerns into
their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society.

Corporate Social Responsibility can be explained as:

**Corporate** - means organized business

**Social** - means everything dealing with the people

**Responsibility** - means accountability between the two

There is no single commonly accepted definition of corporate social responsibility. It can be defined as

“Corporate social responsibility is operating a business in a manner which meets or excels the ethical, legal, commercial and public expectations that a society has from the business.”

Corporate Social Responsibility is nothing but what an organisation does, to positively influence the society in which it exists. It could take the form of community relationship, volunteer assistance programmes, special scholarships, preservation of cultural heritage and beautification of cities. The philosophy is basically to return to the society what it has taken from it, in the course of its quest for creation of wealth.

According to Brown H.R., social responsibility is defined as “the obligation of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of society.” Business entity is expected to undertake those activities, which are essential for betterment of the society. Every aspect of business has a social dimension. Corporate Social Responsibility means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to society at large as well as to shareholders.

With the understanding that businesses play a key role of job and wealth creation in society, CSR is generally understood to be the way a company achieves a balance or integration of

→ economic,
→ environmental, and
→ social imperatives,

while at the same time addressing shareholder and stakeholder expectations. CSR is generally accepted as applying to firms wherever they operate in the domestic and global economy. The way businesses engage/involve the shareholders, employees, customers, suppliers, Governments, non-Governmental organizations, international organizations, and other stakeholders is usually a key feature of the concept. While business’s compliance with laws and regulations on social, environmental and economic objectives set the official level of CSR performance, it is often understood as involving the private sector commitments and activities that extend beyond this foundation of compliance with laws.
CSR has been defined as the continuing commitment by business to behave fairly and responsibly and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.

CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. The main function of an enterprise is to create value through producing goods and services that society demands, thereby generating profit for its owners and shareholders as well as welfare for society, particularly through an ongoing process of job creation. However, new social and market pressures are gradually leading to a change in the values and in the horizon of business activity.

Essentially, Corporate Social Responsibility is an inter-disciplinary subject in nature and encompasses in its fold:

1. Social, economic, ethical and moral responsibility of companies and managers,
2. Compliance with legal and voluntary requirements for business and professional practice,
3. Challenges posed by needs of the economy and socially disadvantaged groups, and
4. Management of corporate responsibility activities.

CSR is an important business strategy because, wherever possible, consumers want to buy products from companies they trust; suppliers want to form business partnerships with companies they can rely on; employees want to work for companies they respect; and NGOs, increasingly, want to work together with companies seeking feasible solutions and innovations in areas of common concern. CSR is a tool in the hands of corporates to enhance the market penetration of their products, enhance its relation with stakeholders. CSR activities carried out by the enterprises affects all the stakeholders, thus making good business sense, the reason being contribution to the bottom line.

The World Business Council for Sustainable Development has proposed a definition of Corporate Social Responsibility as:

“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large.”

A contract with society

According to Sir Adrian Cadbury - “The broadest way of defining social responsibility is to say that the continued existence of companies is based on an
implied agreement between business and society. In effect, companies are licensed
by society to provide the goods and services which society needs. The freedom of
operation of companies is, therefore, dependent on their delivering whatever balance
of economic and social benefits society currently expects of them. The problem for
companies is that the balance of needs and benefits is continually changing and
there is no generally accepted way of measuring those changes.

To start with, companies are expected to meet society’s demands for goods and
services, to provide employment, to contribute to the exchequer, and to operate
efficiently at a profit. There is no conflict between social responsibility and the
obligation on companies to use scarce resources efficiently and to be profitable—an
unprofitable business is a drain on society. The essence of the contract between
society and business is that companies shall not pursue their immediate profit
objectives at the expense of the long-term interests of the community.”

DIFFERENCE BETWEEN CSR AND PHILANTHROPY/CHARITY

Philanthropy means the act of donating money, goods, time or effort to support a
charitable cause in regard to a defined objective. Philanthropy can be equated with
benevolence and charity for the poor and needy. Philanthropy can be any selfless
giving towards any kind of social need that is not served, underserved, or perceived
as unserved or underserved. Philanthropy can be by an individual or by a corporate.

Corporate Social Responsibility on the other hand is about how a company aligns
their values to social causes by including and collaborating with their investors,
suppliers, employees, regulators and the society as a whole. The investment in CSR
may be on people centric issues and/or planet issues. A CSR initiative of a corporate
is not a selfless act of giving; companies derive long-term benefits from the CSR
initiatives and it is this enlightened self interest which is driving the CSR initiatives in
companies.

ADVANTAGES OF GOOD CORPORATE CITIZENSHIP

Business cannot exist in isolation; business cannot be oblivious to societal
development. The social responsibility of business can be integrated into the
business purpose so as to build a positive synergy between the two.

1. CSR creates a favourable public image, which attracts customers. Reputation or brand equity of the products of a company which understands and demonstrates its social responsibilities is very high. Customers trust the products of such a company and are willing to pay a premium on its products. Organizations that perform well with regard to CSR can build reputation, while those that perform poorly can damage brand and company value when exposed. Brand equity, is founded on values such as trust, credibility, reliability, quality and consistency.

2. Corporate Social Responsibility (CSR) activities have its advantages. It
builds up a positive image encouraging social involvement of employees, which in turn develops a sense of loyalty towards the organization, helping in creating a dedicated workforce proud of its company. Employees like to contribute to the cause of creating a better society. Employees become champions of a company for which they are proud to work.

3. Society gains through better neighbourhoods and employment opportunities, while the organisation benefits from a better community, which is the main source of its workforce and the consumer of its products.

4. Public needs have changed leading to changed expectations from consumers. The industry/business owes its very existence society and has to respond to needs of the society.

5. The company's social involvement discourages excessive regulation or intervention from the Government or statutory bodies, and hence gives greater freedom and flexibility in decision-making.

6. The internal activities of the organisation have an impact on the external environment, since the society is an inter-dependent system.

7. A business organisation has a great deal of power and money, entrusted upon it by the society and should be accompanied by an equal amount of responsibility. In other words, there should be a balance between the authority and responsibility.

8. The good public image secured by one organisation by their social responsiveness encourages other organizations in the neighborhood or in the professional group to adapt themselves to achieve their social responsiveness.

9. The atmosphere of social responsiveness encourages co-operative attitude between groups of companies. One company can advise or solve social problems that other organisations could not solve.

10. Companies can better address the grievances of its employees and create employment opportunities for the unemployed.

11. A company with its "ear to the ground" through regular stakeholder dialogue is in a better position to anticipate and respond to regulatory, economic, social and environmental changes that may occur.

12. Financial institutions are increasingly incorporating social and environmental criteria into their assessment of projects. When making decisions about where to place their money, investors are looking for indicators of effective CSR management.

13. In a number of jurisdictions, governments have expedited approval processes for firms that have undertaken social and environmental activities beyond those required by regulation.

CORPORATE CITIZENSHIP - BEYOND THE MANDATE OF LAW

The laws in India takes care of the basic CSR through various legislations under labour laws such as Factories Act, ESI Act, Workmen’s Compensation Act, 1923, Contract Labour (Regulation an Abolition) Act, 1970, Equal Remunerations Act, The
Government regulation and public policy tend to bring the bare minimum involvement by the corporates towards their corporate responsibilities beyond this legal framework should come up voluntarily.


The main object of the Factories Act, 1948 is to ensure adequate safety measures and to promote the health and welfare of the workers employed in factories. The Act also makes provisions regarding employment of women and young persons (including children and adolescents), annual leave with wages etc.

The Employees’ State Insurance Act, 1948 provides for certain benefits to employees in case of sickness, maternity and employment injury and also makes provisions for certain other matters in relation thereto.

The Workmen’s Compensation Act, 1923 is a social security legislation. It imposes statutory liability upon an employer to discharge his moral obligation towards his employees when they suffer from physical disabilities and diseases during the course of employment in hazardous working conditions. The Act also seeks to help the dependents of the workmen rendered destitute by the ‘accidents’ and from the hardship arising out from such accidents.

In 1972, the Department of Science and Technology set up a National Committee on Environmental Planning and Coordination to identify and investigate problems of preserving or improving the human environment and also to propose solutions for environmental problems. In 1977, by an amendment to the Constitution, Article 48A was introduced imposing a duty on the State to protect and improve the environment and safeguard the forests and wildlife of the country. Article 51A also, provides for the protection and improvement of the natural environment including forests, lakes, rivers and wild life and to have compassion for living creatures.

The Water (Prevention and Control of Pollution) Act was enacted in 1974 and the Air (Prevention and Control of Pollution) Act was passed by the Union of India in 1981.

In 1986, the Government enacted the Environment Protection Act to provide for the protection and improvement of environment and the prevention of hazards to human beings, other living creatures, plants and property.

However, over reliance on regulation can stifle corporate creativity and innovation.

Corporate citizenship is a commitment to improve community well-being through voluntary business practices and contribution of corporate resources leading to sustainable growth. Corporate responsibility is achieved when a business adapts CSR well aligned to its business goals and meets
or exceeds, the ethical, legal, commercial and public expectations that society has of business.

The term corporate citizenship implies the behaviour, which would maximize a company’s positive impact and minimize the negative impact on its social and physical environment. It means moving from supply driven to more demand led strategies; keeping in mind the welfare of all stakeholders; more participatory approaches to working with communities; balancing the economic cost and benefits with the social; and finally dealing with processes rather than structures. The ultimate goal is to establish dynamic relationship between the community, business and philanthropic activities so as to complement and supplement each other.

**Tata Steel: A Company that also makes steel**

J R D Tata the Chairman of the Tata Group believed that, "to create good working conditions, to pay the best wages to its employees and provide decent housing to its employees are not enough for the industry, the aim of an industry should be to discharge its overall social responsibilities to the community and the society at large, where industry is located."

Guided by this mandate, Tata Steel has for decades uses its skills and resources, to the extent it can reasonably afford, to give back to the community a fair share of the product of its efforts.

It was the first to establish labour welfare practices, even before these were made statutory laws across the world. In The Company also instituted an eight-hour workday in 1912, free medical aid in 1915, a Welfare Department in 1917, leave with pay, Workers Provident Fund and Workmen’s Compensation in 1920 and Maternity Benefit for ladies in 1928.

**FACTORS INFLUENCING CSR**

Many factors and influences, including the following, have led to increasing attention being devoted to CSR:

→ Globalization – coupled with focus on cross-border trade, multinational enterprises and global supply chains — is increasingly raising CSR concerns related to human resource management practices, environmental protection, and health and safety, among other things.

→ Governments and intergovernmental bodies, such as the United Nations, the Organisation for Economic Co-operation and Development and the International Labour Organization have developed compacts, declarations, guidelines, principles and other instruments that outline social norms for acceptable conduct.

→ Advances in communications technology, such as the Internet, cellular phones and personal digital assistants, are making it easier to track corporate activities and disseminate information about them. Non-governmental organizations now regularly draw attention through their websites to business practices they view as problematic.

→ Consumers and investors are showing increasing interest in supporting
responsible business practices and are demanding more information on how companies are addressing risks and opportunities related to social and environmental issues.

→ Numerous serious and high-profile breaches of corporate ethics have contributed to elevated public mistrust of corporations and highlighted the need for improved corporate governance, transparency, accountability and ethical standards.

→ Citizens in many countries are making it clear that corporations should meet standards of social and environmental care, no matter where they operate.

→ There is increasing awareness of the limits of government legislative and regulatory initiatives to effectively capture all the issues that corporate social responsibility addresses.

→ Businesses are recognizing that adopting an effective approach to CSR can reduce risk of business disruptions, open up new opportunities, and enhance brand and company reputation.

CORPORATE SOCIAL RESPONSIBILITY VOLUNTARY GUIDELINES, 2009

Ministerial recommendatory initiative Corporate Social Responsibility Voluntary Guidelines, 2009 recognizes that CSR is not philanthropy and CSR activities are purely voluntary- that companies would like to do beyond any statutory requirement or obligation. It is recognized world over that integrating social, environmental and ethical responsibilities into the governance of businesses ensure their long term success, competitiveness and sustainability. This approach also reaffirms the view that businesses are an integral part of society, and have a critical and active role to play in the sustenance and improvement of healthy ecosystems, in fostering social inclusiveness and equity, and in upholding the essentials of ethical practices and good governance.

The CSR activity that a company pursues must be aligned to the business of the company; this ensures that such CSR also contributes to the growth of the company on a wider scale. It is not about pursuing an activity of CEO’s interest but should be relevant to company’s business. CSR is a much more holistic approach to business, which is designed to enhance corporate success because of its relevance, rather than represent something unconnected to an organization’s core business. This is a win-win model.

NESTLE -- Moga Milk Factory

The Company started milk collection in Moga in 1961 with a collection of 511 Kgs of milk from 180 farmers. It has substantially expanded its operations with over 85,000 farmers in its own milk district. Nestlé uses local raw materials and develops local resources wherever possible. Milk Collection Centres with farm cooling tanks to preserve the quality of milk were established by the Company.

Besides this, milking machines were provided to the farmers maintaining large dairy farms. Farmers were advised on good breeding and feeding practices, and on the health of dairy herds. Techniques for increasing milk yields at the farm were
introduced. Nestlé has invested in Chilling Centres and Farm Cooling Tanks. In addition to this, the Company provides assistance to farmers in the areas of cattle feed, quality fodder seeds, veterinary medicines and mineral mixture and procurement of bank loans.

By working very closely with the farmers of the Moga Milk District and local administrators, Nestlé has helped to raise the quality and hygiene of the milk produced there and improve the health and life style of the farmers and other residents. Its contribution to the creation of prosperity on an on-going and sustainable basis has not only transformed Moga into a prosperous and vibrant milk district today, but also a thriving hub of industrial activity.

**ITC -- “e-Choupal”**

ITC’s Agri Business Division, one of India’s largest exporters of agricultural commodities, has conceived e-Choupal as a more efficient supply chain aimed at delivering value to its customers around the world on a sustainable basis. e-Choupal’s model unshackles the potential of Indian farmer who has been trapped in a vicious cycle of low risk taking ability - low investment - low productivity - weak market orientation - low value addition - low margin - low risk taking ability. This made him and Indian agribusiness sector globally uncompetitive, despite rich & abundant natural resources.

‘e-Choupal’ leverages Information Technology to virtually cluster all the value chain participants, Real-time information and customised knowledge provided by ‘e-Choupal’ enhance the ability of farmers to take decisions and align their farm output with market demand and secure quality & productivity. The aggregation of the demand for farm inputs from individual farmers gives them access to high quality inputs from established and reputed manufacturers at fair prices. As a direct marketing channel, virtually linked to the ‘mandi’ system for price discovery, ‘e-Choupal’ eliminates wasteful intermediation and multiple handling. Thereby it significantly reduces transaction costs.

Launched in June 2000, ‘e-Choupal’, has already become the largest initiative among all Internet-based interventions in rural India. ‘e-Choupal’ services today reach out to over 4 million farmers growing a range of crops - soyabean, coffee, wheat, rice, pulses, shrimp - in over 40,000 villages through 6500 kiosks across ten states (Madhya Pradesh, Haryana, Uttarakhand, Karnataka, Andhra Pradesh, Uttar Pradesh, Rajasthan, Maharashtra, Kerela and Tamil Nadu).

**Corporate Social Responsibility Voluntary Guidelines, 2009** provides that each business entity should formulate a CSR policy to guide its strategic planning and provide a roadmap for its CSR initiatives, which should be an integral part of overall business policy and aligned with its business goals. The policy should be framed with the participation of various level executives and should be approved by the Board.

The CSR Policy should normally cover following core elements:

1. **Care for all Stakeholders:**

   The companies should respect the interests of, and be responsive towards all
stakeholders, including shareholders, employees, customers, suppliers, project
affected people, society at large etc. and create value for all of them. They should
develop mechanism to actively engage with all stakeholders, inform them of inherent
risks and mitigate them where they occur.

2. Respect for Environment:

Companies should take measures to check and prevent pollution; recycle,
manage and reduce waste, should manage natural resources in a sustainable
manner and ensure optimal use of resources like land and water, should proactively
respond to the challenges of climate change by adopting cleaner production
methods, promoting efficient use of energy and environment friendly technologies.

3. Respect for Workers' Rights and Welfare:

Companies should provide a workplace environment that is safe, hygienic and
humane and which upholds the dignity of employees. They should provide all
employees with access to training and development of necessary skills for career
advancement, on an equal and non-discriminatory basis. They should uphold the
freedom of association and the effective recognition of the right to collective
bargaining of labour, have an effective grievance redressal system, should not
employ child or forced labour and provide and maintain equality of opportunities
without any discrimination on any grounds in recruitment and during employment.

4. Activities for Social and Inclusive Development:

Depending upon their core competency and business interest, companies should
undertake activities for economic and social development of communities and
geographical areas, particularly in the vicinity of their operations. These could
include: education, skill building for livelihood of people, health, cultural and social
welfare etc., particularly targeting at disadvantaged sections of society.

An effective CSR policy may include:

► Vision: The CSR vision of the company should be such that it defines the
purpose of the company’s CSR initiatives; and defines the company’s CSR
goal. The CSR vision should be well aligned to the business goals so that it
benefits the company as well.

► Implementation:
  → Identification of thrust areas
  → Identification of manner and nature of projects/activities
  → Defining measurable targets & time frame for the activities
  → Performance Management: Quality and standard of the work to be
    maintained
  → Organisational Mechanism & Assigning responsibilities for due
    performance of the CSR Projects
  → Manner of Delivering CSR: Foundation/ Partnership with Non
    Government Organisation/Participation of Employees
Fund Resources: Budget Allocation and its utilization
Medium of Dissemination of information on CSR
Management Commitment

CSR is no more an expenditure but an investment for future longevity and sustainability of the enterprise.

Channeling CSR Activities

Voluntary Guidelines on Corporate Social Responsibility, 2009 provide that Companies may partner with local authorities, business associations and civil society/non-government organizations.

CSR involves both internal as well as external stake holders. Internal stakeholder include the employees of the company, whereas, external stakeholders include community & environment, customers, vendors, shareholders, government. To carry out CSR effectively, it is essential that it has to be driven from top. So leadership is very important in all CSR activities and it is the need of the hour to develop next generation of globally responsible leaders.

The implementation methodologies that companies can adopt for execution of their CSR initiatives can either be by imbibing them in day to day operations within the company or through foundation/Trust route by allocating the funds to a separate entity with clearly stated objectives or by partnering with various Non-Governmental Organizations.

Dr. Reddy’s Laboratories Ltd. channel their social activities through Dr. Reddy’s Foundation (DRF) addressing to livelihood creation and education needs of community. Its Dr. Reddy’s Foundation for Health Education (DRFHE) looks after health, education and patient care activities.

Mahindra group has launched a unique initiative called Esops(Employee Social Options) which provides employees an opportunity to participate and involve themselves in socially responsible activities. Esops is an employee volunteering portal, through which employees can give thousands of man hours towards community development. Further each Mahindra location- be it Plant or an area office, has self appointed Esops Leaders and Esops champions. These are usually Plant heads, commercial officers, who volunteer to steer social projects within their operating areas.

GAIL has a very well defined CSR structure from identification of CSR programmes to its implementation and monitoring and feedback. A top executive in the organization is made the head of CSR activities. In GAIL CSR is a separate department headed by General Manager that ensures adherence to objectives, effectiveness and consistency.

Wipro chairman Premji has promised an allocation of Rs 8,846 cr ($2 billion) to improve school education in India. Premji, transferred 213 million equity shares of Wipro Ltd., held by a few entities controlled by him, to the Azim Premji Trust. It will fund educational activities of the Azim Premji Foundation which works mainly with
The foundation has been working at the grassroots level with teachers and officials in the government education system for improvement since nine years. The foundation decided that setting up more schools was not the best solution. Instead, the foundation decided to funnel its resources to train an army of education experts who could then train thousands of government teachers and officials who are already engaged with these students.

**Infosys** Rural BPO model offers services to Indian industries and government delivering the benefits of efficiencies of scale and skill. In this model company tie ups with rural BPO players and leverage on the use of their facility to operate at low cost. This is an attractive career stream to rural educated citizens.

**Funding CSR initiatives**

Fund allocation for CSR initiatives acts as a catalyst for the development of the organisations. Expenditure in CSR is not an expenditure but an investment in future sustainability.

**Voluntary Guidelines on Corporate Social Responsibility, 2009**

provide that Companies should allocate specific amount in their budgets for CSR activities. This amount may be related to profits after tax, cost of planned CSR activities or any other suitable parameter.

**CSR in Public Sector Enterprises:**

Guidelines on Corporate Social Responsibility for Central Public Sector Enterprises issued in March, 2010 have made CSR allocation of funds mandatory for PSUs from the current financial year. A PSU with a net profit of less than Rs 100 crore will have to allocate 3-5% of its earnings on CSR. Those earning net profits of Rs 100-500 crore a year will have to earmark 2-3% on CSR. A company with a bottom line of Rs 500 crore and above will have to set aside 0.5-2% on CSR.

**Recommendations of Parliamentary Standing Committee on Finance — Twenty First Report on the Companies Bill, 2009**

**Clause 120(3) of the Companies Bill** incorporated details about Directors responsibility statement comprising of disclosures about corporate social responsibility policy.

**Clause 147 (2) of the Companies Bill**

**Duty of director**

-- to promote the objects of the company in the best interests of its employees, the community and the environment.

The aforesaid report has recommended for every company having

- net worth of Rs. 500 crore or more, or turnover of Rs. 1000 crore or more ;or;
- a net profit of Rs. 5 crore or more during a year

-- to formulate a **CSR policy** to ensure that every year at least 2% of its average net profits during the three immediately preceding financial years shall be spent on CSR activities as may be approved and specified by the company.
The directors shall be required to make suitable disclosures in this regard in their report to members.

In case any such company does not have adequate profits or is not in a position to spend prescribed amount on CSR activities, the directors would be required to give suitable disclosure/reasons in their report to the members.

TRIPLE BOTTOM LINE APPROACH OF CSR

Within the broader concept of corporate social responsibility, the concept of Triple Bottom Line (TBL) is gaining significance and becoming popular amongst corporates. Coined in 1997 by John Ellington, noted management consultant, the concept of TBL is based on the premise that business entities have more to do than make just profits for the owners of the capital, only bottom line people understand. "People, Planet and Profit" is used to succinctly describe the triple bottom lines. 

"People" (Human Capital) pertains to fair and beneficial business practices toward labor and the community and region in which a corporation conducts its business. 

"Planet" (Natural Capital) refers to sustainable environmental practices. It is the lasting economic impact the organization has on its economic environment A TBL company endeavors to benefit the natural order as much as possible or at the least do no harm and curtails environmental impact. "Profit" is the bottom line shared by all commerce.

The people issues faced by the organisation includes –

→ Health
→ Safety
→ Diversity
→ Ethnicity
→ Education and literacy
→ Prevention of child labour
→ Differently-abled
The planet concerns include
→ Climate change
→ Energy
→ Water
→ Biodiversity and land use
→ Chemicals, toxics and heavy metals
→ Air pollution
→ Waste management
→ Ozone layer depletion -
→ Ocean and fisheries
→ Afforestation

The need to apply the concept of TBL is caused due to—
(a) Increased consumer sensitivity to corporate social behaviour
(b) Growing demands for transparency from shareholders/stakeholders
(c) Increased environmental regulation
(d) Legal costs of compliances and defaults
(e) Concerns over global warming
(f) Increased social awareness
(g) Awareness about and willingness for respecting human rights
(h) Media’s attention to social issues
(i) Growing corporate participation in social upliftment

While profitability is a pure economic bottomline, social and environmental bottomlines are semi or non-economic in nature so far as revenue generation is concerned but it has certainly a positive impact on long term value that an enterprise commands.

But discharge of social responsibilities by corporates is a subjective matter as it cannot be measured with reasonable accuracy.

**Gaining Recognition:** The current generation is of people who are well aware of what goes on around them. People today know a lot about environment, how it affects them, how things we do affects the environment in turn. For the aware and conscientious consumers today, it is important that they buy products that do not harm the environment. They only like to deal with companies that believe and do things for the greater good of planet earth.

**SOME CSR REPORTING FRAMEWORKS**

An important aspect of Corporate Social Responsibility (CSR) is the recognition that sound practices are often based on good standards of corporate governance. Good corporate governance provides the foundations of good Corporate Social
Responsibility (CSR) by developing value-creating relationships with all stakeholders. It is therefore important that the stakeholders are shared with transparency the activities pursued by the Company in the Social Responsibility area.

Voluntary Guidelines on Corporate Social Responsibility, 2009 provide that the companies should disseminate information on CSR policy, activities and progress in a structured manner to all their stakeholders and the public at large through their website, annual reports, and other communication media.

The following are some of the main standards for social, ethical and environmental reporting currently in use internationally:

**The AA 1000** - framework developed by the Institute of Social and Ethical Accountability provides a standard for social and ethical accounting, auditing and reporting, including mandatory external verification and stakeholder engagement.

It aims to assist an organisation in the definition of goals and targets, the measurement of progress made against these targets, the auditing and reporting of performance and in the establishment of feedback mechanisms. This is done by

— Developing stakeholder engagement strategy - an integrated strategy for stakeholder engagement that strengthens both their relationships with stakeholders and their internal decision making processes.

— Facilitation of Stakeholder Dialogues - support through the planning, design, capacity building, facilitation and follow-up stages of stakeholder engagement to create processes that create change.

— Capacity building for stakeholder engagement - Engaging with stakeholders requires new skills and ways of thinking. through in-house training in stakeholder engagement, as well as ongoing mentoring support for leadership teams.

**The Social Accountability - SA 8000** is an international standard for social accountability initiated by Council on Economic Priority Accreditation Agency (CEPAA) conventions, the Universal Declaration on human rights and the Child. SA 8000 seeks to provide transparent, measurable and verifiable performance standards in the areas of child labour; forced labour; health and safety; compensation; working hours; discrimination; discipline; free association and collective bargaining; and management systems.

SA8000 covers the following areas of accountability:

— Child labor: No workers under the age of 15; minimum lowered to 14 for countries operating under the ILO Convention 138 developing-country exception; remediation of any child found to be working

— Forced labor: No forced labor, including prison or debt bondage labor; no lodging of deposits or identity papers by employers or outside recruiters

— Workplace safety and health: Provide a safe and healthy work environment; take steps to prevent injuries; regular health and safety worker training; system to detect threats to health and safety; access to bathrooms and potable water

— Freedom of Association and Right to Collective Bargaining: Respect the right to form and join trade unions and bargain collectively; where law
prohibits these freedoms, facilitate parallel means of association and bargaining

— Discrimination: No discrimination based on race, caste, origin, religion, disability, gender, sexual orientation, union or political affiliation, or age; no sexual harassment

— Discipline: No corporal punishment, mental or physical coercion or verbal abuse

— Working hours: Comply with the applicable law but, in any event, no more than 48 hours per week with at least one day off for every seven day period; voluntary overtime paid at a premium rate and not to exceed 12 hours per week on a regular basis; overtime may be mandatory if part of a collective bargaining agreement

— Remuneration: Wages paid for a standard work week must meet the legal and industry standards and be sufficient to meet the basic need of workers and their families; no disciplinary deductions

— Management system for Human Resources: Facilities seeking to gain and maintain certification must go beyond simple compliance to integrate the standard into their management systems and practices.

**ISO 26000** is the international standard giving guidance on social responsibility and is intended for use by organizations of all types both public and private sectors, in developed and developing countries. It provides guidance on principles of social responsibility, the core subjects and issues pertaining to social responsibility and on ways to integrate socially responsible behaviour into existing organizational strategies, systems, practices and processes.

It intends to assist organizations in contributing to sustainable development. It is intended to encourage them to go beyond legal compliance, recognizing that compliance with law is a fundamental duty of any organization and an essential part of their social responsibility. It is intended to promote common understanding in the field of social responsibility, and to complement other instruments and initiatives for social responsibility, not to replace them.

ISO 26000 is not a management system standard. It is not intended or appropriate for certification purposes or regulatory or contractual use.

**The Good Corporation** - global standard of corporate social responsibility developed by the Institute of Business Ethics. This covers fairness to employees, suppliers, customers and providers of finance; contributions to the community; and protection of the environment. Company performance is assessed annually by an independent verifier.

**The UN Global Compact**

The Global Compact is a voluntary corporate citizenship initiative with two objectives:

"Making the Global Compact and its principles part of business strategy and operations."

"Facilitating cooperation among key stakeholders and promoting partnerships in support of U.N. goals."
The Global Compact's operational phase was launched at UN Headquarters in New York on 26 July 2000. The Secretary-General challenged business leaders to join an international initiative - the Global Compact - that would bring companies together with UN agencies, labour and civil society to support ten principles in the areas of human rights, labour, environment and anti-corruption. Through the power of collective action, the Global Compact seeks to advance responsible corporate citizenship so that business can be part of the solution to the challenges of globalisation. In this way, the private sector - in partnership with other social actors - can help realize the Secretary-General's vision: a more sustainable and inclusive global economy.

The Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption are:

**Human Rights**
- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

**Labour Standards**
- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

**Environment**
- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

**Anti-Corruption**
- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Sector specific standards addressing issues relevant to particular business activities include the responsible care scheme for the chemicals industry, the green globe audit and assurance scheme for hotels and the green alliance performance indicators for the waste management in industry.

**Indian Initiatives**

Ministry of Corporate Affairs in 2010 has launched CSR e-form, wherein the companies adopting and pursuing CSR activities may report their activities on voluntary basis. This will give the companies transparency and disclosure front and on the other hand stakeholders will have access to companies’ CSR activities.
CSR Reporting in Annual Report of Listed Companies is mandatory? True or False.

**CSR ASSESSMENT**

CSR audit has yet to gain momentum but the concept aims to give an independent opinion by external auditor, on the extent of alignment of CSR objectives with the business goals and level of managerial commitment and performance with regard to attainment of social responsibility objectives defined by the company’s Board.

### Indicative CSR Audit Programme

<table>
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<tr>
<th>Segments</th>
<th>Assessment Tools</th>
<th>Scope</th>
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<tbody>
<tr>
<td>Objectives</td>
<td>Coverage</td>
<td>The exhaustiveness of CSR objectives</td>
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<td></td>
<td>Integration</td>
<td>The extent to which the CSR objectives of the company are aligned with its business goals.</td>
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<td></td>
<td>Commitment</td>
<td>The clarity of roles and powers assigned to management for fulfillment of CSR objectives. Integration of Social responsibility throughout the organisation.</td>
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<tr>
<td>Implementation</td>
<td>Processes</td>
<td>Identification of the implementation procedures, time frames, risk and performance management tools for fulfilment of CSR objectives. Manner of delivering CSR activities either by way of foundation/ Trust route or by imbibing them into day to day activities.</td>
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<td></td>
<td>Resources</td>
<td>Allocation of funds, manpower, infrastructure etc.</td>
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<td></td>
<td>Monitoring/Reporting</td>
<td>Internal control systems to monitor the adequacy of mechanisms (including periodic reviews) in relation to fulfillment of CSR objectives. Reporting: Communication of adequate data in relation to CSR objectives to various stakeholders.</td>
</tr>
<tr>
<td>Outcome</td>
<td>Impact Analysis</td>
<td>Analysing the impact of CSR activities carried out by the company in various areas and the quality maintained.</td>
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<td></td>
<td>Feedback</td>
<td>Identification of control weaknesses and make recommendations for improvement to CSR programs of the company. Identification of areas requiring changes.</td>
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CONCLUSION

The Friedman’s formulation that “The business of business is business” has outlived its utility, and social responsibility and being a good corporate citizen are the buzzwords today. In the long run, those organizations or group of persons who do not exercise power in a way which society considers responsible, will tend to lose it.

Remember to do:

1. (www.accountability.org.uk)
2. (www.cepaa.org)
3. (www.goodcorporational.com)
4. www.unglobalcompact.org/

LESSON ROUND-UP

- Sustainable business success and shareholder value cannot be achieved solely through maximising short-term profits, but instead through market-oriented yet responsible behaviour.
- Corporate Social Responsibility is also called Corporate Citizenship or Corporate Responsibility.
- CSR is generally understood to be the way a company achieves a balance or integration of economic, environmental, and social imperatives.
- Government regulation and public policy tend to bring the bare minimum involvement by the corporates towards their corporate responsibilities. Corporate citizenship is a commitment to improve community well-being through voluntary business practices and contribution of corporate resources leading to sustainable growth.
- Factors influencing CSR.
- Philanthropy means the act of donating money, goods, time or effort to support a charitable cause in regard to a defined objective.
- The social responsibility of business can be integrated into the business purpose so as to build a positive synergy between the two.
- Triple Bottom Line Approach of CSR - “People, Planet and Profit” is used to succinctly describe the triple bottom lines.
SELF-TEST QUESTIONS

1. Describe the concept of Corporate Social Responsibility.
2. Differentiate between CSR and philanthropy.
3. What are the factors influencing CSR?
4. What do you mean by integrating CSR with business goals?
5. CSR is limited to development of employees of the company as voluntary guidelines on CSR suggest?
STUDY VIII
INVESTOR PROTECTION AND CORPORATE COMMUNICATION

LEARNING OBJECTIVES

The objective of this study lesson is to enable the students to understand

- Meaning of investors and Institutional Investors, their role in good governance
- Need for the investor protection, their grievances, redressal mechanisms
- Shareholder Activism and Investor relation
- Corporate communication the need and objectives

INVESTORS AND THE NEED FOR PROTECTION

An individual who commits money to investment with the expectation of financial return is an investor.

Anybody who invests in company’s securities is normally called as investor. A strong investor protection is associated with effective corporate governance. According to Fernando A.C. when an investor invests his hard earned money in the securities of the organization he does so with certain expectations of its performance the corporate benefits that may accrue to him and above all prospects of income and possibilities of capital growth of securities he holds in the organization.

As the investors finance the companies, they take the risk that could put them in a situation in which the returns on their investments may not be forthcoming due to the managers or those whom they have appointed them to represent them in board may covertly or overtly betray them.

Research studies confirm that an essential feature of good corporate governance is strong investor protection. Rafael points out that, “Corporate Governance is a set of mechanism through which outside investors protect themselves against expropriation by insiders as the shareholders are spread and scatter and it is difficult for them to manage the organization”.

Hence, the management is entrusted to managers who include Board of Directors (BOD), Chief Executive Officer (CEO) and senior management one level below the board of directors. Many times, there is a mismatch of objectives of managers and shareholders. Investors do realize and accept to a certain level of vested interest by managers. But when it exceeds certain limit the principles of
corporate governance comes in to check such abuses. According to Fernando A. C. “the core substance of corporate governance lies in designing and putting in place the mechanisms such as
(a) Disclosures
(b) Monitoring
(c) Oversight and
(d) Corrective Systems

These mechanisms can be aligned with the objectives of investors and managers as closely as possible and minimize the agency problems.

INSTITUTIONAL INVESTORS

Institutional investors are organizations which pool large sums of money and invest those sums in companies. Their role in the economy is to act as highly specialized investors on behalf of others. In India, there are broadly the following types of institutional investors:
→ Development oriented financial institutions such as IFCI, IDBI and state financial corporations
→ Insurance Companies- LIC, GIC and other subsidiaries
→ Banks
→ All mutual funds and including UTI
→ Pension Funds

For instance, an ordinary person will have a pension from his employer. The employer gives that person's pension contributions to a fund. The fund will buy shares in a company, or some other financial product. Funds are useful because they will hold a broad portfolio of investments in many companies. This spreads risk, so if one company fails, it will be only a small part of the whole fund's investment.

ROLE OF INSTITUTIONAL INVESTORS IN GOOD CORPORATE GOVERNANCE

Most of the reports on corporate governance have emphasized the role which the institutional investors play in corporate governance. The Cadbury Committee (1992) states:

“Because of their collective stake we look to the institutions in particular, with the backing of the Institutional Share Holder’s Committee to use their influence as owners to ensure that companies in which they have invested comply with the code”

A similar view was expressed in Greenbury Report (1995) as one of the main action point is:

“the investor institution should use their power and influence to ensure that the implementation of the best practices set out in the code”

Similarly Hampel Report (1998) stated that:

“it is clear ..... that a discussion of the role of shareholders in corporate governance will mainly concern the institution”.
Indian Scenario

Kumar Mangalam Birla Committee on institutional investors observed that:

(a) Institutional shareholders have acquired a large stake in equity share capital of listed companies. In some of the listed companies they are the major shareholders and own shares largely on behalf of the retail shareholders.

(b) They have a special responsibility given the weightage of their votes and have a bigger role to play in corporate governance as retail investors look upon them for positive use of their voting rights.

(c) The report recommends that Institutional investors maintain an arm’s length relation with the management.

Institutional investors will have a lot of influence in the management of corporations because they will be entitled to exercise the voting rights in a company. They can engage in active role in corporate governance. Furthermore, because institutional investors have the freedom to buy and sell shares, they can play a large part in which companies stay solvent, and which go under. Influencing the conduct of listed companies, and providing them with capital are all part of the job of investment management.

Expectation of their role and recommendations

The committee therefore recommends that institutional shareholders should reflect the following characteristics:

— Take active interest in the composition of board of Directors
— Be vigilant
— Maintain regular and systematic contact at senior level for exchange of views on management, strategy, performance and quality of management
— Ensure that voting intentions are translated into practice
— Evaluate Corporate Governance performance of the company

Given the size of their shareholdings the power of the institutional investors cannot be doubted. Hirschman, in his seminal work, identified the exercise of institutional power within an ‘exit and voice’ framework, arguing that ‘dissatisfaction [may be expressed] directly to management’, the voice option, or by selling the shareholding, the exit option. The latter choice is not viable for many institutional investors given the size of their holdings or a policy of holding a balanced portfolio.

The Combined Code (2008) had also stated the following principles of good governance for the Institutional Shareholders

(a) Dialogue with companies

Institutional shareholders should enter into a dialogue with companies based on the mutual understanding of objectives.
(b) Evaluation of governance disclosures

When evaluating companies’ governance arrangements, particularly those relating to board structure and composition, institutional investors should give due weight to all relevant factors drawn to their attention.

(c) Shareholder voting

Institutional shareholders have a responsibility to make considered use of their votes.

<table>
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<tr>
<th>ICSI Recommendations to strengthen Corporate Governance Framework suggests:</th>
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<tr>
<td><strong>ICSI Recommendation 22</strong></td>
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<td>that it should be mandatory for:</td>
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<td>• for equity based mutual funds to disclose on their company website their overall corporate governance and voting policies with respect to their investments, including the procedures that they have in place for deciding on the use of their voting rights</td>
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<tr>
<td>• an annual disclosure of their voting records on their website</td>
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<tr>
<td><strong>ICSI Recommendation 24</strong></td>
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<tr>
<td>A directive be issued to clarify the nature of the information that can be exchanged at meetings between institutional investors and companies, in compliance with the Insider Trading Regulations of 1992 and its 2002 amendment. The directive should stress that it does not condone the selective disclosure of information by companies to institutions and clearly set the principle of equality of treatment of all shareholders by corporations.</td>
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**INSTITUTIONAL INVESTORS – GLOBAL TRENDS**

I. The Institutional Shareholders’ Committee (ISC) members comprise the Association of British Insurers (ABI), the National Association of Pension Funds (NAPF), the Association of Investment Companies (AIC), and the Investment Management Association (IMA), issued a Code on the Responsibilities of Institutional Investors in the year 2009 which was later adopted as UK Stewardship code 2010

II. UK Stewardship Code (2010)

The Stewardship Code aims to enhance the quality of engagement between institutional investors and companies to help improve long-term returns to shareholders and the efficient exercise of governance responsibilities. Engagement includes pursuing purposeful dialogue on strategy, performance and the management of risk, as well as on issues that are the immediate subject of votes at general meetings.

By creating a sound basis of engagement, stronger link between governance and the investment process shall be attained.
Institutional shareholders are free to choose whether or not to engage but their choice should be based on their investment approach. Compliance of the principles in the Code by institutions and its disclosure should assist companies to understand the approach and expectations of their major shareholders. They should also assist investors who have mandated institutional fund managers to make a better informed choice, thereby improving the functioning of the market and facilitating the exercise of responsibility to end-investors.

The code follows the concept of “Comply or Explain”.

**Principle 1:** Institutional investors should publicly disclose their policy on how they will discharge their stewardship responsibilities.

The disclosure should include:

→ how investee companies will be monitored. In order for monitoring to be effective an active dialogue may, where necessary, need to be entered into with the investee company’s board;

→ the strategy on intervention;

→ internal arrangements, including how stewardship is integrated with the wider investment process;

→ the policy on voting and the use made of, if any, proxy voting or other voting advisory service, including information on how they are used; and

→ the policy on considering explanations made in relation to the UK Corporate Governance Code.

**Principle 2:** Institutional investors should have a robust policy on managing conflicts of interest in relation to stewardship and this policy should be publicly disclosed.

→ An institutional investor’s duty is to act in the interests of all clients and/or beneficiaries when considering matters such as engagement and voting.

→ Conflicts of interest will inevitably arise from time to time, which may include when voting on matters affecting a parent company or client.

→ Institutional investors should put in place and maintain a policy for managing conflicts of interest.

*Conflicts of interest* occurs when a fiduciary institution which is a subsidiary or an affiliate of an integrated financial group, holds and interest in the investee company, whilst the latter has a contractual relationship with another company of the group. For example, a mutual fund belonging to a financial conglomerate that includes a commercial bank, an investment bank, and an insurance company, may face conflicts of interests if the insurance company manages the provident fund of the portfolio company; or if the commercial bank is also a lender to the portfolio company, or if the investment bank is underwriting an issue of shares by the portfolio company. In such cases, its voting decision might be influenced by the interests of other companies within the group.
In the above context:

ICSI Recommendations to strengthen Corporate Governance Framework -- Recommendation 23

It should be mandatory for institutional investors to disclose as to how they manage material conflicts of interests that may affect the exercise of key ownership rights regarding their investments. The disclosure should be made in the prospectuses and periodic financial statements of the mutual funds.

Principle 3: Institutional investors should monitor their investee companies.

Investee companies should be monitored to determine when it is necessary to enter into an active dialogue with their boards. This monitoring should be regular and the process clearly communicable and checked periodically for its effectiveness.

As part of this monitoring, institutional investors should:

→ seek to satisfy themselves, to the extent possible, that the investee company’s board and committee structures are effective, and that independent directors provide adequate oversight, including by meeting the chairman and, where appropriate, other board members;

→ maintain a clear audit trail, for example, records of private meetings held with companies, of votes cast, and of reasons for voting against the investee company’s management, for abstaining, or for voting with management in a contentious situation; and

→ attend the General Meetings of companies in which they have a major holding, where appropriate and practicable.

Institutional investors should consider carefully explanations given for departure from the UK Corporate Governance Code and make reasoned judgements in each case.

Institutional investors should endeavour to identify problems at an early stage to minimise any loss of shareholder value.

Principle 4: Institutional investors should establish clear guidelines on when and how they will escalate their activities as a method of protecting and enhancing shareholder value.

Institutional investors should set out the circumstances when they will actively intervene and regularly assess the outcomes of doing so. Intervention should be considered regardless of whether an active or passive investment policy is followed. Initial discussions should take place on a confidential basis. However, if boards do not respond constructively when institutional investors intervene, then institutional investors will consider whether to escalate their action, for example, by:

→ holding additional meetings with management specifically to discuss concerns;

→ expressing concerns through the company’s advisers;

→ meeting with the chairman, senior independent director, or with all
independent directors;
→ intervening jointly with other institutions on particular issues;
→ making a public statement in advance of the AGM or an EGM;
→ submitting resolutions at shareholders’ meetings; and
→ requisitioning an EGM, in some cases proposing to change board membership.

Principle 5: Institutional investors should be willing to act collectively with other investors where appropriate.
→ Collaborative engagement may be most appropriate at times of significant corporate or wider economic stress, or when the risks posed threaten the ability of the company to continue.
→ Institutional investors should disclose their policy on collective engagement.
→ When participating in collective engagement, institutional investors should have due regard to their policies on conflicts of interest and insider information.

Principle 6: Institutional investors should have a clear policy on voting and disclosure of voting activity.
→ Institutional investors should seek to vote all shares held. They should not automatically support the board.
→ If they have been unable to reach a satisfactory outcome through active dialogue then they should register an abstention or vote against the resolution. In both instances, it is good practice to inform the company in advance of their intention and the reasons why.
→ Institutional investors should disclose publicly voting records and if they do not explain why.

Principle 7: Institutional investors should report periodically on their stewardship and voting activities.

Transparency is an important feature of effective stewardship. Confidentiality in specific situations may well be crucial to achieving a positive outcome. Institutional investors should regularly report to their clients details of how they have discharged their responsibilities. Companies should consider obtaining an independent audit opinion on their engagement and voting processes having regard to the accepted international standards. The existence of such assurance certification should be publicly disclosed.

III. PRI- Principles for Responsible Investment-An investor initiative in partnership with UNEP Finance Initiative and the UN Global Compact.

The United Nations-backed Principles for Responsible Investment Initiative (PRI) is a network of international investors working together to put the six Principles for Responsible Investment into practice.

The Principles were devised by the investment community. They reflect the
view that environmental, social and corporate governance (ESG) issues can affect the performance of investment portfolios and therefore must be given appropriate consideration by investors if they are to fulfil their fiduciary (or equivalent) duty. The Principles provide a voluntary framework by which all investors can incorporate ESG issues into their decision-making and ownership practices and so better align their objectives with those of society at large.

Institutional investors have a duty to act in the best long-term interests of the beneficiaries. In this fiduciary role, environmental, social, and corporate governance (ESG) issues can affect the performance of investment portfolios (to varying degrees across companies, sectors, regions, asset classes and through time). Applying these Principles may better align investors with broader objectives of society. Thereby, institutional investors commit to the following:

1. **Incorporation of ESG issues into investment analysis and decision-making processes.**

   *Possible actions:*
   
   - Address ESG issues in investment policy statements
   - Support development of ESG-related tools, metrics, and analyses
   - Assess the capabilities of internal investment managers and external investment managers to incorporate ESG issues
   - Ask investment service providers (such as financial analysts, consultants, brokers, research firms, or rating companies) to integrate ESG factors into evolving research and analysis
   - Advocate ESG training for investment professionals

2. **Shall perform as active owners and incorporate ESG issues into their ownership policies and practices.**

   *Possible actions:*
   
   - Develop and disclose an active ownership policy consistent with the Principles
   - Exercise voting rights or monitor compliance with voting policy (if outsourced)
   - Participate in the development of policy, regulation, and standard setting (such as promoting and protecting shareholder rights)
   - File shareholder resolutions consistent with long-term ESG considerations
   - Engage with companies on ESG issues
   - Participate in collaborative engagement initiatives
   - Ask investment managers to undertake and report on ESG-related engagement
3. **Seek appropriate disclosure on ESG issues by the entities in which we invest.**

   **Possible actions:**
   - Ask for standardised reporting on ESG issues (using tools such as the Global Reporting Initiative)
   - Ask for ESG issues to be integrated within annual financial reports
   - Ask for information from companies regarding adoption of/adherence to relevant norms, standards, codes of conduct or international initiatives (such as the UN Global Compact)
   - Support shareholder initiatives and resolutions promoting ESG disclosure

4. **Shall promote acceptance and implementation of the Principles within the investment industry.**

   **Possible actions:**
   - Align investment mandates, monitoring procedures, performance indicators and incentive structures accordingly (for example, ensure investment management processes reflect long-term time horizons when appropriate)
   - Communicate ESG expectations to investment service providers
   - Support the development of tools for benchmarking ESG integration

5. **Work together to enhance effectiveness in implementing the Principles.**

   **Possible actions:**
   - Support/participate in networks and information platforms to share tools, pool resources, and make use of investor reporting as a source of learning
   - Collectively address relevant emerging issues
   - Develop or support appropriate collaborative initiatives

6. **Report on activities and progress towards implementing the Principles.**

   **Possible actions:**
   - Disclose how ESG issues are integrated within investment practices
   - Disclose active ownership activities (voting, engagement, and/or policy dialogue)
   - Disclose what is required from service providers in relation to the Principles
   - Communicate with beneficiaries about ESG issues and the Principles
   - Report on progress and/or achievements relating to the Principles using a ‘Comply or Explain’ approach
   - Seek to determine the impact of the Principles
   - Make use of reporting to raise awareness among a broader group of stakeholders
IV. CALIFORNIA PUBLIC EMPLOYEES’ RETIREMENT SYSTEM

California Public Employees’ Retirement System (CalPERS) manages retirement benefits for more than 1.6 million California public employees, retirees, and their families. The corporate governance team at CalPERS challenges companies and the status quo; vote proxies; work closely with regulatory agencies to strengthen financial markets; and invest with partners that use corporate governance strategies to add value to the fund by turning around ailing companies. As a strategy CalPERS invest in sick and ailing companies where it employs good governance practices to improvise company’s overall performance.

“Corporate Governance,” at CalPERS, means the “relationship among various participants in determining the direction and performance of corporations. The primary participants are (1) shareowners, (2) management (led by the chief executive officer), and (3) the board of directors.” (Robert Monks and Nell Minow, CORPORATE GOVERNANCE 1 (1995).)

CalPERS corporate engagement process has the overarching objective of improving alignment of interest between providers of capital and company management. It is CalPERS view that improved alignment of interest will enable the fund to fulfill its fiduciary duty to achieve sustainable risk adjusted returns.

There are three main drivers in the corporate engagement program:

→ Financial Performance – company engagement to address persistent, relative value destruction, through the Focus List Program

→ Value Related Risk – material environmental, social and governance factors, such as reputational risk, climate change, board diversity and key accountability measures such as majority voting

→ Compliance – in response to State or Federal legislation.

CalPERS also have company specific engagement, which can be viewed as a strategy for addressing related risks. Compliance is a requirement and mitigates both financial reputational risks for CalPERS

CalPERS has issued Global principles of accountable Corporate Governance which were updated on 16th February, 2010. The underlying tenet for CalPERS’ Core Principles of Accountable Corporate Governance is that fully accountable corporate governance structures produce, over the long term, the best returns to shareowners. CalPERS’ Global Principles are broken down into four areas – Core, Domestic, International, and Emerging Markets Principles.

Core Principles of Accountable Corporate Governance

1. Optimizing Shareowner Return: Corporate governance practices should focus the board’s attention on optimizing the company’s operating performance, profitability and returns to shareowners.

2. Accountability: Directors should be accountable to shareowners and management accountable to directors. To ensure this accountability, directors must be accessible to shareowner inquiry concerning their key decisions affecting the company’s strategic direction.
3. **Transparency**: Operating, financial, and governance information about companies must be readily transparent to permit accurate market comparisons; this includes disclosure and transparency of objective globally accepted minimum accounting standards, such as the International Financial Reporting Standards ("IFRS").

4. **One-share/One-vote**: All investors must be treated equitably and upon the principle of one-share/one vote.

5. **Proxy Materials**: Proxy materials should be written in a manner designed to provide shareowners with the information necessary to make informed voting decisions. Similarly, proxy materials should be distributed in a manner designed to encourage shareowner participation. All shareowner votes, whether cast in person or by proxy, should be formally counted with vote outcomes formally announced.

6. **Code of Best Practices**: Each capital market in which shares are issued and traded should adopt its own Code of Best Practices to promote transparency of information, prevention of harmful labor practices, investor protection, and corporate social responsibility. Where such a code is adopted, companies should disclose to their shareowners whether they are in compliance.

7. **Long-term Vision**: Corporate directors and management should have a long-term strategic vision that, at its core, emphasizes sustained shareowner value. In turn, despite differing investment strategies and tactics, shareowners should encourage corporate management to resist short-term behavior by supporting and rewarding long-term superior returns.

8. **Access to Director Nominations**: Shareowners should have effective access to the director nomination process.

**TOOLS USED BY INSTITUTIONAL INVESTORS**

The Institutional Investors use different tools to assess the health of Company before investing resources in it. Some of the important tools are discussed as under:

(i) **One-to-one meetings**

The meetings between institutional investors and companies are extremely important as a means of communication between the two parties. This is one clear example of the way that individual investors are at a disadvantage to institutional investors as corporate management will usually only arrange such meetings with large investors who are overwhelmingly institutional investors. A company will usually arrange to meet with its largest institutional investors on a one-to-one basis during the course of the year.

(ii) **Voting**

The right to vote which is attached to voting shares (as opposed to non-voting shares) is a basic prerogative of share ownership, and is particularly important given the division of ownership (shareholders) and control (directors) in the modern corporation. The right to vote can be seen as fundamental tools for some element of control by shareholders. The institutional investors can register their views by postal voting, or, vote electronically where this facility is available. Most of the large
institutional investors now have a policy of trying to vote on all issues which may be raised at their investee company's AGM. Some may vote directly on all resolutions, others may appoint a proxy (which may be a board member). Generally, an institutional investor will try to sort out any contentious issues with management ‘behind the scenes’, however if this fails, then they may abstain from voting on a particular issue (rather than voting with incumbent management as they generally would) or they may actually vote against a resolution. In this case, they would generally inform the firm of their intention to vote against. Corporate governance issues tend to be the most contentious, particularly directors’ remuneration and lengths of contract.

(iii) Focus lists

A number of institutional investors have established ‘focus lists’ whereby they target underperforming companies and include them on a list of companies which have underperformed a main index, such as Standard and Poor’s. Underperforming index would be a first point of identification, other factors would include not responding appropriately to the institutional investor’s enquiries regarding underperformance, and not taking account of the institutional investor’s views. After being put on the focus list, the companies often receive unwanted, attention of the institutional investors who may seek to change various directors on the board.

(iv) Corporate governance rating systems

With the increasing emphasis on corporate governance across the globe, it is perhaps not surprising that a number of corporate governance rating systems have been developed. Examples of such firms which have developed corporate governance rating systems are Deminor, Standard and Poor’s, and Governance Metrics International (GMI). The rating system cover several markets, for example, Deminor has tended to concentrate on European companies whilst Standard and Poor’s have used their corporate governance rating system in quite different markets, for example, Russia. GMI ratings cover a range of countries including the US, various countries in the Asia-Pacific region and Europe. These corporate governance rating systems should be of benefit to investors, both potential and those presently invested, and to the companies themselves.

In turn, the ratings will also be useful to governments in identifying perceived levels of corporate governance in their country compared to other countries in their region, or outside it, whose companies may be competing for limited foreign investment. In emerging market countries in particular, those companies with a corporate governance infrastructure will, ceteris paribus, be less subject to cronyism and its attendant effects on corporate wealth. These companies would tend to be more transparent and accountable, and hence more attractive to foreign investors.

A corporate governance rating could be a powerful indicator of the extent to which a company currently is adding, or has the potential to add in the future, shareholder value. This is because a company with good corporate governance is generally perceived as more attractive to investors than one without. Good corporate governance should, for example, indicate a board that is prepared to participate actively in dialogue with its shareholders, ensuring the effective exercise of voice (Hirschman 1970) thus enabling investors to articulate their interests.
FEW EXAMPLES

SATYAM FIASCO

On 16th December, Satyam Computer Services Limited (now Tech Mahindra) announced its audacious plan to acquire controlling interest in Maytas Infrastructure and Maytas Properties for US$1.6 billion. The family of Ramalinga Raju had a large shareholding in these two Maytas companies. The deal was cleared by Satyam’s board of directors which had several reputed independent directors. The move was aimed at transferring over 60 billion of cash from Satyam’s shareholders to the Raju family which definitively controlled Satyam (with only 8% shareholding) and Maytas companies (with a substantial shareholding).

This outraged the mutual funds and institutional investors in India, who threatened legal action. The deal was announced by Satyam after the Indian markets had closed on December 16, 2008, but Satyam’s ADR crashed over 50% when it opened for trading in the US. In view of the outrage, the deal was cancelled next day. The share price still crashed 30% and continued to fall even after the deal was cancelled. This forced the Chairman of the company to confess the fraud on January 7, 2009. He admitted in a letter to the stock exchanges and SEBI, that he had falsified the books of Satyam. He and his brother and the MD and the CFO of Satyam resigned.

SHAREHOLDERS vs. MARKS & SPENCER

Shareholders in UK high-street name Marks & Spencer had been calling for the company to split the role of chairman and chief executive since Sir Stuart Rose assumed both roles in March 2008. In the AGM 2009 held 40% of shareholders backed a special motion put forward by the Local Authority Pension Fund Forum (LAPFF) calling for the retailer to appoint a new chairman to replace Sir Stuart Rose by July 2010, a year earlier than planned. The motion required 75% backing to be passed which it failed to attain. The LAPFF was protesting about Sir Stuart's joint role as chief executive and chairman

In November 2009 however, their calls were answered when Marc Bolland was appointed as chief executive. Bolland kicked off his tenure with a Golden Hello of £15m.

INVESTOR PROTECTION IN INDIA

Securities and Exchange Board of India (SEBI) is the capital market regulator and nodal agency in India who regulates the security market. One of the objectives of the SEBI is to provide a degree of protection to the investors and to safeguard their rights, steady flow of savings into market and to promote the development of and regulate the securities market.

Investors should be safeguarded not only against frauds and cheating but also against the losses arising out of unfair practices. Such practices may include:

→ Deliberate misstatement in offer statements to investors
→ Price manipulations
→ Insider trading.
SEBI has issued many guidelines and regulations to regulate the capital market and to protect the investors. Some of the guidelines are

- SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009;
- SEBI (Ombudsman) Regulation 2003 – designed to redress the investor’s grievance against listed companies or intermediaries or both for amicable settlement;
- SEBI (Prohibition of fraudulent and unfair Trade Practices relating to securities market) Regulations 2003 – to prohibit any fraudulent and unfair Trade Practices relating to securities market;
- SEBI (Prohibition of Insider Trading ) Regulations 1992 and amended in 2002. The basic objective is to prohibit persons who have more access to company’s information which can be used to benefit the individual or group of individual or agency.

In addition to the above, SEBI has set up a separate cell to address the grievances of investors. To support further, the Government of India has also enacted Right To Information (RTI) Act 2005 to provide right to information to citizen to secure access to information under the control of public authority in order to promote transparency and accountability.

Investor Protection is Multi Dimensional

According to Fernando A.C. - Investor protection is a broader problem and covers various measures to protect the investors from the mal-practices of

(a) **Companies** - The complaints generally center around non-receipt of allotment letter, refund orders, dividends warrants and interest etc

(b) **Member Brokers** - The complaints are around the price, quantity etc at which transactions are put through defective delivery, non payment or delayed payments

(c) **Financial Intermediaries** - These complaints can be against sub brokers, agents, merchant bankers and issue managers. The complaints may be on non-delivery of securities and non settlement of payments due to investors

When an investor has a grievance and has a complaint, he has to approach the company concerned, Mutual Fund (MF) or Depository Participant (DP) as the case may be. If he is not satisfied, he can approach SEBI’s Investor Grievance and guidance division for redressal of following complaints:

(a) Issues related to non receipt of refund order, allotment advice;
(b) Issues related to non receipt of share certificates;
(c) Issues related to non receipt of dividends;
(d) Debenture related complaints etc;
(e) Mutual fund related complaints;
(f) Complaints related to Dematerialization or DP;
(g) Disclosures in Prospectus; and
(h) Misleading advertisements Etc

INSIDER TRADING

Rafael La Porta et al (1999) points out the insiders may steal the fund or siphon off investor’s funds in the following ways.

(a) Insider may simply steal the earnings
(b) Sell the output or assets of the firm they control which the outside investors have financed, to another entity at below market price. Such transfer pricing is equivalent to stealing.
(c) Employing under qualified family members on excessive pay in managerial positions.
(d) Selling the securities to other firm i.e. the insider control at a lower price.

The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, say, "Insider" is any person, who is or was connected with the company, and who is reasonably expected to have access to unpublished price-sensitive information about the stock of that particular company, or who has access to such unpublished price sensitive information.

Information that could be price sensitive includes
- Periodical financial results of a company,
- Intended declaration of dividend,
- Issue or buyback of securities,
- any major expansion plans or execution of new projects, amalgamation, merger, takeovers, disposal of the whole or substantial part of the undertaking and any other significant changes in policies, plans or operations of the company.

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Insider buys the stock (he might also already own it). He then releases price-sensitive information to a small group of people close to him, who buy the stock based on it, and spread the information further. This results in an increase in volumes and prices of the stock. The inside information has now become known to a larger group of people which further pushes up volumes and prices of the stock.

After a certain price has been reached, which the insider knows about, he exits, as do the ones close to him, and the stock’s price falls. Those who had inside information are safe while the ordinary retail investor is stuck holding a white elephant as, in many cases, the 'tip' reaches him only when the stock is already on a boil.

The regular investor gets on the bandwagon rather late in the day as he is away from the buzz with no direct connection to the 'real' source. He buys the overvalued stock due to imbalance in the information flow.
However, insider trading isn't always illegal. Trading by a company insider in its shares is not violation per se and is legal. What is illegal is the trading by an insider on the basis of unpublished price-sensitive information. Insider trading violations may also include 'tipping' such information and the person using it.

Rules against insider trading on material non-public information exist in most jurisdictions around the world, though the details and the efforts to enforce them vary considerably. The United States is generally viewed as having the strictest laws against illegal insider trading, and makes the most serious efforts to enforce them.

**Liability for insider trading**

Liability for insider trading violations cannot be avoided by passing on the information in quid pro quo arrangement, as long as the person receiving the information knew or should have known that the information was company property. For example, if Company A's CEO did not trade on the undisclosed takeover news, but instead passed the information on to his brother-in-law who traded on it, illegal insider trading would still have occurred.

**Misappropriation theory**

A newer view of insider trading, the "misappropriation theory" is now part of US law. It states that anyone who misappropriates (steals) information from their employer and trades on that information in any stock (not just the employer's stock) is guilty of insider trading. For example, if a journalist who worked for Company B learned about the takeover of Company A while performing his work duties, and bought stock in Company A, illegal insider trading might still have occurred. Even though the journalist did not violate a fiduciary duty to Company A's shareholders, he might have violated a fiduciary duty to Company B's shareholders (assuming the newspaper had a policy of not allowing reporters to trade on stories they were covering).

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**FEW EXAMPLES**

Much of the development of insider trading law has resulted from court decisions.

In *SEC v. Texas Gulf Sulphur Co.* (1966), a federal circuit court stated that anyone in possession of inside information must either disclose the information or refrain from trading. In 1984, the Supreme Court of the United States ruled in the case of *Dirks v. SEC* that tippees (receivers of second-hand information) are liable if they had reason to believe that the tipper had breached a fiduciary duty in disclosing confidential information and the tipper received any personal benefit from the disclosure. (Since Dirks disclosed the information in order to expose a fraud, rather than for personal gain, nobody was liable for insider trading violations in his case.)

The Dirks case also defined the concept of "constructive insiders," who are lawyers, investment bankers and others who receive confidential information from a corporation while providing services to the corporation. Constructive insiders are also liable for insider trading violations if the corporation expects the information to remain confidential, since they acquire the fiduciary duties of the true insider.
In *United States v. Carpenter* (1986) the U.S. Supreme Court cited an earlier ruling while unanimously upholding mail and wire fraud convictions for a defendant who received his information from a journalist rather than from the company itself. The journalist R. Foster Winans was also convicted, on the grounds that he had misappropriated information belonging to his employer, the Wall Street Journal. In that widely publicized case, Winans traded in advance of "Heard on the Street" columns appearing in the Journal.

The court ruled in Carpenter: "It is well established, as a general proposition, that a person who acquires special knowledge or information by virtue of a confidential or fiduciary relationship with another is not free to exploit that knowledge or information for his own personal benefit but must account to his principle for any profits derived there from."

**Indian Scenario**

*Tata Finance Limited*

SEBI has passed an order dated January 11, 2008 in the matter of M/s. Tata Finance Limited (TFL) restraining Shri D.S. Pendse, Mrs. Anuradha Pendse, Dr. Anjali Beke and M/s. Nalini Properties Pvt. Ltd. from accessing the securities market and prohibiting them from buying, selling or otherwise dealing or associating with the securities market in any manner whatsoever, for a period of five years.

Upon receiving a complaint from TFL, a copy of which was also received from Joint Parliamentary Committee, SEBI initiated an investigation *inter alia* into the alleged insider trading by Shri Pendse and his relatives/associates/friends.

It was alleged that Smt. Anuradha Pendse, Dr. Anjali Beke and Nalini Properties (P) Ltd. had sold shares of TFL on 28th March 2001 on the basis of an unpublished price sensitive information relating to the financial position of TFL which was not in public domain. The unpublished price sensitive information was alleged to have been provided to them by Shri. Dilip Pendse who at the relevant point of time, was the Managing Director of TFL. The price sensitive information was pertaining to the loss of Rs.79.37 crores suffered by Nishkalp Investment and Trading Co Ltd, a wholly owned subsidiary of TFL. This information was made public only on 30th April 2001. Shri Dilip Pendse, besides being MD of TFL was also the Director of Nishkap at the relevant time. It is alleged that Shri Pendse was aware of the poor financial position of TFL on account of the losses incurred by Nishkap before the information was made public on 30.04.2001. Accordingly, his associates/relatives sold 2,90,000 shares of TFL during March 2001, before the information became public. 40,000 shares of TFL were sold by Smt. Anuradha Pendse and Nalini Properties, Dr. Anjali Beke a close friend and associate of Shri Pendse for several years, also sold 2,30,000 shares in the name of Anjudi Properties & Investment Pvt. Ltd. (hereinafter referred to as 'APIPL'), a company associated/ connected with Shri Pendse and controlled by Dr. Anjali Beke and her husband Dr. Beke. It was alleged that on account of the sale, unjust profit accrued to the entities.
**IFCI**

Take the case of IFCI. The stock had been on fire since early January 2007. It gained almost 53 per cent in eight trading sessions from Rs 13.45 before the announcement of its 7-per cent stake sale in NSE was made in January 2007.

The stock also gained 30 per cent in 12 sessions before the announcement to appoint Ernst & Young for advising the company on induction of a strategic investor in the company was made in March 2007. From this level, the run up in the stock has been over 210 per cent.

While it is not possible to say that insider trading took place in this case, little else explains the share price movement. The expected strategic sale was called off in December 2007, and the stock shed almost 23 per cent in one session. Investors who got on the bandwagon at around Rs 70-74 in early September 2007 and did not sell by this time, would have lost all their gains.

**HLL-BBLIL**

The misuse is subject to varying interpretations. The insider-trading allegation against Hindustan Lever (HLL) for purchasing eight lakh shares of Brooke Bond Lipton India (BBLIL) from Unit Trust of India a month before the merger of the two companies was announced is a case in point.

Both Hindustan Lever Ltd and Brooke Bond were subsidiaries of Uniliver. As a part of the merger scheme of the two companies and also to continue to maintain its majority holding, Uniliver ordered HLL to buy 8 lakh shares of BB from Unit Trust of India (UTI). HLL did so by paying 10% premium over prevailing market price. After investigation, a case of insider trading was brought against Hindustan Lever and its directors. SEBI, did not impose penalty on HLL or its director for insider trading, but ordered prosecution of the directors, besides ordering payment of compensation to UTI to wit Rs. 3.04 crores. In appeal, the tribunal upheld the finding of insider trading as HLL was a deemed connected person and also had price sensitive information which would have affected the market price of shares. However, the tribunal found favour with HLL's argument that the information it possessed was published, even though not confirmed or authenticated by the company. In support thereof, it relied on several news reports prior to the date of merger. Further, the fact that UTI had continued to sell BB shares at more or less the price given by HLL showed that the merger had not resulted in the either loss to UTI, or gain to HLL. On the issue of awarding compensation, the order of the SEBI was held to be without jurisdiction. Hence tin's appeal claiming enhanced compensation was dismissed. As regards the direction to prosecute the directors of HLL, the tribunal felt that the SEBI had not established in its order the gravity of the case, so as to merit prosecution. However, the Tribunal left it open to SEBI to commence adjudication proceeding against the directors under section 15G of the Act. [Hindustan Lever Ltd. v. SEBI, (1993) 3 COMP U 473: (1998) (18) SCL 311 (SAT)]. It is submitted that in this case, HLL got away with its skin in teeth more due to defective statutory provision and also due to some publications prior to acquisition. Otherwise, the transaction had all the hallmark of advantage to HLL in the process. Be that as it may, the last observation which gives liberty to commence adjudication proceeding against the directors is inconsistent with the general tenor of the order, which exonerates HLL. There was no reason to leave the field open for proceeding against directors.
INVESTOR EDUCATION & PROTECTION FUND

Investor Education and Protection Fund (IEPF) has been established under Section 205C of the Companies Act, 1956 by way of Companies (Amendment) Act, 1999 for promotion of investors’ awareness and protection of the interests of investors.

Investor Education and Protection Fund (awareness and protection of investors) Rules, 2001 stipulate the activities related to investors’ education, awareness and protection for which the financial sanction can be provided under IEPF.

An initiative of Ministry pursues following activities as stipulated under Rules
Investor Education programme through Media

→ Organizing Seminars and Symposia
→ Proposals for registration of Voluntary Associations or Institution or other organizations engaged in Investor Education and Protection activities
→ Proposals for projects for Investors’ Education and Protection including research activities and proposals for financing such projects
→ Coordinating with institutions engaged in Investor Education, awareness and protection activities

Class Action Suits

The provisions contained for representative suits in Section 397 and 398 in the existing Companies Act, 1956 for oppression and mismanagement may be termed alike US Class Action. However, there is no specific provision for class action litigations under existing Indian Companies Act.

The proposed Companies Bill 2009 however contains few provisions for class action lawsuits. Clause 32 of the Bill states that “A suit may be filed or any other action may be taken under Section 30 or Section 31 by any person, group of persons or any association of persons affected by any misleading statement or the inclusion or omission of any matter in the prospectus.” Similarly Clause 215 and Clause 216 propose to provide for a class action mechanism under Prevention of oppression and mismanagement provisions. Once enacted, these provisions will enable the shareholders of a Company to hold the errant companies and their management responsible for the wrong-doing.

The Securities and Exchange Board of India (SEBI) also notified SEBI (Investor Protection and Education Fund) Regulations, 2009 according to which SEBI will establish an Investor Protection and Education Fund which will be used inter-alia, for “aiding investors’ associations recognized by the Board to undertake legal proceedings in the interest of investors in securities that are listed or proposed to be listed” – clause 5 (2) (d) of the Regulations. This amendment is a path-breaking one and is believed to set shareholder activism in India. Through this an attempt is being made to provide incentive to class action litigations. Though a regime has started yet much is needed to make such litigations successful in India.
SHAREHOLDER ACTIVISM

Shareholder activism refers to the active involvement of stockholders in their organization. Active participation in company meetings is a healthy practice. They can resolve issues laid down in the annual and other general meetings and can raise concerns over financial matters or even social causes such as protection of the environment. Shareholder activists include public pension funds, mutual funds, unions, religious institutions, universities, foundations, environmental activists and human rights groups.

A share in a company is not only a share in profits but also a share in ownership. Shareholders must realize that their active participation in the company’s operations ensures

→ better management,
→ less frauds and
→ better governance.

The corporate crisis that looms today - shareholder activism - is with different actors but the same stories. In the 90’s it was hostile takeovers. Today it is hostile hedge funds frustrated with performance and employing new strategies to improve overall returns. Ironically, shorter term investors that once “voted with their feet” are now taking the long road of shareholder activism.

History of Shareholder Activism

Shareholder activism can be traced back 80 years when Henry Ford chose to cancel a special dividend and instead spend the money on advancing social objectives. The court ultimately sided with dissenting shareholders, reinstated the dividend, sparking a new paradigm in shareholder activism.

In the late 1980’s, shareholder activism took a more aggressive turn with corporate raiders like Paul Getty. Shareholders took on management, The New Crisis: Shareholder Activism Ashton Partners engaging in hostile takeovers and leveraged-buyouts to gain control of undervalued and underperforming companies.

In the 1990’s shareholder activism found mainstream pension fund managers like CalPERS pushing for the repeal of staggered boards and poison pills. These players used a form of “quiet” activism – favoring abstentions and withholding votes for important proxy issues – as a way to influence management and Board decisions.

The purpose of shareholder activism is to

→ Provide an overview of shareholder activist, and how it may influence a company’s behaviour,

→ Identify what options are available for shareholders wishing to pursue an activist agenda, and
Consider the legal framework in which UK public companies must operate when faced with shareholder activism.

Shareholder activism can be exercised through **proxy battles, publicity campaigns, shareholder resolutions, litigation and negotiations** with management. For example,

- Shareholder activism played a major role in eradicating apartheid in South Africa through divestment.
- Shareholders have also influenced the phasing out of polystyrene products at McDonald's.
- More recently, shareholders were able to bring public pressure and media attention on Home Depot to stop the use of wood from environmentally sensitive areas.

The shareholder activism means

- Establishing dialogue with the management on issues that concern
- Influencing the corporate culture.
- Using the corporate democracy provided by law.
- Increasing general awareness on social and human rights issues concerning the organization.

Internet and mass media are effective tools in building up pressure on the management.

Shareholder activism often highlights differences in strategy or poor communication. In numerous activist situations companies believing they've told one story, and the investment community hearing another, or nothing at all. Inconsistency in messaging and lack of information breed investor discontent, and ultimately shareholder activism. If ignored long enough, the situation comes to a breaking point where activist investors choose a drastic approach.

**INVESTORS FORCE ETHICAL ISSUES ON TESCO’s AGENDA**

**AGM 29 June 2007 - TESCO**

**Tesco a UK based** Supermarket Chain Company faced an unprecedented revolt over the meagre wages it pays workers in the developing world to supply its supermarkets with everything from cheap clothing to fruit.

Shareholders at the company's annual meeting in London also voiced their anger at a controversial pay scheme for chief executive Sir Terry Leahy, which could see him pocket over £11m if Tesco's expansion into the US market succeeded.

More than one-in-six shareholders failed to back Sir Terry’s new pay scheme, while almost 20% of shareholders refused to reject a resolution calling for Tesco to pay workers in the developing world a “living wage”.

The latter resolution was tabled by Ben Birnberg, a retired solicitor. It was the first time an independent shareholder had got a motion onto the table at a Tesco AGM,
and it was an important piece of shareholder activism. The board of Tesco called on shareholders to reject it saying that the company was already taking steps to ensure its suppliers treat workers properly.

But Mr Birnberg told the meeting that "the irony of the board recommending that shareholders vote against our resolution to increase the meagre pay of its outsourced workers ... while at the same time provocatively recommending that shareholders vote for incentive plans which will augment the already absurdly generous remuneration packages for its top executives ... may be lost on the board but it is certainly not lost on this shareholder or more to the point on the public at large".

"There is nothing that lowers a company more in the estimation of right thinking people generally ... than a public display of executive greed in an affluent world going hand in hand with a public display of corporate miserliness and indifference towards those at the bottom in an impoverished world who contribute so munificently to our corporate wealth," he further said.

He received support for his resolution from the Joseph Rowntree Trust, with just under a million shares, while the CIS, which had £25bn under management and is a significant shareholder in Tesco, was among those who abstained on the vote.

South African fruit picker who attended the meeting said "Our children still go hungry ... we don't want to beg and borrow to stay alive. We are asking Tesco to give us what we deserve. We just want to live a life of dignity."

The meeting, which ran for more than three hours, was also addressed by a Bangladeshi textile worker who told the company that workers there are not being paid "a living wage".

In the end, 8.75% of shareholders refused to back the company's remuneration policy while 17.71% refused to back Sir Terry's special US bonus.

INVESTOR RELATIONS (IR)

Investor Relations describes the department of a company devoted to handling inquiries from shareholders and investors, as well as others who might be interested in a company's stock or financial stability.

Investor Relations (IR) is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company's securities achieving fair valuation.

Typically, investor relations is a department or person reporting to the Chief Financial Officer. In some companies, investor relations is managed by the public relations or corporate communications departments, and can also be referred to as "financial public relations" or "financial communications".
Many larger publicly-traded companies now have dedicated IR officers (IROs), who oversee most aspects of shareholder meetings, press conferences, private meetings with investors, (known as "one-on-one" briefings), investor relations sections of company websites, and company annual reports. The investor relations function also often includes the transmission of information relating to intangible values such as the company's policy on corporate governance or corporate social responsibility. Recently, the field has trended toward an increasingly popular movement for "interactive data", and the management of company filings through streaming-data solutions such as XBRL or other forms of electronic disclosure have become prevalent topics of discussion amongst leading IROs worldwide.

The investor relations function must be aware of current and upcoming issues that an organization or issuer may face, particularly those that relate to fiduciary duty and organizational impact. In particular, it must be able to assess the various patterns of stock-trading that a public company may experience, often as the result of a public disclosure (or any research reports issued by financial analysts). The investor relations department must also work closely with the Company Secretary on legal and regulatory matters that affect shareholders.

IRO's have access to the Chief Executive Officer (CEO) and Chairman or President of the corporation. This means that as well as being able to understand and communicate the company's financial strategy, they are also able to communicate the broader strategic direction of the corporation and ensure that the image of the corporation is maintained in a cohesive fashion.

Due to the potential impact of legal liability claims awarded by courts, and the consequential impact on the company's share price, IR often has a role in crisis management of, for example, corporate downsizing, changes in management or internal structure, product liability issues and industrial disasters.

The most highly-regarded professional member organization for Investor Relations in the United States is the National Investor Relations Institute, or NIRI. In the United Kingdom, the recognized industry body is The Investor Relations Society, while in Canada, the professional association is called the Canadian Investor Relations Institute, or CIRI. Australia's professional organization is known as the Australian Investor Relations Association (AIRA).

**ICSI Recommendations to strengthen Corporate Governance Framework**

ICSI Recommendations to strengthen Corporate Governance Framework recommends Constitution of Investor Relations Cell should be made mandatory for Listed Companies. The Investor Relations Meet after declaration of financial results should be compulsorily webcast in case of companies having a market capitalization of Rs.1000 Crore or more

**The Sarbanes-Oxley Act**

The Sarbanes-Oxley Act of 2002 significantly increased the importance of investor relations in the financial markets. The act established new requirements for corporate compliance and regulatory governance, with an increased emphasis on accuracy in auditing and public disclosure. Notable provisions of the act which apply
to investor relations include enhanced financial disclosures and accuracy of financial reports, real-time disclosures, off-balance-sheet transaction disclosures, pro-forma financial disclosures, management assessment of internal controls, and corporate responsibility for financial reports. More specifically, Sarbanes-Oxley sections 301, 302, 404, and 802 have been of particular interest to companies improving corporate compliance. Similar to Sarbanes-Oxley are Bill 198 in Canada, LSF in France, and J-SOX in Japan. The European MiFID Directive, although principally concerned with investor protection, also covers regulation and compliance for listed European companies.

If the latest collection of balance sheets is any indication, corporate India is increasingly paying attention to investor relations, courtesy IROs whose roles are being fine-tuned like never before. Companies are strengthening their investor relations departments, multi-tasking them and hiring more people for improved investor communication.

**Reporting Standards**

Companies these days need to disclose much more. The current legal requirements are prompting companies to refine their reporting standards too.

The job-profile of IROs is changing as a result, others in the accounting profession comment. IROs provide definite inputs to boards of directors and become part of companies’ disclosure committees.

**Investor Confidence**

The responsibilities of the IRO, include:

→ building interest in the firm on the buy side,

→ anticipate market reaction towards M&As and divestitures,

→ and building investor confidence in the firm.

Companies frequently need to convey important messages to shareholders, some of them related to performance and strategy, point out investment circles. “Communications these days is not merely about meetings with stakeholders.”

**Dynamic Role**

The companies are playing dynamic roles now a day. They have separate sections on their website for investors and shareholders providing exclusive information and clarifications to analysts, retail and institutional investors.

ITC Ltd in its balance sheet pointed out how investors can make use of its Web site, which has two “exclusive sections” titled Shareholder Value and Investor Relations. Clarifications provided to institutional investors and analysts, including presentations made to them, are also posted. Incidentally, ITC’s in-house investor service centre is accredited with ISO 9001:2000 certification. The company itself is registered with the SEBI has a Category II share transfer agent.

Accounting professionals also note that company managements are attaching considerable importance to IROs and will play a more dynamic role in times to come, assisting managements in understanding shareholder psyche.
Examples of corporates’ concern for shareholders are shown all over. The Ashok Leyland balance sheet, for instance, discusses the feedback on results/findings of a ‘Shareholders’ Satisfaction Survey’ which has elicited over 1,660 responses.

“A large number of respondents had expressed concern about the slow movement in the share price of the company, expectation of bonus shares and also a higher quantum of dividend,” Ashok Leyland has stated, adding that the feedback has been shared with the company’s registrar and transfer agent, Integrated Enterprises (India) Ltd

CORPORATE COMMUNICATIONS - BASIC DEFINITION

Corporate communication means the corporation’s voice and the images it projects of itself to the various stakeholders.

“Corporate Communications is all about managing perceptions and ensuring effective and timely dissemination of information, positive corporate image, smooth and affirmative relationship with all stakeholders”.

This includes various areas such as corporate reputation, corporate advertising, and employee communications, government relations and media management. These days most of the bigger organizations have departments of corporate communication which appears on the organizational chart along with traditional functions like marketing or accounting.

The corporate communication can also be defined as the processes a company uses to communicate all its messages to key constituencies –

→ a combination of meetings,
→ interviews,
→ speeches,
→ reports,
→ images
→ advertising, and
→ on-line communication.

Ideally, corporate communication is an attitude or a set of mental habits that employees internalize. The result is good communication practices that permeate an organisation and are present in all its communications with constituencies.

Corporate communications also includes all the products of communication, such as memos, letters, reports, websites, e-mails, speeches or new releases. In the aggregate of these messages is what a company sends to it constituencies, whether internal or external. The communications can be written communication verbal or spoken communications or non-verbal communications. Electronic channels like email, voice mail, telephone calls video conferencing and chat sessions are gaining more importance as communication channels. On line technology can improve the communication efficiency and result in productivity. On the other hand, minimize face to face contact and opportunities for soliciting feedback which may lead to misunderstanding. Feedback is an essential element of the communication through
which the sender can understand that the receiver has correctly interpreted the message/communication. Because of the complexity of the business and communication process, there may be distortion of communication called barters which may be related to:

- **Sender** – such as improper definition of goals or the objective of the communication, clarity of thought, usage of words, pronunciations in case of verbal communication, lack of interpersonal sensitivity etc.

- **Communication** – such as improper dictation, inconsistent non-verbal signals, selective listening, perceptions etc.

- **Situation** – such as jargons, information overload, time pressure, noise, mechanical failure etc.

**BENEFITS OF GOOD CORPORATE COMMUNICATION**

Corporate communication has a direct impact on the work. Every manager needs to understand corporate communication, not just those officially in charge of public relations or communications. Most obviously, as an employee, a company's internal communication influences the attitude towards the workplace, promotes an atmosphere of trust and confidence that the messages about the organization are timely and economical.

The corporate communication promotes
- Strong corporate culture
- Building corporate identity
- Reasonable corporate philosophy
- Genuine sense of corporate citizenship
- An appropriate and professional relationship with the press, including quick, responsible ways of communicating in a crisis.

- Building Corporate Brand - Reputation

Be it a corporate body, company, organization, institution, non-governmental organization, governmental body, all of them needs to have a respectable image and reputation. In today's day and age of increasing competition, easy access to information and the media explosion - reputation management has gained even more importance. So, corporate communications as a role has become significant and professional in nature. Gone are the days when corporate communications merely meant 'wining and dining the client' - it has now emerged as a science and art of perception management.

**CORPORATE COMMUNICATIONS POLICY**

Company may prefer to have a Corporate Communication Policy defining the roles and responsibilities of the employees in the communication structure of the company.

Such a policy may include:

**Responsibility:** To constitute a “Disclosure Committee” or a separate department for the purpose, alternatively, defining the officers who shall be
responsible for the corporate communication. A corporate communication officer may be appointed, who shall be responsible for the coordination and implementation of public relations programs designed to project a favorable impression for a specific product, service or brand.

Corporate communication officers will closely monitor all factors that may have an effect on those they serve. After examining political, market, economic and social trends, the officer will recommend a course of action that could include writing and publishing press releases, creating websites, organizing events, sponsoring charity events or even donating to a specific cause to promote the company or organization while giving back to the community. Responsibilities may include:

- Effective communications with employees, customers, industry, media, investors and plant/office communities.
- Reviewing information prior to public disclosure for materiality. Where it is considered that information is potentially material it must be referred to the committee or the Board for approval.
- All the external queries shall be transferred to him or his department.
- Provide the stakeholders with consistent, timely and accurate information consistent with the legal requirements.

Corporate communication Policy may specifically focus on

(a) Information to employees- Internal communications

All the relevant information should be communicated to the employees through internal channels. Integrity is expected at every stage from the employees. It is the function for effective communication among participants within an organization. Major advantage of sharing information with employees is that it builds employer pride and enhances employee’s loyalty. This communication can be both ways wherein employee’s grievance can also be redressed and also include managing INTRANET and internal web Portals.

(b) External communications

This involves building and maintaining a positive relationship with the media (TV, print, web etc.). Be it drafting and dissemination of press releases, organizing press conferences and meeting with media professionals, events for media etc. The policy may define as to

→ who shall spokesperson for the company,
→ who shall handle the queries relating to various matters,
→ who shall communicate with handle vendor/supplier/distributor,
→ how meetings with external authorities and events are to be managed.

(c) Investor Communication

Investor Relation cell can held responsible for coordinating communications with investors. It also needs to coordinate with the secretarial department for general information communication. Investor queries should be wisely handled and immediately referred to the secretarial department.
(d) Brand management

Major responsibility of Corporate Communication is Image or Brand Building. This should be a well focused area bringing out how brand should be publicised. Various channels may include speeches, presentations, exhibitions, launch events, annual report, advertisements and website. The company may consider having a brand management guideline which shall cover all the issues.

(g) Legal communication

Regulators are the external players having considered role in communication by the company. At various points communication are to be made to the stock exchange, government and judicial authorities. Secretarial and Legal department may be held responsible for timely and accurate communication.

Corporate Communications and the Corporate Blogs

The word blog is derived from the words web + log wherein regular entries of commentary description of events are published. A corporate weblog is published and used by an organization to reach its organizational goals. The advantage of blogs is that posts and comments are easy to reach and follow due to centralized hosting and generally structured conversation threads.

Although there are many different types of corporate blogs, most can be categorized as either external or internal.

Internal blogs

An internal blog, generally accessed through the corporation’s Intranet, is a weblog that any employee can view. Many blogs are also communal, allowing anyone to post to them. The informal nature of blogs may encourage:

- employee participation
- free discussion of issues
- collective intelligence
- direct communication between various layers of an organization
- a sense of community

Internal blogs may be used in lieu of meetings and e-mail discussions, and can be especially useful when the people involved are in different locations, or have conflicting schedules. Blogs may also allow individuals who otherwise would not have been aware of or invited to participate in a discussion to contribute their expertise.

External blogs

An external blog is a publicly available weblog where company employees, teams, or spokespersons share their views. It is often used to announce new products and services (or the end of old products), to explain and clarify policies, or to react on public criticism on certain issues. It also allows a window to the company culture and is often treated more informally than traditional press releases, though a corporate blog often tries to accomplish similar goals as press releases do. In some corporate blogs, all posts go through a review before they are posted.
The Advantages of Corporate Blogging

(a) Achieve customer intimacy:
Initiate a communication with the customer. Speak directly to consumers and have them come right back with suggestions or complaints—or kudos.

(b) Influence the public “conversation” and “control” it:
Make it easy for journalists to find the latest, most accurate information about new products or ventures. In the case of a crisis, a corporate blog allows you to shape the conversation about it. The control part is a huge advantage.

(c) Enhance brand visibility and credibility:
Appear higher in search engine rankings, establish expertise in industry or subject area, and personalize one’s company by giving it a human voice.

(d) Leadership:
According to CNN “A blog is the perfect platform for a thought leader.”

The fundamentals of the World Wide Web were strong and remain strong. The World Wide Web is a media of the new generation and a media that definitely cannot be ignored, even if you refuse to open your eyes to it. Corporate blogging is similar. If not today, then tomorrow corporate will have to adopt it. The fundamentals of corporate blogging are very strong. The broadcasting and syndication facilities are absolutely too powerful and strong. The kind of communication a corporate can with a consumer or even within a company is too strong to be ignored.

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Remember to do:

LESSON ROUND-UP

- A strong investor protection is associated with effective corporate governance, as an investor invest his hard earned money in the securities he expects the capital growth.
The core substance of corporate governance lies in designing and putting in place mechanism such as Disclosures, Monitoring, Oversight and Corrective Systems.

In India there are broadly the following types of institutional investors
- Development oriented financial institutions such as IFCI, IDBI and state financial corporations
- Insurance Companies - LIC, GIC and other subsidiaries
- Banks
- All mutual funds and including UTI
- Pension Funds.

UK stewardship code 2010, is applicable on listed companies in UK on “comply or explain basis”.

The United Nations-backed Principles for Responsible Investment Initiative (PRI) is a network of international investors working together to put the six Principles for Responsible Investment into practice.

As a strategy CalPERS invest in sick and ailing companies where it employs good governance practices to improvise company’s overall performance.

Institutional investors can have a powerful ‘voice’ in their investee companies. The ‘tools’ of governance include
- one-to-one meetings,
- voting,
- focus lists and
- Corporate Governance rating systems.

SEBI has issued many guidelines and regulations to regulate the capital market and to protect the investors.

Investor Education and protection Fund promotes investor awareness at various levels

The active involvement of stockholders in their organization is shareholder activism. Active participation in company meetings is a healthy practice. Shareholders can ensure that the company follows good corporate governance practices and implements beneficial policies.

Investor Relations (IR) is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company’s securities achieving fair valuation.

Communication is basically a process of exchanging information and understanding between people.

Corporate communication means the corporation’s voice and the images it projects of itself to the various stakeholders. This includes areas such as corporate reputation, corporate advertising, and employee communications, government relations and media management.

Corporate communication comprises of both external and internal communications. The external communication may be media relation, an external event, company profiling etc. Internal communication would be addressed to employees, crisis management and so on.
SELF-TEST QUESTIONS

(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)

1. What are the tools that an institutional investor can use to assess the health of a company?
2. Discuss the major principles of UK Stewardship code?
3. How can ESG (Economic, Social, Governance) issues play a role in investments by institutional investors?
4. Who is called investor? Give a brief on IEPF?
5. Who is insider? What is meant by insider trading?
6. What do you understand by shareholder activism?
7. What is meant by Corporate Blog? Give some examples.
LEARNING OBJECTIVES

The objective of this study lesson is to enable the students gain knowledge about the forums which are active in promoting the culture of creativity and compliance among corporates. The corporate governance forums and institutions covered in the study lesson are:

- The Institute of Company Secretaries of India
- National Foundation for Corporate Governance
- Organisation for Economic Co-operation and Development
- Global Corporate Governance Forum
- Institute of Directors
- Commonwealth Association of Corporate Governance
- International Corporate Governance Network
- The European Corporate Governance Institute
- Conference Board
- The Asian Corporate Governance Association
- Corporate Secretaries International Association

INTRODUCTION

The world has become a borderless global village. The spirit to implement internationally accepted norms of corporate governance standards found expression in private sector, public sector and the Government thinking. The framework for corporate governance is not only an important component affecting the long-term prosperity of companies, but it is critical in terms of National Governance, Human Governance, Societal Governance, Economic Governance and Political Governance since the activities of the corporate have an impact on every aspect of the society as such.

The need to find an institutional framework for corporate governance and to advocate its cause has resulted in the setting up and constitution of various corporate governance forums and institutions the world over. In this study lesson we will be discussing with some of the prominent Forums and Institutions of Corporate Governance.
A. INSTITUTE OF COMPANY SECRETARIES OF INDIA

Vision and Mission Statements

Recognising the fact that Corporate Governance is the key to development of corporate sector, the Institute has adopted a farsighted vision “To be global leader in development of professionals specializing in corporate governance”.

The Mission of the Institute is - “To continuously developing high calibre professionals ensuring good corporate governance and effective management and to carry out proactive research and development activities for protection of interest of all stakeholders, thus contributing to public good”.

ICSI’s Philosophy on Corporate Governance

The ICSI, after extensive research, has taken a lead step in defining Corporate Governance as “the application of best management practices, compliance of law in letter and spirit and adherence to ethical standards for effective management and distribution of wealth and discharge of social responsibility for sustainable development of all stakeholders.”

ICSI Initiatives

► ICSI has set up the ICSI- Centre for Corporate Governance Research and Training with the objective of fostering and nurturing research initiatives among members of the Company Secretaries profession and other researchers.

► ICSI National Award for Excellence in Corporate Governance was instituted by the ICSI in 2001 to identify, foster and reward the culture of evolving global best practices of corporate governance among Indian companies. Each year, the award is conferred upon two best governed companies and ICSI Life Time Achievement Award for Translating Excellence in Corporate Governance into Reality is bestowed on an eminent personality.

► Focus on Corporate Governance in the Course Curriculum - Considering corporate governance as core competency of Company Secretaries, education and training for Company Secretary significantly focuses on corporate governance. One full paper on Corporate Governance titled “Governance, Business Ethics and Sustainability” forms part of the syllabus in the Professional Programme.

► PMQ Course in Corporate Governance - ICSI has launched a Post Membership Qualification Course in corporate governance to enable its members gain acumen, insight and thorough expertise in corporate governance.

► Secretarial Standards - As a pioneering initiative, ICSI issues Secretarial Standards to integrate, harmonise and standardise the diverse secretarial practices prevalent in the corporate sector. So far ICSI has issued 10 Secretarial Standards.
**Corporate Governance Modules of Best Practices** - The Institute regularly brings out publications of interest to members and corporate sector to inculcate the culture of good governance. One of the major publications of ICSI is Corporate Governance – Modules of Best Practices. The revised edition of this publication is brought out each year by incorporating the best practices of the corporates participating in the Award.

**Directors Development and Capacity Building Programmes** - Recognizing that leadership development in boardroom is the key driver to better governance, the Institute organizes directors’ development programmes. The Institute also conducts extensive programmes throughout India and abroad strengthening specialization in corporate governance.

**Investor Education and Awareness** - Committed to the cause of investor education, ICSI is actively engaged in activities relating to investor awareness and education. More than 400 programmes have so far been conducted across the country. Booklets to educate investors have also been issued by the Institute in English, Hindi as well as other regional languages.

**ICSI Recommendations to Strengthen Corporate Governance Framework** - ICSI after a detailed study of corporate governance standards, principles and practices across the world, made its recommendations to strengthen the Corporate Governance Framework. Corporate Governance Voluntary Guidelines, 2009 issued by MCA draw substantially from the ICSI Recommendations to Strengthen the Corporate Governance Framework.

**Founder member of National Foundation for Corporate Governance** - The ICSI is one of the four founder trustees of National Foundation for Corporate Governance, alongwith MCA, CII and ICAI. The vision of NFCG is to - Be A Catalyst In Making India The Best In Corporate Governance Practices.

**Founder member of Corporate Secretaries International Association (CSIA)** - ICSI is a founder member of Corporate Secretaries International Association, alongwith the Chartered Secretaries Institutes of Australia, Hong Kong, Malaysia, Singapore, South Africa, UK and Zimbabwe. CSIA was launched in March 2010 and has issued ‘Twenty Practical Steps to Better Corporate Governance’.

ICSIs Approach - Solution to Critical Development Issues

The ICSI’s approach to Corporate Governance provides the solution to the development issues. Wealth creation, management and sharing are objectives of Corporate Governance in broadest sense. Maximum creation and effective management of wealth requires application of best management practices whereas sharing of wealth requires compliance of law in letter and spirit along with adherence to ethical standards and discharging corporate social responsibility so as to develop trust amongst all the stakeholders.
Members of ICSI are in prominent positions in the management of board affairs at high levels.

Member of the institute are imparted wider knowledge of management functions, major laws applicable to a company as well as of good corporate governance practices and are subject to a strict Professional Code of Conduct under the Company Secretaries Act, 1980, so as to ensure ethics in dealing with all stakeholders.

The ICSI National Awards for Excellence in Corporate Governance

In pursuit of excellence and to identify, foster and reward the culture of evolving globally acceptable standards of corporate governance among Indian companies, the “ICSI National Award for Excellence in Corporate Governance” was instituted by ICSI in the year 2001. The Awards comprising citation and trophy are based on the outcome of concerted and comprehensive process of evaluation which enables the Jury to judge on the basis of parameters, the practices of corporate governance as followed by Indian corporates and acknowledge the best practices worthy of being exemplified. The underlying guideline for the Corporate Governance Award is to identify the corporates, which follow the best corporate governance norms in letter and spirit.

The institution of the Award aims at promoting the cause of Corporate Governance by:

- Recognizing leadership efforts of corporate boards in practising good corporate governance principles in their functioning;
- Recognizing implementation of innovative practices, programmes and projects that promote the cause of corporate governance;
- Enthusing the corporates in focusing on corporate governance practices in corporate functioning; and
- Implementation of acknowledged corporate governance norms in letter and spirit.

The Institute annually bestows upon a corporate leader the “ICSI Lifetime Achievement Award for Translating Excellence in Corporate governance into Reality” keeping in view the attributes like:

- Outstanding contribution to social upliftment and institution building;
- Exemplary contribution in enhancement of stakeholders’ value;
- A visionary with innovative ideas;
- Long tradition of trusteeship, transparency and accountability;
- Qualities of leadership, team spirit, integrity and accountability;
- Proven track record of adherence of statutory obligations; and
- Social acceptance and approval.

B. NATIONAL FOUNDATION FOR CORPORATE GOVERNANCE

With the goal of promoting better corporate governance practices in India, the Ministry of Corporate Affairs, Government of India, has set up National Foundation
for Corporate Governance (NFCG) in partnership with Confederation of Indian Industry (CII), Institute of Company Secretaries of India (ICSI) and Institute of Chartered Accountants of India (ICAI). In the year 2010, stakeholders in NFCG have been expanded with the inclusion of ICWAI and the National Stock Exchange.

**Mission of NFCG**

→ To foster a culture for promoting good governance, voluntary compliance and facilitate effective participation of different stakeholders;

→ To create a framework of best practices, structure, processes and ethics;

→ To make significant difference to Indian Corporate Sector by raising the standard of corporate governance in India towards achieving stability and growth.

NFCG endeavours to build capabilities in the area of research in corporate governance and to disseminate quality and timely information to concerned stakeholders. It works to foster partnerships with national as well as international organisations.

At the national level, NFCG works with premier management institutes as well as nationally reputed professional organisations to design and administer *Directors Training Programmes*. The Foundation provides accreditation to these organisations based on their meeting the eligibility criteria designed along with continuing adherence to the same. On obtaining the accreditation these organisations, with the support of NFCG, would set-up a "National Center for Corporate Governance (NCCG)" to provide a training to Directors, conduct research and build capability in the area of corporate governance.

NFCG also would work to have arrangements with globally reputed organisations with the aim of promoting bilateral initiatives to improve regulatory framework and practices of corporate governance in a concerted and coordinated manner.

The internal governance structure of NFCG consists:

- Governing Council
- Board of Trustees
- Executive Directorate

**Governing Council**

Governing Council of NFCG works at the apex level for policy making. It is chaired by Minister in-charge, Ministry of Corporate Affairs, Government of India.

**Board of Trustees**

Board of Trustees deal with the implementation of policies and programmes and laying down the procedure for the smooth functioning. It is chaired by Secretary, Ministry of Corporate Affairs, Government of India.

**Executive Directorate**

The Executive Directorate provides the internal support to NFCG activities and implements the decisions of the Board of Trustees. The Executive Director is the
Chief Executive Officer of NFCG. The Executive Directorate exercises such powers as may be delegated to it by the Board of Trustees to carry out such functions as may be entrusted to it by the Board. The Executive Director also functions as the Secretary of the Council and the Board and is supported by full time dedicated professional secretariat.

C. ORGANIZATION FOR ECONOMIC DEVELOPMENT AND CO-OPERATION

The Organisation for Economic Co-operation and Development (OECD), was established in 1961. The OECD was one of the first non-government organizations to spell out the principles that should govern corporates.

The OECD Principles of Corporate Governance set out a framework for good practice which was agreed by the governments of all 30 countries that are members of the OECD. They were designed to assist governments and regulatory bodies in both OECD countries and elsewhere in drawing up and enforcing effective rules, regulations and codes of corporate governance. They also provide guidance for stock-exchanges, investors, companies and others that have a role in the process of developing good corporate governance.

The original OECD Principles were issued in 1999, they became a generally accepted standard in this area. The original principles of OECD were revised and the revised principles were issued in 2004. The revision of the original principles was to take into account the developments and the corporate governance scandals highlighted the need for improved standards. It was recognized that the integrity of the stock market was critical and to the revised principles were designed to underpin this integrity.

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<tr>
<th>Principles of Corporate Governance</th>
<th>OECD</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) They call on governments to have in place an effective institutional and legal framework to support good corporate governance practices.</td>
<td>OECD</td>
</tr>
<tr>
<td>(b) They call for a corporate governance framework that protects and facilitates the exercise of shareholders’ rights.</td>
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<tr>
<td>(c) They also strongly support the equal treatment of all shareholders, including minority and foreign shareholders.</td>
<td>OECD</td>
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<tr>
<td>(d) They recognise the importance of the role of stakeholders in corporate governance.</td>
<td>OECD</td>
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<tr>
<td>(e) They look at the importance of timely, accurate and transparent disclosure mechanisms</td>
<td>OECD</td>
</tr>
<tr>
<td>(f) They deal with board structures, responsibilities and procedures.</td>
<td>OECD</td>
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</table>

The OECD Steering Group on Corporate Governance co-ordinates and guides the Organisation's work on corporate governance and related corporate affairs issues, including state-owned assets, market integrity, company law, insolvency and privatisation.

The mission of OECD has been to help its member countries to achieve
sustainable economic growth and employment and to raise the standard of living in member countries while maintaining financial stability – all this in order to contribute to the development of the world economy. In order to contribute to the development of the world economy, the OECD’s focus includes a growing number of other countries, in addition to its 30 members. It now shares its expertise and accumulated experience with more than 70 developing and emerging market

The OECD Principles of Corporate Governance has provided governments, regulators and other standard setters with an international benchmark. The OECD works closely with a large number of developing and emerging market countries. In particular, the OECD organises Regional Corporate Governance Roundtables in Asia, Latin America, Eurasia, Southeast Europe and Russia. These Roundtables have used the OECD Principles to formulate regional reform priorities and are now actively engaged in implementing these recommendations.

**OECD Principles of Corporate Governance**

First released in May 1999 and revised in 2004, the OECD Principles are one of the 12 key standards for international financial stability and form the basis for the corporate governance component of the Report on the Observance of Standards and Codes of the World Bank Group.

The preamble to the OECD Principles states that they “are evolutionary in nature and should be reviewed in light of significant changes in circumstances”. It is also recognises that, “To remain competitive in a changing world, corporations must innovate and adapt their corporate governance practices so that they can meet new demands and grasp new opportunities”.

**Regional initiatives**

OECD corporate governance co-operation with non-OECD economies is organised around regional roundtables and country programmes which provide key forums for dialogue and the sharing of best policy practices.

**Asian Context**

Established in 1999, the **OECD-Asian Roundtable on Corporate Governance (ARCG)** serves as a regional forum for exchanging experiences and advancing the reform agenda on corporate governance while promoting awareness and use of the OECD Principles of Corporate Governance. It brings together policy makers, practitioners and experts on corporate governance from the Asian region, OECD countries and relevant international organisations.

**D. GLOBAL CORPORATE GOVERNANCE FORUM**

The Global Corporate Governance Forum (the Forum) was founded in 1999 by the World Bank and the Organisation for Economic Co-operation and Development (OECD) following the financial crises in Asia and Russia in the latter part of the 1990's. It was established to promote initiatives to raise corporate governance standards and practices in developing countries and emerging markets, using the OECD Principles of Corporate Governance as the basis for its work. The Forum's
work program was launched in 2002 in Monterrey, Mexico at the Financing for Development meetings organized by the United Nations. It is a multi-donor trust funded IFC facility hosted by the joint IFC-WB Corporate Governance Department, in Washington D.C. The Forum is also funded by the governments of Canada, France, Luxembourg, Norway, Sweden, and Switzerland.

The Forum promotes sustainable economic growth and poverty reduction within the framework of agreed international development targets. The Forum focuses on practical, targeted corporate governance initiatives at the local, regional and global level.

The Forum contributes to the efforts of the international community to promote the private sector as an engine of growth, reduce the vulnerability of developing and transition economies to financial crises, and provide incentives for corporations to invest and perform efficiently, in a socially responsible manner. It fosters cooperation with various corporate governance programs and plays a coordinating role among donors, founders and other relevant institutions. The Forum seeks to address the corporate governance weaknesses of middle-income and low-income countries in the context of broader national or regional economic reform programs. The Forum has an extensive work program to support corporate governance reform in developing countries. The focus of the work program is based on four core pillars as defined in its charter.

The work program of the Forum is executed, managed, and implemented by the Secretariat, which is the executive arm of the Forum. The Secretariat is also responsible for disbursing funding in accordance with the procedures and criteria agreed by the Steering Committee of Donors and Founders.

The Global Corporate Governance Forum's mandate is to promote global, regional and local initiatives that improve corporate governance policy standards and practices in developing countries. The on the following four areas:

<table>
<thead>
<tr>
<th>Forum’s Four Focus Areas</th>
<th>GCGF</th>
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<tbody>
<tr>
<td>(a) raising awareness and building consensus for implementation of reform through meetings, briefings, policy papers, and conferences;</td>
<td></td>
</tr>
<tr>
<td>(b) sponsoring research relevant to the needs of developing countries to underpin reform efforts by sound analysis through sponsoring papers and building sustainable networks for academics in developing countries;</td>
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<tr>
<td>(c) disseminating best practice materials and publications and guidelines developed with leading global specialists and practitioners; and</td>
<td></td>
</tr>
<tr>
<td>(d) supporting institution and capacity building and providing technical assistance to ensure implementation at the field level through training programs, toolkits and other direct assistance.</td>
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The Forum is dedicated to advancing corporate governance in emerging-market and developing countries by creating and disseminating practical tools that provide expert guidance on corporate governance and its implementation.
Programs for implementation of its Initiatives-------- GCGF

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Corporate Governance Board Leadership Training</td>
<td>With the assistance of Institutes of Directors and other organizations, the Forum is training trainers to help board directors become “change agents” within their organizations for the adoption of corporate governance best practices.</td>
</tr>
<tr>
<td>Corporate Governance Codes and Scorecards</td>
<td>The Forum has supported scores of countries in drafting, implementing, and monitoring corporate governance codes of best practice and scorecards.</td>
</tr>
<tr>
<td>Media Training Program on Corporate Governance Reporting</td>
<td>In partnership with Thomson Reuters Foundation and Agence France Presse, the Forum trains financial journalists to improve their coverage of corporate governance. By broadening awareness, the journalists help promote corporate governance best practices.</td>
</tr>
<tr>
<td>Resolving Corporate Governance Disputes</td>
<td>To help companies manage corporate governance disputes more effectively, the Forum, in cooperation with IFC Advisory Services, promotes the use of alternative dispute resolution processes and techniques.</td>
</tr>
<tr>
<td>Research Network</td>
<td>The Forum supports a network of leading academics who generate high-priority research on corporate governance issues relevant to emerging markets and developing countries.</td>
</tr>
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</table>

E. THE INSTITUTE OF DIRECTORS, UK

The IoD is a non party-political business organisation established in United Kingdom in 1903. The IoD seeks to provide an environment conducive to business success.

**Objects of IOD**

(a) to promote for the public benefit high levels of skill, knowledge, professional competence and integrity on the part of directors, and equivalent office holders however described, of companies and other organisations;

(b) to promote the study, research and development of the law and practice of corporate governance, and to publish, disseminate or otherwise make available the useful results of such study or research;

(c) to represent the interests of members and of the business community to government and in all public forums, and to encourage and foster a climate favourable to entrepreneurial activity and wealth creation; and

(d) to advance the interests of members of the Institute, and to provide facilities, services and benefits for them.

The day-to-day running of the Institute is managed by the Executive Director, headed by the Director General.
F. COMMONWEALTH ASSOCIATION OF CORPORATE GOVERNANCE

The Commonwealth Association of Corporate Governance (CACG) was established in 1998 with the objective of promoting the best international standards germane to a country on corporate governance through education, consultation and information throughout the Commonwealth as a means to achieve global standards of business efficiency, commercial probity and effective economic and social development.

The CACG has two primary objectives:

→ to promote good standards in corporate governance and business practice throughout the Commonwealth; and

→ to facilitate the development of appropriate institutions which will be able to advance, teach and disseminate such standards.

The CACG also aims to facilitate the development of institutional capacity that promotes good corporate governance by education, consultation and information in all Commonwealth countries. Corporate governance in the Commonwealth is important and is concerned with:

→ the profitability and efficiency of Commonwealth business enterprises, and their capacity to create wealth and employment;

→ the long-term competitiveness of Commonwealth countries in the global market;

→ the stability and credibility of the Commonwealth financial sectors, both nationally and internationally;

→ the relationships between business enterprises within an economy and their sustained ability to participate in the global economy; and

→ the relationship between such business enterprises and their various stakeholders comprising shareholders, managers, employees, customers, suppliers, labour unions, communities, providers of finance, etc. The Commonwealth Foundation is funded principally through annual contributions made by member governments.

Board of Governors comprising, in the main, UK-based representatives of member governments and five representatives of civil society, determines the policies.

There are 53 countries of the Commonwealth, of which 46 are currently Commonwealth Foundation members. Membership of the Foundation is voluntary, and is open to all Commonwealth governments.

CACG GUIDELINES

Principles for Corporate Governance in the Commonwealth

The guidelines which follow set out 15 Principles of corporate governance aimed primarily at boards of directors of corporations with a unitary board structure,
as will most often be found in the Commonwealth. The Principles apply equally to boards of directors of all business enterprises – public, private, family owned or state-owned. The Principles are applicable to both executive and non-executive directors. The term “director” should be taken as being synonymous with any person responsible for the direction of a business enterprise. Similarly, the principles can be usefully applied to other forms of enterprise such as non-governmental organisations and agencies.

G. INTERNATIONAL CORPORATE GOVERNANCE NETWORK

The International Corporate Governance Network (“ICGN”) is a not-for-profit company limited by guarantee and not having share capital under the laws of England and Wales founded in 1995. It has four primary purposes:

(i) to provide an investor-led network for the exchange of views and information about corporate governance issues internationally;
(ii) to examine corporate governance principles and practices; and
(iii) to develop and encourage adherence to corporate governance standards and guidelines;
(iv) to generally promote good corporate governance.

The Network’s mission is to develop and encourage adherence to corporate governance standards and guidelines, and to promote good corporate governance worldwide.

Membership of ICGN is open to those who are committed to the development of good corporate governance. The Membership section explains the benefits of membership, the different types of membership and how to join the ICGN.

The ICGN is governed by the ICGN Memorandum and Articles of Association

The management and control of ICGN affairs are the responsibility of the Board of Governors. The Board in turn appoints a number of committees to recommend policy positions, to implement approved projects and to perform such functions that the Board may specify.

The functions of the ICGN Secretariat were first undertaken by the Association of British Insurers (ABI) and then in 2000, by the Institute of Chartered Secretaries and Administrators (ICSA) in London.

Global Corporate Governance Principles: Revised (2009)

The Principles aim to assert standards of corporate governance to which the ICGN believes that all companies should aspire. The Principles are intended to be of general application around the world, irrespective of legislative background or listing rules. These Principles are the ICGN’s overarching set of Principles.

H. THE EUROPEAN CORPORATE GOVERNANCE INSTITUTE

The European Corporate Governance Institute (ECGI) was founded in 2002. It has been established to improve corporate governance through fostering independent scientific research and related activities.
The ECGI is an international scientific non-profit association. It provides a forum for debate and dialogue between academics, legislators and practitioners, focusing on major corporate governance issues and thereby promoting best practice.

Its primary role is to undertake, commission and disseminate research on corporate governance. Based upon impartial and objective research and the collective knowledge and wisdom of its members, it advises on the formulation of corporate governance policy and development of best practice and undertake any other activity that will improve understanding and exercise of corporate governance.

It acts as a focal point for academics working on corporate governance in Europe and elsewhere, encouraging the interaction between the different disciplines, such as economics, law, finance and management.

The Institute articulates its work by expanding on the activities of the European Corporate Governance Network, disseminating research results and other relevant material

It draws on the expertise of scholars from numerous countries and brings together a critical mass of expertise and interest to bear on this important subject.

I. CONFERENCE BOARD

The Conference Board was established in 1916 in the United States of America. The Conference Board is a not-for-profit organization. The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

It works as a global, independent membership organization in the public interest, it conducts research, convenes conferences, makes forecasts, assesses trends, publishes information and analysis, and brings executives together to learn from one another.

The Conference Board governance programs helps companies improve their processes, inspire public confidence, and ensure they are complying with regulations.

The Conference Board Directors’ Institute is a premiere provider of governance education for directors. Through the Directors’ Institute, the program provides corporate directors with a non academic, impartial forum for open dialogue about the real-world business challenges they face.

The Corporate Governance program at The Conference Board has helped corporations develop strong core principals by improving their governance processes through a variety of programs including director training and global ethics education.

The Conference Board Global Corporate Governance Research Center brings together a distinguished group of senior corporate executives from leading world-class companies and influential institutional investors in a non-adversarial setting. In small groups of prominent senior executives, all discussions are confidential, enabling a free-flowing exchange of ideas and effective networking. This highly
unique forum allows industry leaders to debate, develop, and advance innovative
governance practices, and to drive landmark research in corporate governance.

J. THE ASIAN CORPORATE GOVERNANCE ASSOCIATION

The Asian Corporate Governance Association (ACGA) is an independent, non-
profit membership organisation dedicated to working with investors, companies and
regulators in the implementation of effective corporate governance practices
throughout Asia. ACGA was founded in 1999 from a belief that corporate governance
is fundamental to the long-term development of Asian economies and capital
markets.

ACGA's scope of work covers three areas:

1. **Research:**
   Tracking corporate governance developments across 11 markets in Asia
   and producing independent analysis of new laws and regulations, investor
   activism and corporate practices.

2. **Advocacy:**
   Engaging in a constructive dialogue with financial regulators, stock
   exchanges, institutional investors and companies on practical issues
   affecting the regulatory environment and the implementation of better
corporate governance practices in Asia.

3. **Education:**
   Organising conferences and seminars that foster a deeper understanding of
   the competitive benefits of sound corporate governance and ways to
   implement it effectively.

ACGA is funded by a network of sponsors and corporate members, including
leading pension and investment funds, other financial institutions, listed companies,
multinational corporations, professional firms and educational institutions. It is
incorporated under the laws of Hong Kong and is managed by a secretariat based
there. Its governing Council comprises directors from around Asia.

K. CORPORATE SECRETARIES INTERNATIONAL ASSOCIATION

CSIA, a Geneva- registered body, which was established on March 2010 as an
international organization whose members comprise national bodies of professionals
at the frontline of governance. It is dedicated to promoting the values and practices of
governance professionals in order to create, foster or enhance the environment in
which business can be conducted in a fair, profitable and sustainable manner. CSIA
issued Twenty Practical Steps to Better Corporate Governance

**Twenty Practical Steps to Better Corporate Governance**

1. Recognize that good corporate governance is about the effectiveness of the
governing body — not about compliance with codes

2. Confirm the leadership role of the board chairman
3. Check that non-executive directors have the necessary skills, experience, and courage.

4. Consider the calibre of the non-executive directors.

5. Review the role and contribution of non-executive directors.

6. Ensure that all directors have a sound understanding of the company.

7. Confirm that the board’s relationship with executive management is sound.

8. Check that directors can access all the information they need.

9. Consider whether the board is responsible for formulating strategy.

10. Recognize that the governance of risk is a board responsibility.

11. Monitor board performance and pursue opportunities for improvement.

12. Review relations with shareholders — particularly institutional investors.

13. Emphasise that the company does not belong to the directors.

14. Ensure that directors’ remuneration packages are justifiable and justified.

15. Review relations between external auditors and the company.

16. Consider relations with the corporate regulators.

17. Develop written board-level policies covering relations between the company and the societies it affects.

18. Review the company’s attitudes to ethical behaviour.

19. Ensure that company secretary’s function is providing value.

20. Consider how corporate secretary’s function might be developed.

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**Remember to do:**

Students must know about international developments in Corporate Governance. Hence go through all the links of international forums:

- [http://www.nfcgindia.org](http://www.nfcgindia.org)
- [www.oecd.org/daf/corporateaffairs/principles/text](http://www.oecd.org/daf/corporateaffairs/principles/text)
- [http://www.gcgf.org](http://www.gcgf.org)
- [http://www.iod.com](http://www.iod.com)
- [http://www.icgn.org/](http://www.icgn.org/)
- [www.ecgi.org/](http://www.ecgi.org/)
- [www.csiaorg.com](http://www.csiaorg.com)
LESSON ROUND-UP

- The ICSI Vision and Mission; The ICSI Philosophy on Corporate Governance; The ICSI's approach to Corporate Governance provides the solution to the development issues.
- The National Foundation for Corporate Governance - NFCG endeavours to build capabilities in the area of research in corporate governance and to disseminate quality and timely information to concerned stakeholders; The NFCG Mission; The internal governance structure of NFCG.
- OECD: The OECD Principles of Corporate Governance set out a framework for good practice which was agreed by the governments of all 30 countries that are members of the OECD. The OECD Principles covers six areas.
- Global Corporate Governance Forum (the Forum) was founded in 2001 by the World Bank and the Organisation for Economic Co-operation and Development (OECD) following the financial crises in Asia and Russia in the latter part of the 1990's.
- The IoD is a non party-political business organisation established in United Kingdom in 1903. The IoD seeks to provide an environment conducive to business success.
- The Commonwealth Association of Corporate Governance (CACG) was established in 1998 with the objective of promoting the best international standards on corporate governance throughout the Commonwealth as a means to achieve global standards of business efficiency, commercial probity and effective economic and social development.
- The International Corporate Governance Network ("ICGN") is a not-for-profit company limited by guarantee under the laws of England and Wales. The Network's mission is to develop and encourage adherence to corporate governance standards and guidelines, and to promote good corporate governance worldwide.
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- The Conference Board was established in 1916 in the United States of America. The Conference Board governance programs helps companies improve their processes, inspire public confidence, and ensure they are complying with regulations.
- The Asian Corporate Governance Association (ACGA) is an independent, non-profit membership organisation dedicated to working with investors, companies and regulators in the implementation of effective corporate governance practices throughout Asia.
- CSIA is dedicated to promoting the values and practices of governance professionals in order to create, foster or enhance the environment in which business can be conducted in a fair, profitable and sustainable manner.
SELF-TEST QUESTIONS

1. Briefly discuss the initiatives of the Institute of Company Secretaries of India in the area of Corporate Governance.

2. Briefly discuss about the scope of work undertaken by the National Foundation for Corporate Governance.

3. Discuss about the Organisation for Economic Co-operation and Development.

4. Write notes on:
   (a) Global Corporate Governance Forum
   (b) Commonwealth Association for Corporate Governance
   (c) Institute of Directors
   (d) International Corporate Governance Network
   (e) European Corporate Governance Institute
   (f) Conference Board
   (g) Asian Corporate Governance Association
   (h) Corporate Secretaries International Association
LEARNING OBJECTIVES

The objective of the study lesson is to enable the students understand:

- The concept of business ethics
- The ethics philosophy
- Scope of Business Ethics in
  - Compliance
  - Finance
  - Human Resources
  - Marketing
  - Production
- Advantages of Ethics

THE CONCEPT OF BUSINESS ETHICS

Business ethics is a form of applied ethics. In broad sense ethics in business is simply the application moral or ethical norms to business. The term ethics has its origin from the Greek word “ethos”, which means character or custom - the distinguishing character, sentiment, moral nature, or guiding beliefs of a person, group, or institution. The synonyms of ethics as per Collins Thesaurus are – conscience, moral code, morality, moral philosophy, moral values, principles, rules of conduct, standards.

Ethics is a set of principles or standards of human conduct that govern the behavior of individuals or organizations. Using these ethical standards, a person or a group of persons or an organization regulate their behavior to distinguish between what is right and what is wrong as perceived by others. It is not a natural science but a creation of the human mind. For this reason, it is not absolute and is open to the influence of time, place and situation.

In bygone times, kings used to keep food testers who ate the food prepared for the king before it was offered to him. This was royal clinical research to find out if the food was poisoned. The practice did not raise eyebrows because the king was regarded as the most important person in the kingdom, and his life was more precious than that of anyone else. It was the ethics of the time.

— Ethics can be defined as the discipline dealing with moral duties and
— Ethics is the study of moral decisions that are made by us in the course of performance of our duties.
— Ethics is the study of characteristics of morals and it also deals with the moral choices that are made in relationship with others.
— Ethics is concerned with truth and justice, concerning a variety of aspects like the expectations of society, fair competition, public relations, social responsibilities and corporate behavior.

Business ethics comprises the principles and standards that guide behaviour in the conduct of business. Businesses must balance their desire to maximize profits against the needs of the stakeholders. Maintaining this balance often requires tradeoffs. To address these unique aspects of businesses, rules — articulated and implicit, are developed to guide the businesses to earn profits without harming individuals or society as a whole.

**ETHICS PHILOSOPHIES**

The following are some of the ethics philosophies.

**Deontological ethics**, emphasises on the relationship between duty and the morality of human actions. Deontology (Greek *deon*, “duty,” and *logos*, “science”) is therefore science of duty. In deontological ethics an action is considered morally good because of some characteristic of the action itself, not because the consequence of the action is good. It follows the concept that moral duty is to do good actions and not bad ones. This ethical model simply suggests adherence to independent moral rules or duties regardless of the consequences of such actions. When we follow our duty, we are behaving morally. When we fail to follow our duty, we are behaving immorally.

The concept of Karma is close to the notion of deontological ethics. The concept of Karma means that a person should follow his or her duty without thinking of the rewards for his or her actions. *Bhagavad Gita* teaches the following: “That, without being attached to the fruits of activities, one should act as a matter of duty, for by working without attachment one attains the Supreme (Verse 19, Chapter 3).

**Teleological Ethics**, (derived from the Greek word ‘*telos*’ meaning end, purpose) is an ethical theory that holds that the ends or consequences of an act determine whether an act is good or evil. Rightness of actions is determined solely by the good consequences. It is also known as consequential ethics.

Businessmen commonly think in terms of purposeful action as in, for example, management by objectives. Teleological analysis of business ethics leads to consideration of the full range of stakeholders in any business decision, including the management, the staff, the customers, the shareholders, the country, humanity and the environment.

**Egoism**, (from Latin *ego*, “I”), in philosophy, an ethical theory holding that the good is based on the pursuit of self-interest. This model takes into account harms, benefits and rights for a person’s own welfare. Under this model an action is morally
correct if it increases benefits for the individual in a way that does not intentionally hurt others, and if these benefits are believed to counterbalance any unintentional harms that ensue. For example, a company provides scholarships for education to needy students with a condition that the beneficiary is required to compulsorily work for the company for a period of 5 years. Although, the company’s providing the scholarship benefits the needy students, but ultimately it’s in the company’s self interest.

Utilitarianism is an ethic of welfare. It is the idea that the moral worth of an action is solely determined by its contribution to overall utility, that is, its contribution to happiness or pleasure as summed among all persons. It can be described by the phrase "the greatest good for the greatest number". For example, one may be tempted to steal from a rich wastrel to give to a starving family.

Relativism is the idea that some elements or aspects of experience or culture are relative to, i.e., dependent on, other elements or aspects. It holds that there are no absolute truths in ethics and that what is morally right or wrong varies from person to person or from society to society. The term often refers to truth relativism, which is the doctrine that there are no absolute truths, i.e., that truth is always relative to some particular frame of reference, such as a language or a culture. For example, killing animals for sport (like bull fighting) could be right for one culture and wrong in another culture.

Virtue Ethics theory is a branch of moral philosophy that emphasizes character, rather than rules or consequences, as the key element of ethical thinking. An example of this – when a person of good standing is found possessing a valuable article belonging to someone else it will be presumed that the article was loaned to him or kept with him for safe-keeping, whereas if it were in the possession of a person of doubtful or dubious character it would be presumed that he has stolen article.

Justice is the concept of moral rightness in action or attitude; it is closely linked to fairness. A conception of justice is one of the key features of society.

SCOPE OF BUSINESS ETHICS

Ethical problems and phenomena arise across all the functional areas of companies and at all levels within the company.

Ethics in Compliance

Compliance is about obeying and adhering to rules and authority. The motivation for being compliant could be to do the right thing out of the fear of being caught rather than a desire to be abiding by the law. An ethical climate in an organisation ensures that compliance with law is fuelled by a desire to abide by the laws. Organisations that value high ethics comply with the laws not only in letter but go beyond what is stipulated or expected of them.

Ethics in Finance

The ethical issues in finance that companies and employees are confronted with include:

— In accounting – window dressing, misleading financial analysis.
— Related party transactions not at arms length
— Insider trading, securities fraud leading to manipulation of the financial markets.
— Executive compensation.
— Bribery, kickbacks, over billing of expenses, facilitation payments.
— Fake reimbursements

**Case of unethical practice**

Mr. A, is a respected senior officer in the company, he enjoyed all the benefits and perquisites from the company including car with driver, medical facility, reimbursements of certain expenditures.

During the months September, October, December it was observed that his telephonic reimbursements were on a rising note, from Rs. 500 p.m it went up to Rs. 2500 p.m. The matter was reported and was investigated. It was found that Mr. A has made arrangements with the Telephone Company for making a single bill for two telephone numbers at his residence.

Even petty misappropriations especially at top level may affect unethical practice at all the levels.

**Ethics in Human Resources**

Human resource management (HRM) plays a decisive role in introducing and implementing ethics. Ethics should be a pivotal issue for HR specialists. The ethics of human resource management (HRM) covers those ethical issues arising around the employer-employee relationship, such as the rights and duties owed between employer and employee.

The issues of ethics faced by HRM include:
— Discrimination issues i.e. discrimination on the bases of age, gender, race, religion, disabilities, weight etc.
— Sexual harassment.
— Affirmative Action
— Issues surrounding the representation of employees and the democratization of the workplace, trade unionisation.
— Issues affecting the privacy of the employee: workplace surveillance, drug testing.
— Issues affecting the privacy of the employer: whistle-blowing.
— Issues relating to the fairness of the employment contract and the balance of power between employer and employee.
— Occupational safety and health.

Companies tend to shift economic risks onto the shoulders of their employees. The boom of performance-related pay systems and flexible employment contracts are indicators of these newly established forms of shifting risk.
Case of unethical practice

A middle level executive, Mr. X, based in Delhi, opts for a 3 day training programme in Bangalore, which happens to be his hometown. He also applies leave for 3 days immediately following the training which is granted to him.

Mr. X reaches the venue of the training. On the first day, registers himself, takes the training kit, attends the training for two hours, befriends a dealing officer and arranges to have the presentations etc. sent to him. He does not attend the training programme thereafter.

Mr. X sends a report of the training as soon as he returns. His reporting officer summons him and asks him where he was during the training. At first, Mr. X reacts in a defensive manner that he was at the training. The reporting officer then tells him that the organization in order to extend the training to other employees had got in touch with the programme organizers requesting them for a one to one meeting with Mr. X already present and were informed of the absence. When confronted with this, Mr. X had to admit that he had not attended the training programme.

Ethics in Marketing

Marketing ethics is the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. The ethical issues confronted in this area include:

- Pricing: price fixing, price discrimination, price skimming.
- Anti-competitive practices like manipulation of supply, exclusive dealing arrangements, tying arrangements etc.
- Misleading advertisements
- Content of advertisements.
- Children and marketing.
- Black markets, grey markets.

Ethics of Production

This area of business ethics deals with the duties of a company to ensure that products and production processes do not cause harm. Some of the more acute dilemmas in this area arise out of the fact that there is usually a degree of danger in any product or production process and it is difficult to define a degree of permissibility, or the degree of permissibility may depend on the changing state of preventative technologies or changing social perceptions of acceptable risk.

- Defective, addictive and inherently dangerous products and
- Ethical relations between the company and the environment include pollution, environmental ethics, carbon emissions trading
- Ethical problems arising out of new technologies for eg. genetically modified food
- Product testing ethics.

The most systematic approach to fostering ethical behavior is to build corporate cultures that link ethical standards and business practices.
Case of unethical practice

Mr. A, R&D manager was working with the company for last 15 years. He was involved in development of new designs and products for the company. With outstanding performance and credentials, he was respected very well in the company.

The company was under process to launch a new product after all research and development was over. Prior to the launch the competitor went ahead and launched similar product with same formulation. Due to this unexpected move of the competitor company incurred heavy losses. The matter was serious so it was investigated. The investigated details showed leakage of information from the company’s department. Serious investigations were undertaken; it was found that Mr. A breached the trust of the company. This level of unethical practice is unacceptable.

ADVANTAGES OF BUSINESS ETHICS

More and more companies recognize the link between business ethics and financial performance. Companies displaying a "clear commitment to ethical conduct" consistently outperform companies that do not display ethical conduct.

1. Attracting and retaining talent

People aspire to join organizations that have high ethical values. Companies are able to attract the best talent and an ethical company that is dedicated to taking care of its employees will be rewarded with employees being equally dedicated in taking care of the organization. The ethical climate matter to the employees. Ethical organizations create an environment that is trustworthy, making employees willing to rely, take decisions and act on the decisions and actions of the co-employees. In such a work environment, employees can expect to be treated with respect and consideration for their colleagues and superiors. It cultivates strong teamwork and productivity and support employee growth.

Retaining talented people is as big a challenge as getting them in the first place. Work is a means to an end for them, not an end in itself. The relationship they have with their employer must be a mutual, win-win one, in which their loyalty should not be taken for granted. Talented people will invest their energy and talent only in organizations with values and beliefs that match their own. In order to achieve this match, managers need to build cultures, compensation and benefits packages, and career paths that reflect and foster certain shared values and beliefs.

2. Investor Loyalty

Investors are concerned about ethics, social responsibility and reputation of the company in which they invest. Investors are becoming more and more aware that an ethical climate provides a foundation for efficiency, productivity and profits. Relationship with any stakeholder, including investors, based on dependability, trust and commitment results in sustained loyalty.

3. Customer satisfaction

Customer satisfaction is a vital factor in successful business strategy. Repeat purchases/orders and enduring relationship of mutual respect is essential for the success of the company. The name of a company should evoke trust and respect
among customers for enduring success. This is achieved by a company that adopts ethical practices. When a company because of its belief in high ethics is perceived as such, any crisis or mishaps along the way is tolerated by the customers as a minor aberration. Such companies are also guided by their ethics to survive a critical situation. Preferred values are identified ensuring that organizational behaviors are aligned with those values. An organization with a strong ethical environment places its customers’ interests as foremost. Ethical conduct towards customers builds a strong competitive position. It promotes a strong public image.

4. Regulators

Regulators eye companies functioning ethically as responsible citizens. The regulator need not always monitor the functioning of the ethically sound company. The company earns profits and reputational gains if it acts within the confines of business ethics.

To summarise, companies that are responsive to employees’ needs have lower turnover in staff.

— Shareholders invest their money into a company and expect a certain level of return from that money in the form of dividends and/or capital growth.
— Customers pay for goods, give their loyalty and enhance a company’s reputation in return for goods or services that meet their needs.
— Employees provide their time, skills and energy in return for salary, bonus, career progression, learning.

CONCLUSION

In making ethics work in an organization it is important that there is synergy between vision statement, mission statement, core values, general business principles and code of ethics. A commitment by corporate management to follow an ethical code of conduct confers a variety of benefits. An effective ethics program requires continual reinforcement of strong values. Organisations are challenged with how to make its employees live and imbibe the organization codes and values. To ensure the right ethical climate, a right combination of spirit and structure is required.

LESSON ROUND-UP

- Business ethics is a form of applied ethics. In broad sense ethics in business is simply the application moral or ethical norms to business.
- The term ethics has its origin from the Greek word “ethos”, which means meaning character or custom
**Deontological ethics** or **deontology** (Greek: *(deon)* meaning 'obligation' or 'duty') is an approach to ethics that focuses on the rightness or wrongness of actions themselves, as opposed to the rightness or wrongness of the consequences of those actions.

- **Teleology** (Greek: *telos*: end, purpose) is the philosophical study of design and purpose.
- **Enlightened-egoism.** This model takes into account harms, benefits and rights.
- **Utilitarianism** is the idea that the moral worth of an action is solely determined by its contribution to overall utility.
- **Relativism** is the idea that some elements or aspects of experience or culture are relative to, i.e., dependent on, other elements or aspects.
- **Justice** is the concept of moral rightness in action or attitude; it is closely linked to fairness.
- Organisations that value high ethics comply with the laws not only in spirit but go beyond what is stipulated or expected of them.
- Human resource management (HRM) plays a decisive role in introducing and implementing ethics.
- Human resource management (HRM) plays a decisive role in introducing and implementing ethics
- Marketing ethics is the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing
- **Advantages of business ethics** - attracting and retaining talent, investor loyalty, customer satisfaction and regulators.
- In making ethics work in an organization it is important that there is synergy between vision statement, mission statement, core values, general business principles and code of ethics.

**SELF-TEST QUESTIONS**

1. Describe the different ethical philosophies.
2. Write short notes on Ethics in Finance and Ethics in Marketing.
The objective of the study lesson is to enable the students to understand:

- The relationship between organization values and organization climate on ethics.
- The role of Board of directors in the ethical climate of an organization
- The concept of ethics programme
- Developing a code of conduct
- Ethics training and communication
- Features of a good ethics programme
- Role of Leadership
- Social and ethical accounting
- Principles of social and ethical accounting.
- Ethics Audit

INTRODUCTION

The organization’s values greatly influence the decisions that individuals make. The approach to ethical issues is not only on the basis of what the employees learned from their own background but also on what they learn from others in the organization and the Organization culture.

Organisation culture comprises the attitudes, experiences, beliefs and values of an organization. It has been defined as "the specific collection of values and norms that are shared by people and groups in an organization and that control the way they interact with each other and with stakeholders outside the organization. An important component of corporate culture is the ethical climate. The ethical climate of an organization is the shared set of understandings about what is correct behaviour and how ethical issues will be handled. This climate sets the character for decision making at all levels and in all circumstances. The ethical climate reflects whether the firm has an ethical conscience. The ethical climate is a function of many factors including corporate policies on ethics, top management’s leadership on ethical issues, industry culture etc.

The ethical tendency or climate of organizations is set at the top. What top managers do, and the culture they establish and reinforce, makes a huge difference in the way lower-level employees act and in the way the organization as a whole acts...
when ethical dilemmas are faced. When the ethical climate is not clear and positive, ethical dilemmas will often result in unethical behavior.

Organizations have ethics programme as a way of minimizing the risk of ethical misconduct or wrongdoing by employees. These programmes consists of policies, processes and education and training initiatives that explain the company’s business ethics. These programmes clarify how ethics should translate into operating procedures and workplace behaviour. The focus of ethics programmes is compliance and is focused on rules and regulations.

ROLE OF BOARD OF DIRECTORS

The board of directors hold the ultimate responsibility for their firm’s success or failure, as well as for ethics of their actions. As has been stated earlier the ethical tone of an organization is set at the top, the actions and attitudes of the board greatly influence the ethical climate of an organization. The directors on a company’s board assume legal responsibility for the firm’s resources and decisions. Board members have a fiduciary duty, i.e. a position of trust and confidence. Due to globalization, the role of the media, technology revolutionizing the nature and speed of communication, directors are feeling greater demands for accountability and transparency. This calls for ethical decision making and providing an ethical decision making framework.

The perspective and independent judgement of independent directors can be helpful in determining a company’s approach towards ethical issues and stakeholder interests. Independent directors are in a position to challenge current practices and also contribute knowledge and experience of good practices.

A Report by the Conference Board Commission on Public Trust and Private Enterprise suggested the following areas of oversight by a Board:

— Designation of a Board committee to oversee ethics issues;
— Designation of an officer to oversee ethics and compliance with the code of ethics;
— Inclusion of ethics-related criteria in employees’ annual performance reviews and in the evaluation and compensation of management;
— Representation by senior management that all known ethics breaches have been reported, investigated, and resolved; and
— Disclosure of practices and processes the company has adopted to promote ethical behavior.

ORGANIZATION STRUCTURE AND ETHICS

An organization’s structure is important to the study of business ethics. In a Centralized organization, decision-making authority is concentrated in the hands of top-level managers, and little authority is delegated to lower levels. Responsibility, both internal and external, rests with top management. This structure is especially suited for organizations that make high-risk decisions and whose lower-level managers are not highly skilled in decision making. It is also suitable for organizations in which production processes are routine and efficiency is of primary importance.
These organizations are usually extremely bureaucratic, and the division of labour is typically very well defined. Each worker knows his or her job and what is specifically expected, and each has a clear understanding of how to carry out assigned tasks. Centralized organizations stress formal rules, policies, and procedures, backed up with elaborate control systems. Their codes of ethics may specify the techniques to be used for decision making.

Because of their top-down approach and the distance between employee and decision maker, centralized organizational structures can lead to unethical acts. If the centralized organization is very bureaucratic, some employees may behave according to “the letter of the law” rather than the spirit.

In a decentralized organization, decision-making authority is delegated as far down the chain of command as possible. Such organizations have relatively few formal rules, and coordination and control are usually informal and personal. They focus instead on increasing the flow of information. As a result, one of the main strengths of decentralized organizations is their adaptability and early recognition of external change. With greater flexibility, managers can react quickly to changes in their ethical environment. Weakness of decentralized organizations is the difficulty they have in responding quickly to changes in policy and procedures established by top management. In addition, independent profit centers within a decentralized organization may deviate from organizational objectives.

ETHICS PROGRAMME

A company must have an effective ethics program to ensure that all employees understand its values and comply with the policies and codes of conduct that create its ethical climate.

Two types of control systems can be created.

Compliance Orientation Programme: A compliance orientation creates order by requiring that employees identify with and commit to specific required conduct. It uses legal terms, statutes, and contracts that teach employees the rules and penalties for noncompliance.

Values Orientation: Values Orientation strives to develop shared values. Although penalties are attached, the focus is more on an abstract core of ideals such as respect and responsibility. Instead of relying on coercion, the company's values are seen as something to which people willingly aspire.

Most companies begin the process of establishing organizational ethics programs by developing codes of conduct. Codes of conduct are formal statements that describe what an organization expects of its employees. Such statements may take three different forms a code of ethics, a code of conduct, and a statement of values. A code of ethics is the most comprehensive and consists of general statements, sometimes altruistic or inspirational, that serve as principles and the basis for rules of conduct. A code of ethics generally specifies methods for reporting violations, disciplinary action for violations, and a structure of due process. A code of conduct is a written document that may contain some inspiration statements but usually specifies acceptable or unacceptable types of behavior. A
code of conduct is more akin to a regulatory set of rules and as such, tends to elicit less debate about specific actions. One problem with codes of conduct is that they tend to be developed without broad-based participation from stakeholders. Another final type of ethical statement is a statement of values, it serves the general public and also addresses distinct groups such as stakeholders. Values statements are conceived by management and are fully developed with input from all stakeholders. A company can have a ‘credo’ which can be used as a tool to define the ethical practices that the company pursues and the respect for stakeholders including (customers, employees, community). Credo is a Latin word which means “a set of fundamental beliefs or a guiding principle.” For a company, a credo is like a mission statement.

CODE OF ETHICS

A code of ethics should reflect upper managers’ desire for compliance with the values, rules, and policies that support an ethical climate. The development of a code of ethics should involve the president, board of directors, and chief executive officers who will be implementing the code. Legal staff should also be called on to ensure that the code has correctly assessed key areas of risk and that it provides buffers for potential legal problems.

Corporate codes of ethics often contain about six core values or principles in addition to more detailed descriptions and examples of appropriate conduct. The six values that are desirable for codes of ethics include: (1) trustworthiness, (2) respect, (3) responsibility, (4) fairness, (5) caring, and (6) citizenship.

In India, Clause 49 of the Listing Agreement requires that

(i) The Board shall lay down a code of conduct for all Board members and senior management of the company. The code of conduct shall be posted on the website of the company.

(ii) All Board members and senior management personnel shall affirm compliance with the code on an annual basis. The Annual Report of the company shall contain a declaration to this effect signed by the CEO.

Explanation: For this purpose, the term “senior management” shall mean personnel of the company who are members of its core management team excluding Board of Directors. Normally, this would comprise all members of management one level below the executive directors, including all functional heads.

In the United States of America, Section 406 of the Sarbanes Oxley Act, 2002 requires public companies to disclose whether they have codes of ethics and also to disclose any waivers of those codes for certain members of senior management.

Section 406(a) of Regulation S-K requires companies to disclose:

— whether they have a written code of ethics that applies to their principal executive officer, principal financial officer, principal accounting officer or controller, or persons performing similar functions;
— any waivers of the code of ethics for these individuals; and
— any changes to the code of ethics.

If companies do not have a code of ethics, they must explain why they have not adopted one. A company may either file its code as an exhibit to the annual report, post the code on the company's Web site, or agree to provide a copy of the code upon request and without charge.

A code of ethics outlines a set of fundamental principles. These principles can be used both as the basis for operational requirements (things one must do) and operational prohibitions (things one must not do). A code of ethics is based on a set of core principles or values and is not designed for convenience. Those subject to the code are required to understand, internalize, and apply in situations the code does not specifically address. Organizations expect that the principles, once communicated and illustrated, will apply in every case, and that failure to apply the principles can be a cause for disciplinary action.

CODE OF CONDUCT

Code of conduct or what is popularly known as Code of Business Conduct contains standards of business conduct that must guide actions of the Board and senior management of the Company.

The Code may include the following:

(a) Company Values.
(b) Avoidance of conflict of interest.
(c) Accurate and timely disclosure in reports and documents that the company files before Government agencies, as well as in Company's other communications.
(d) Compliance of applicable laws, rules and regulations including Insider Trading Regulations.
(e) Maintaining confidentiality of Company affairs.
(f) Non-competition with Company and maintaining fair dealings with the Company.
(g) Standards of business conduct for Company's customers, communities, suppliers, shareholders, competitors, employees.
(h) Prohibition of Directors and senior management from taking corporate opportunities for themselves or their families.
(i) Review of the adequacy of the Code annually by the Board.
(j) No authority of waiver of the Code for anyone should be given.

The Code of Conduct for each Company summarises its philosophy of doing business.

Although the exact details of this code are a matter of discretion, the following
principles have been found to occur in most of the companies:

— Use of company’s assets;
— Avoidance of actions involving conflict of interest;
— Avoidance of compromising on commercial relationship;
— Avoidance of unlawful agreements;
— Avoidance of offering or receiving monetary or other inducements;
— Maintenance of confidentiality;
— Collection of information from legitimate sources only.
— Safety at workplace
— Maintaining and Managing Records
— Free and Fair competition
— Disciplinary actions

To create a code of ethics, an organization must define its most important guiding values, formulate behavioral standards to illustrate the application of those values to the roles and responsibilities of the persons affected, review the existing procedures for guidance and direction as to how those values and standards are typically applied, and establish the systems and processes to ensure that the code is implemented and effective. Codes of ethics are not easily created from boilerplate. Ideally, the development of a code will be a process in which Boards and senior management actively debate and decide core values, roles, responsibilities, expectations, and behavioral standards.

**Model Code of Business Conduct & Ethics**

**Preamble**

Commitment to ethical professional conduct is a MUST for every employee of the company in all of its businesses/units/subsidiaries. This code, consisting of imperatives formulated as statements of personal responsibility, identifies the elements of such a commitment. It contains many, but not all issues, employees are likely to face.

The code is intended to serve as a basis for ethical decision-making in the conduct of professional work. It may also serve as a basis for judging the merit of a formal complaint pertaining to violation of professional ethical standards.

It is understood that some words and phrases in a code of ethics and conduct document are subject to varying interpretations and that any ethical principle may conflict with other ethical principles in specific situations. Questions related to ethical conflicts can best be answered by thoughtful consideration of fundamental principles rather than reliance on detailed regulations. In case of conflict, the decision of the Board shall be final.

**Applicability**

This code is applicable to the Board Members and all employees in and above Officers level (hereinafter collectively referred to as “Employee(s)”).
All employees must read and understand this code and ensure to abide by it in their day-to-day activities.

**General Moral Imperatives**

*Contribute to society and human well being*

This principle concerning the quality of life of all people, affirms an obligation to protect fundamental human rights and to respect the diversity of all cultures. We must attempt to ensure that the products of our efforts will be used in socially responsible ways, will meet social needs and will avoid harmful effects to health and welfare of others.

In addition to a safe social environment, human well-being includes a safe natural environment. Therefore, all of us who are accountable for the design, development, manufacture and promotion of company’s products, must be alert to, and make others aware of, any potential damage to the local or global environment.

*Avoid harm to others*

“Harm” means injury or negative consequences, such as loss of property, property damage or unwanted health and environmental impacts. This principle prohibits use of men, material and technology in ways that result in harm to our consumers, employees and the general public.

Well-intended actions, including those that accomplish assigned duties, may lead to harm unexpectedly. In such an event, the responsible person or persons are obligated to undo or mitigate the negative consequences as much as possible.

*Be honest and trustworthy*

Honesty is an essential component of trust. Without trust an organisation cannot function effectively. All of us are expected not to make deliberately false or deceptive claims about our products/systems, but instead provide full disclosure of all pertinent limitations and problems.

*Be fair and take action not to discriminate*

The values of equality, tolerance, respect for others, and the principles of equal justice govern this imperative. Discrimination on the basis of race, sex, religion, age, disability, national origin, or other such factors is an explicit violation of this code.

*Practice integrity in our inter-personal relationships*

In our relationships with colleagues, we should treat them with respect and in good faith. In the same way we ourselves would expect them to treat us. The principle to be adopted to guard against loose talk or in its worst form-character assassination is not to say anything behind one’s back and never utter something, which cannot be put in writing.

*Honor confidentiality*

The principle of honesty extends to issues of confidentiality of information. The ethical concern is to respect all obligations of confidentiality to all stakeholders unless discharged from such obligations by requirements of the law or other principles of this code.
We therefore, will maintain the confidentiality of all material non-public information about company’s business and affairs.

**Specific Professional Responsibilities**

- **Live the Company’s Values** - each day.

  We must live the Company’s Values - each day. For quick reference our core values are:

  - **Ownership**
    This is our company. We accept personal responsibility and accountability to meet business needs.

  - **Passion for winning**
    We all are leaders in our area of responsibility with a deep commitment to deliver results. We are determined to be the best at doing what matters most.

  - **People development**
    People are our most important asset. We add value through result driven training and we encourage & reward excellence.

  - **Consumer focus**
    We have superior understanding of consumer needs and develop products to fulfill them better.

  - **Teamwork**
    We work together on the principle of mutual trust and transparency in a boundary less organisation. We are intellectually honest in advocating proposals, including recognizing risks.

  - **Innovation**
    Continuous innovation in products and process is the basis of our success.

  - **Integrity**
    We are committed to the achievement of business success with integrity. We are honest with consumers, business partners and each other.

    *Strive to achieve the highest quality, effectiveness and dignity in both the processes and products of professional work*

    Excellence is perhaps the most important obligation of a professional. We must strive to achieve the highest quality, effectiveness and dignity in all that we are responsible for each day.

  - **Acquire and maintain professional competence**

    Excellence depends on individuals who take responsibility for acquiring and maintaining professional competence. We must participate in setting standards for appropriate levels of competence, and strive to achieve those standards.
Know and respect existing laws

We must obey existing local, state, national, and international laws unless there is a compelling ethical basis not to do so. We should also obey the policies, procedures, rules and regulations of the company. Violation of a law or regulation may be ethical when that law or rule has inadequate moral basis or when it conflicts with another law judged to be more important. If one decides to violate a law or rule because it is viewed as unethical, or for any other reason, one must fully accept responsibility for one’s actions and for the consequences.

Accept and provide appropriate professional review

Quality professional work depends on professional reviewing and critiquing. Whenever appropriate, individual members should seek and utilize peer review as well as provide critical review of the work of theirs.

Manage personnel and resources to enhance the equality of working life

Organisational leaders are responsible for ensuring that a conductive environment is created for fellow employees to enable them delivering their best. We all, therefore, are responsible for ensuring human dignity of all our colleagues, ensuring their personal and professional development and enhancing the quality of working life.

Deal with the Media tactfully

We should guard against being misquoted and finding ourselves compromised. Our role as individuals is always to be tactful and to avoid comment and to pass enquiries to those who are authorized to respond to them.

Be upright and avoid any inducements

Neither directly nor through family and other connections indirectly, should we solicit any personal fee, commission or other form of remuneration arising out of transactions involving Company. This includes gifts or other benefits of significant value, which might be extended at times, to influence business—especially during bulk purchase of commodities for the organisation or awarding a contract to an agency etc. We are likely to be offered various gifts by vendors/parties/agencies and people associated with Company under different wraps or generally on personal celebrations or functions or religious festivals etc.

Observe Corporate Discipline

Our flow of communication is not rigid and people are free to express themselves at all levels. However, this informality should not be misunderstood. What it means is that though there is a free exchange of opinions in the process of arriving at a decision, but after the debate is over and a policy consensus has been established, all are expected to adhere and abide by it, even when in certain instances we may not agree with it individually. In some cases policies act as a guide to action, in others they are designed to put a constraint on action. We all must learn to recognise the difference and appreciate why we need to observe them.
Conduct ourselves in a manner that reflects credit to the Company

All of us are expected to conduct ourselves, both on and off-duty, in a manner that reflects credit to the company. The sum total of our personal attitude and behaviour has a bearing on the standing of Company and the way in which it is perceived within the organisation and by the public at large.

Be accountable to our stakeholders

All of those whom we serve, be it our customers, without whom we will not be in business, our shareholders, who have an important stake in our business and the employees, who have a vested interest in making it all happen—are our stakeholders. And we must keep in mind at all times that we are accountable to our stakeholders.

“Inside information” gained from the Company or otherwise must not be used for personal gains. We undertake to comply with the Company’s Code of Conduct for Prevention of Insider Trading.

Identify, mitigate and manage business risks

It is our responsibility to follow our institutionalized Company’s Risk Management Framework to identify the business risks that surround our function or area of operation and to assist in the company-wide process of managing such risks, so that Company may achieve its wider business objectives. All of us should continuously ask ourselves “What can go wrong and what am I doing to prevent it from going wrong.”

Protect Company’s properties

We all are perceived as Trustees of Company’s properties, funds and other assets. We owe fiduciary duty to each stakeholder, as their agent, for protecting the Company’s assets. We, therefore, must safeguard and protect the Company’s assets against any misappropriation, loss, damage, theft, etc. by putting in place proper internal control systems and procedures and effectively insuring the same against any probable fire, burglary, fidelity and any other risk.

Specific Additional Provisions for Board members and Management Committee members

As Board/Management Committee Members

We undertake to actively participate in meetings of the Board, or the Committees thereof and the meetings of Management Committee on which we serve.

As Board members

1. We undertake to inform the Chairman of the Board of any changes in our other board positions, relationship with other business and other events/circumstances/conditions that may interfere with our ability to perform Board/Board Committee duties or may impact the judgment of the Board as to whether we meet the independence requirements of Listing Agreement with Stock Exchanges.
2. We undertake that without prior approval of the disinterested members of the Board, we will avoid apparent conflict of interest. Conflict of interest may exist when we have personal interest that may have a potential conflict with the interest of the company at large. Illustrative cases can be:

- Related Party Transactions: Entering into any transactions or relationship with Company or its subsidiaries in which we have a financial or other personal interest (either directly or indirectly such as through a family member or other person or other organisation with which we are associated).

- Outside Directorship: Accepting Directorship on the Board of any other Company that compete with the business of Company.

- Consultancy/Business/Employment: Engaging in any activity (be it in the nature of providing consultancy service, carrying on business, accepting employment) which is likely to interfere or conflict with our duties/responsibilities towards Company. We should not invest or associate ourselves in any other manner with any supplier, service provider or customer of the Company.

- Use of Official position for our personal gains: We should not use our official position for our personal gains.

Compliance with the Code

As employees of Company, we will uphold and promote the principles of this code

The future of the organisation depends on both technical and ethical excellence. Not only is it important for employees to adhere to the principles expressed in this Code, each employee should encourage and support adherence by other employees.

Treat violations of this code as inconsistent association with the organisation

Adherence of professionals to a code of ethics is largely a voluntary matter. However, if any of us do not follow this code by engaging in process misconduct, the matter would be reviewed by the Board and its decision shall be final. The Company reserves the right to take appropriate action against the guilty employee.

Miscellaneous

Continual updation of code

This code is subject to continuous review and updation in line with any changes in law, changes in company’s philosophy, vision, business plans or otherwise as may be deemed necessary by the board.

Credo

Most Companies skip the important part of developing the company’s credo. A good credo gives the company a reason to exist; it develops the spirit of employees motivating them at all times. It is a statement of common values that allows
employees to understand the importance of the stakeholders and services provided. It is the force which makes them work together to achieve a consistent high standard.

Sam Walton, founder of Wal-Mart, established the “Three Basic Beliefs” as his company's credo. These are:
- Respect for the Individual
- Service to our Customers
- Strive for Excellence

Johnson & Johnson

The overarching philosophy that guides business in Johnson & Johnson is their Credo termed as ‘Our Credo', a deeply held set of values that has served as the strategic and moral compass for generations of Johnson & Johnson leaders and employees.

The Credo challenges Johnson & Johnson to put the needs and well-being of the people we serve first. It also speaks to the responsibilities it has to its employees, to the communities in which the company lives and works and the world community, and to its shareholders. Johnson and Johnson believes that its Credo is a blueprint for long-term growth and sustainability that’s as relevant today as when it was written.

SAIL

Credo of SAIL talks about stakeholder respect, and ethical practices to be followed in the company
- We build lasting relationships with customers based on trust and mutual benefit. We uphold highest ethical standards in conduct of our business.
- We create and nurture a culture that supports flexibility, learning and is proactive to change.
- We chart a challenging career for employees with opportunities for advancement and rewards.
- We value the opportunity and responsibility to make a meaningful difference in people's lives.

THE TYLENOL CRISIS

It is the belief of Johnson & Johnson that it is its credo which has led to the company's growth. The credo depicts company’s ethical and socially responsible approach of conducting business. The credo epitomizes the company's responsibility to the people who uses its products and services- to its employees to the community and environment and to its shareholders.

Johnson & Johnson's subsidiary, McNeil Consumer Products had an analgesic called Tylenol which was the absolute leader in the market for pain-killers in 1982. Seven persons had died mysteriously after taking cyanide laced capsules of Extra-Strength Tylenol. The deaths were broadly reported in the media and became the cause of a massive nationwide panic.
The investigation by the company revealed that the product was tampered with and Tylenol Extra-Strength capsules was replaced with cyanide laced capsules and resealed packages were deposited on the shelves of pharmacies and food stores. Through the investigation it was also revealed that the tampering had taken place in the Chicago area only.

The media widely reported about the cyanide laced capsules and this sensational news caused a nationwide panic. The company had to suddenly explain to the world why its trusted and premium product was killing unsuspecting people.

**Johnson & Johnson's Crisis Communication Strategies**

Johnson & Johnson reacted in a matured manner to the adverse media reports.

The areas which the company had to address were firstly “how to protect the people?” and secondly “how to save the product?”

As a first step the company issued warnings using the media and advised the consumers across the United States not to consume any type of Tylenol product. Johnson & Johnson withdrew all forms of Tylenol capsules from the width and breadth of the United States of America.

Even though the company was convinced that there was little chance of discovering any more cyanide coated tablets, Johnson & Johnson made it known that they would not like to take any risk with the safety and health of the Tylenol-consuming public, even if it cost the company its reputation and millions of dollars. It was estimated that the recall included approximately 31 million bottles of Tylenol, with a retail value of more than $100 million.

**The Impact of the Strategy**

The recall of the Tylenol capsules was not an easy decision to make for the company. Many well-informed analysts were of the opinion that recalling all Tylenon-related products could adversely affect the business prospects of the company. Some company executives were really concerned about the panic that could be caused to the industry over such a widespread recalling of the company's premium product.

There were others too who felt that the nationwide recall of Tylenol would effectively lay to rest any chance for the product to survive in future.

What Johnson & Johnson faced was an unusual situation for a large corporation of its size and reach in facing a crisis of such dimensions. It was the considered opinion of many that the company’s response to the crisis demonstrated clearly its commitment to customer safety and quality of its product. The open and transparent communication with public helped the company maintain a high level of credibility and customer trust. In the case of many other companies, the top brass would have thought of the huge financial loss the company would have to incur and also its reputation once it decided to recall its own product at a national level. But in this case, the then chairman and CEO of Johnson & Johnson, James E. Burke, said, "It will take time, it will take money, and it will be very difficult; but we consider it a moral imperative, as well as good business, to restore Tylenol to its preeminent position." Burke and his executives rather than thinking about the huge financial implications, followed both the letter and spirit of the company's credo.
The company put customer safety first before they got worried about the profit and other financial concerns.

In the beginning the media made a very negative association with the brand name. Before the crisis, Johnson & Johnson had not actively sought press coverage, but as a company in crisis they recognised the advantage of open communication in clearly disseminating warnings to the public as well as a clear enunciation of the company’s stand. The company also stopped the production and advertising of Tylenol and ordered the recall of all Tylenol capsules from the market.

Johnson & Johnson concentrated on a comeback plan. To restore the confidence and trust of the public in Tylenol, and to make the product tamper-free, Johnson & Johnson followed a series of concerted measures: First, the company brought in a new Triple Safety Seal Packaging—a glued box, a plastic seal over the neck of the bottle, and a foil seal over the mouth of the bottle. Tylenol became the first product in the industry to use the new tamper resistant packaging within 6 months after the tampering of the product was reported. The company made the announcement of the new Triple Safety Seal Packaging at a press conference at the manufacturer’s headquarters. Before the crisis, Tylenol was a premium product and had a massive advertising budget and it was number one alternative to aspirin in the country.

The Success of the Comeback Trail

Not only is Tylenol still one of the top selling over-the-counter drugs in the USA, but it took very little time for the product to return to the market. Johnson & Johnson’s handling of the Tylenol tampering crisis shows that when the company dealt with the issue in an open and transparent manner the stakeholders—customers, regulators, media, shareholders all were sympathetic. If the company had not fully cooperated with the media, they would have, in turn, received much less positive media coverage. Disapproving coverage by the media could have easily destroyed Tylenol’s reputation permanently, and with it Johnson & Johnson’s as well.

ETHICS TRAINING AND COMMUNICATION

A major step in developing an effective ethics program is implementing a training program and communication system to communicate and educate employees about the firm’s ethical standards.

Training can educate employees about the firm’s policies and expectations, as well as relevant laws and regulations and general social standards. Training programs can make employees aware of available resources, support systems, and designated personnel who can assist them with ethical and legal advice. They can also empower employees to ask tough questions and make ethical decisions. Many companies are now incorporating ethics training into their employee and management development training efforts.

If ethics training is to be effective, it must start with a foundation, a code of ethics, a procedure for airing ethical concerns, line and staff involvements, and executive priorities on ethics that are communicated to employees. Managers from every department must be involved in the development of an ethics training program.
Training and communication initiatives should reflect the unique characteristics of an organization: its size, culture, values, management style, and employee base. It is important for the ethics program to differentiate between personal and organizational ethics.

To be successful, business ethics programs should educate employees about formal ethical frameworks and more for analyzing business ethics issue. Then employees can base ethical decisions on their knowledge of choices rather than on emotions.

Written standards deter wrongdoing and promote:

1. Honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;
2. Full, fair, accurate, timely, and understandable disclosure in reports and documents that a company files with, or submits to, the Commission and in other public communications made by the [company];
3. Compliance with applicable governmental laws, rules and regulations;
4. The prompt internal reporting of violations of the code to an appropriate person or persons identified in the code; and,
5. Accountability for adherence to the code.

ETHICS COMMITTEE

Codes of conduct are an outgrowth of company missions, visions, strategies and values. Thoughtful and effective corporate codes provide guidance for making ethical business decisions that balance conflicting interests.

Codes of conduct need to be living documents that are encouraged and valued at the highest levels. Board members and senior executives have to set an example for the type conduct they expect from others. Ethical lapses at the higher levels of management tend to be perceived as tacit permission to commit lapses at lower levels. Senior management needs to hold itself to the highest standards of conduct before it can demand similar integrity from those at lower levels.

Writing a code of conduct, supporting it at top levels and communicating it to employees is just a beginning. Companies should have a committee of independent non-executive directors who are responsible for ensuring that systems are in place in the company to assure employee compliance with the Code of Ethics.

Functions of Ethics Committee:

The oversight process of the Ethics Committee of an organization involves the following areas to be addressed by it:

Review of the definitions of standards and procedures

The Committee should review the organization's areas of operation, the activities that require a formal set of ethical standards and procedures.

Once the review is complete and any shortcomings have come to light the ethics
committee should assign the creation of revised guidelines to the appropriate personnel including the design of a formal method for communicating standards and procedures to employees. This method should ensure that employees both understand and accept the ethics program.

The ethics committee can suggest behaviors to upper management that reinforce the organization's guidelines.

**Facilitate Compliance**

The ethics Committee has the responsibility for overall compliance. It is the responsible authority for ethics compliance within its area of jurisdiction. It should serve as the court of last resort concerning interpretations of the organization's standards and procedures. When and if inconsistencies come to light in this manner, the committee should make recommendations on improving the existing compliance mechanisms. And, as always, there should be follow-up to ensure that compliance recommendations have been understood and accepted.

**Due diligence of prospective employees**

The ethics committee should define how the organization will balance the rights of individual applicants and employees against the organization's need to avoid risks that come from placing known violators in positions of discretionary responsibility. This includes the oversight of background investigations on employees/applicants who are being considered for such positions.

**Oversight of communication and training of ethics programme**

The ethics committee should define methods and mechanisms for communicating ethical standards and procedures. This includes the distribution of documents (codes of conduct, for example) to ensure that every employee understands and accepts the organization's ethical guidelines. To make certain that published standards are understood, the ethics committee should provide regular training sessions as well.

Since communication is two-way, the ethics committee should solicit stakeholder input regarding how standards and procedures are defined and enforced. In this connection, it is useful to create ways of providing proof that each employee has received the appropriate documents and understands the standards and procedures described.

**Monitor and audit compliance**

Compliance is an ongoing necessity and the ethics committee should design controls which monitor, audit and demonstrate employees' adherence to published standards and procedures. There should also be mechanisms which check the effectiveness and reliability of such internal controls.

To warrant that the organization's goals, objectives and plans do not conflict with its ethical standards and procedures, the ethics committee should develop methods for regular review and assessment.

**Enforcement of disciplinary mechanism**

Disciplinary provisions should be in place to ensure consistent responses to
similar violations of standards and procedures (as against applying different standards to different employees based on their position, performance, function, and the like). There should be provisions for those who ignore as well as those who violate standards and procedures.

**Analysis and follow-up**

When violations occur, the ethics committee should have ways to identify why they occurred. It is also important that lessons learned from prior violations are systematically applied to reduce the chance that similar violations takes place in future.

**BEST PRACTICES IN ETHICS PROGRAMME**

— The recommendations of the ethics committee should include staff training, evaluations of compliance systems, appropriate funding and staffing of the corporate ethics office, and effective protections to employees who "blow the whistle" on perceived actions contrary to the spirit and/or letter of the Code.

— Annual training on the code is a good practice. Many corporations establish independent "hot lines" or "help lines" where employees can seek guidance when they are faced with an ethical dilemma or when they encounter unethical conduct in the workplace.

— Every publicly listed corporation should consider establishing a regular review system to ensure the Code is dynamic and updated in the light of new developments.

— Every member of the Board of Directors of a publicly listed corporation should be required to sign the Code of Ethics and pledge that she or he will never support a Board motion to suspend the Code.

— All outside law firms and auditing firms that consult to publicly listed corporations should be required to sign statements noting that they understand and accept the corporation's Code of Ethics.

— Employees basically want to know two things- (a) know what is expected or required for them to survive and to be successful (b) know "how they were doing" at that point in time.

**INTEGRITY PACT**

Developed by Transparency International (TI), the Integrity Pact (IP) is a tool aimed at preventing corruption in public contracting. It consists of a process that includes an agreement between a government or a government department and all bidders for a public contract. It contains rights and obligations to the effect that neither side will: pay, offer, demand or accept bribes; collude with competitors to obtain the contract; or engage in such abuses while carrying out the contract. The IP also introduces a monitoring system that provides for independent oversight and accountability.
What is an integrity pact?

A written agreement between the government/government department and all bidders to refrain from bribery and collusion

Bidders are required to disclose all commissions and similar expenses paid by them to anyone in connection with the contract. If the written agreement is violated then the pact describes the sanctions that shall apply. These may include:

- Loss or denial of contract;
- Forfeiture of the bid or performance bond and liability for damages;
- Exclusion from bidding on future contracts (debarment); and
- Criminal or disciplinary action against employees of the government.

A monitoring system that provides for independent oversight and increased government accountability of the public contracting process

In most cases, monitors are members of civil society or experts appointed by (and reporting to) the TI Chapter and its civil society partners. The independent monitoring system aims to ensure that the pact is implemented and the obligations of the parties are fulfilled. The monitor performs functions such as:

- Overseeing corruption risks in the contracting process and the execution of work;
- Offering guidance on possible preventive measures;
- Responding to the concerns and/or complaints of bidders or interested external stakeholders;
- Informing the public about the contracting process’s transparency and integrity (or lack thereof).

Why use an integrity pact?

Companies can abstain from bribing safe in the knowledge that

- (A) their competitors have provided assurances to do the same, and
- (B) government procurement, privatisation or licensing agencies will follow transparent procedures and undertake to prevent corruption, including extortion, by their officials

Governments can reduce the high cost and distorting impact of corruption on public procurement, privatisation or licensing in their programmes, which will have a more hospitable investment climate and public support.

Citizens can more easily monitor public decision-making and their government’s activities.

The following - Goals, Roles, Expectations and Priorities should be communicated to the employees:

- People should be reminded/repeatedly communicated of the short term and long term goals of the job. They should see how their goals support the organization’s mission and vision. Employees should be made aware that how a goal is accomplished was just as important as accomplishing the goal
itself. Cutting corners could hurt the corporation, its reputation and, eventually, the individual employee.

— Employees should know how their job fits into the bigger picture which will remind them of their importance and value ensure that they understand their role and ensure that they understand what kind of conduct was expected is very important.

— Employees should understand exactly what was expected, what had to be done, when, to what standards, how would it be evaluated, what should they do if they encountered any hurdle or unanticipated changes, how conflicts should be handled.

— Employees should have clarity of the organization's operational priorities.

CONCEPT OF WHISTLE-BLOWER

A whistleblower is a person who publicly complains concealed misconduct on the part of an organization or body of people, usually from within that same organisation. This misconduct may be classified in many ways; for example, a violation of a law, rule, regulation and/or a direct threat to public interest, such as fraud, health/safety violations, and corruption. Whistleblowers frequently are likely to face retaliation - sometimes at the hands of the organisation or group which they have accused unless a system is in place that would ensure confidentiality is maintained. In addition, people are more likely to take action with respect to unacceptable behavior, within an organization, if there are complaint systems that ensure confidentiality and indemnity. It is in this context whistleblowers are often protected under law from employer retaliation. In India, clause 49 of the Listing Agreement provides as under with regard to Whistle Blower Policy:

Whistle Blower Policy

The company may establish a mechanism for employees to report to the management concerns about unethical behaviour, actual or suspected fraud or violation of the company’s code of conduct or ethics policy. This mechanism could also provide for adequate safeguards against victimization of employees who avail of the mechanism and also provide for direct access to the Chairman of the Audit committee in exceptional cases. Once established, the existence of the mechanism may be appropriately communicated within the organization.

This is a non-mandatory requirement. In case the whistle Blower mechanism is existing, the audit committee is responsible to review the functioning of the Whistle Blower mechanism and it is suggested that a disclosure be made in the Annual Report about the Whistle Blower policy and affirmation that no personnel has been denied access to the audit committee.

Corporate Governance Voluntary Guidelines, 2009 suggest for Institution of Mechanism for Whistle Blowing

I. The companies should ensure the institution of a mechanism for employees to report concerns about unethical behaviour, actual or suspected fraud, or violation of the company's code of conduct or ethics policy.
II. The companies should also provide for adequate safeguards against victimization of employees who avail of the mechanism, and also allow direct access to the Chairperson of the Audit Committee in exceptional cases.

ICSI Recommendations to strengthen Corporate Governance Framework recommends--adoption of Whistle Blower Policy should be made mandatory, to begin with, for listed companies. A model policy in this regard may be specified covering important clauses that protect employees’ interests.

**ENRON WHISTLE BLOWER**

Enron was a Houston-based energy company founded by a brilliant entrepreneur, Kenneth Lay. The company was created in 1985 by a merger of two American gas pipeline companies in Nebraska and Texas. Lay assumed the role-off chairperson and CEO, a position he held through most of the next 16 years, until the company's downfall in 2001. In a period of 16 years the company was transformed from a relatively small concern, involved in gas pipelines, oil and gas exploration, to the world's largest energy trading company. In 2001 Enron became a household name and probably in most households in most countries around the world. On 2 December, 2001 Enron, one of the 10 largest companies in the US, filed for bankruptcy.

During the boom years of the late 1990s the company positioned itself as a trader of virtually any type of asset: pulp and paper, weather derivatives, commodities, credits, and so on. It also expanded into areas that it thought would benefit from rapid growth, including water (following deregulation measures), fibre optic capacity/ Internet bandwidth, and so on. At the end of 1999, Enron launched its Internet based trading platform—Enron online. In February 2001, the company's stock market value was USD 4.60 billion.

In early 2001, as Lay handed the CEO role to Skilling, Enron reached an apex: the company reported revenues of US $ 100 billion and ranked seventh on the Fortune 500 list of largest global companies.

In early 2001, however, the company's problems started mounting: the expensive expansion into the broadband sector was questionable. Enron's stock price started falling. In August 2001 the chief executive Jeffery Skilling, left the company following concerns about the company’s management. Former CEO Lay returned to his old role (retaining the board chair as well). Whistleblowers within the firm —aware of widespread financial improprieties—were attempting to convey information to the board of directors; one employee, Sherron Watkins, Enron's vice president of corporate development, was finally successful in alerting certain board members that all was not well.

It became clear that Enron was suffering serious financial problems with discussion over a takeover or bankruptcy *(The Economist, 1 November 2001)*. Towards the end of October 2001, Moody's credit rating agency cut Enron's rating to barely above that of junk bonds.

Most stakeholders suffered considerably: shareholders saw the value of their investments vaporise almost completely, thousands of employees lost their jobs and creditors lost billion of dollars.
FEATURES OF GOOD ETHICS PROGRAMME

The following factors indicate the success of an ethics programme:

— **Leadership:** that executives and supervisors care about ethics and values as much as they do about the bottom line.

— **Consistency between words and actions:** that top management “practises what it preaches”. This is more important than formal mechanisms such as hotlines for people to report wrongdoing.

— **Fairness:** that it operates fairly. To most employees, the most important ethical issue is how the organization treats them and their co-workers.

— **Openness:** that people talk openly about ethics and values, and that ethics and values are integrated into business decision-making.

— **Just rewards:** that ethical behaviour is rewarded. This has greater influence on the effectiveness of an ethics programme that the perception that unethical behaviour is punished.

— **Value-driven:** that an ethics and compliance programme is values-driven. This had the most positive effect on ethics and compliance programme and resulted in:
  — lower observed unethical conduct;
  — stronger employee commitment;
  — a stronger belief that it is acceptable to deliver bad news to management.

ROLE OF LEADERSHIP

Top managers provide the blueprint for what a firm's corporate culture should be. If the leaders fail to express desired behaviours and goals, a corporate culture will evolve on its own which may not reflect the goals and values of the company. Leadership, the ability or authority to guide and direct others towards achievement of a goal, has a significant impact on ethical decision making because leaders have the power to motivate and others and enforce organization's rules and policies. Leaders are key to influencing organisation's corporate culture and ethical climate.

An effective leader is required to balance profit-motivated entrepreneurial skills and corporate citizenship. It entails translating the personal energy and vision of an outstanding entrepreneur into the corporate energy of an enduring company.

Enduring leadership i.e. leadership that outlasts and transcends the individual ensures the long-term success of an organization.

Leaders have two jobs. One is to stimulate and drive the organization they lead so that it survives, prospers and achieves its goals. The other is to create the climate, the culture and the conditions that enable people, in the present and in the future, to contribute effectively to that performance.
SOCIAL AND ETHICAL ACCOUNTING

Social and ethical accounting is a process that helps a company to address issues of accountability to stakeholders, and to improve performance of all aspects i.e. social, environmental and economic. The process normally links a company’s values to the development of policies and performance targets and to the assessment and communication of performance.

Social and ethical accounting has no standardized model. There is no standardized balance sheet or unit of currency. The issues are defined by the company’s values and aims by the interests and expectations of its stakeholders, and by societal norms and regulations. With the focus on the concerns of society, the social and ethical accounting framework implicitly concerns itself with issues such as economic performance, working conditions, environmental and animal protection, human rights, fair trade and ethical trade, human resource management and community development, and hence with the sustainability of a company’s activities.

Principles of social and ethical accounting

The dominant principle of social and ethical accounting is inclusivity. This principle requires that the aspirations and needs of all stakeholder groups are taken into account at all stages of the social and ethical accounting process.

— Planning: The company commits to the process of social and ethical accounting, auditing and reporting, and defines and reviews its values and social and ethical objectives and targets.

— Accounting: The scope of the process is defined, information is collated and analysed, and performance targets and improvement plans are developed.

— Reporting: A report on the company’s systems and performance is prepared.

— Auditing: The process of preparing the report and the report itself are externally audited, and the report is made accessible to stakeholders in order to obtain feedback from them.

— Embedding: To support each of the stages, structures and systems are developed to strengthen the process and to integrate it into the company’s activities.

— Stakeholder engagement: The concerns of stakeholders are addressed at each stage of the process through regular involvement.

The nature of social and ethical reporting is related to the size and nature of the organization. However comprehensive and clear a report is, it needs to be trusted to be valuable.

ETHICS AUDIT

The reasons for examining the state of a company's ethics are many and various. They include external societal pressures, risk management, stakeholder obligations, and identifying a baseline to measure future improvements. In some cases, companies are driven to it by a gross failure in ethics, which may have
resulted in costly legal action or stricter government regulation. An ethical profile brings together all of the factors which affect a company's reputation, by examining the way in which it does business.

The following are the some of the suggested steps in ethics audit:

1. The first step in conducting an audit is securing the commitment of the firm's top management.

2. The second step is establishing a committee or team to oversee the audit process.

3. The third step is establishing the scope of the audit.

4. The fourth step should include a review of the firm's mission values, goals, and policies.

5. The fifth step is identifying the tools or methods that can be employed to measure the firm's progress and then collecting and analyzing the relevant information.

6. The sixth step is having the results of the data analysis verified by an independent party.

7. The final step in the audit process is reporting the audit findings to the board of directors and top executives and, if approved, to external stakeholders.

Social and ethical accounting, auditing and reporting are in embryonic stage and the best practices are emerging and will continue to develop over the coming years. Social and ethical accounting provides a way in which companies can assess their performance and bring the perspective of stakeholders into this assessment. By bringing social and ethical accountability process into its strategy and operations, a company can measure its performance both for itself and for its stakeholders. This will help a company to address a series of risks that may otherwise arise unseen and unchecked with any of the stakeholder.

CONCLUSION

Ethics is the first line of defense against corruption, while law enforcement is remedial and reactive.

Good corporate governance goes beyond rules and regulations that the Government can put in place. It is also about ethics and the values which drive companies in the conduct of their business. It is therefore all about the trust that is established over time between the companies and their different stakeholders. Good corporate governance practices cannot guarantee no corporate failures. But the absence of such governance standards will definitely lead to questionable practices and corporate failures which surface suddenly and massively.
LESSON ROUND-UP

- The organization’s values greatly influence the decisions that individuals make.
- Organisational culture comprises the attitudes, experiences, beliefs and values of an organization.
- The board of directors hold the ultimate responsibility for their firm’s success or failure, as well as for ethics of their actions.
- The ethical tone of an organization is set at the top, the actions and attitudes of the board greatly influence the ethical climate of an organization.
- An organization’s structure is important to the study of business ethics. – Centralized organization and decentralized organization.
- A company must have an effective ethics program to ensure that all employees understand its values and comply with the policies and codes of conduct that create its ethical climate.
- Two types of control systems can be created - Compliance Orientation Programme and Values Orientation
- Clause 49 of the Listing Agreement requires that - The Board shall lay down a code of conduct for all Board members and senior management of the company. The code of conduct shall be posted on the website of the company.
- In the United States of America, Section 406 of the Sarbanes Oxley Act, 2002 requires public companies to disclose whether they have codes of ethics and also to disclose any waivers of those codes for certain members of senior management.
- To create a code of ethics, an organization must define its most important guiding values, formulate behavioral standards to illustrate the application of those values to the roles and responsibilities of the persons affected, review the existing procedures for guidance and direction as to how those values and standards are typically applied, and establish the systems and processes to ensure that the code is implemented and effective.
- A company can have a credo which can be used as a tool to define the ethical practices that the company pursues and the respect for stakeholders.
- Companies should have a committee of independent non-executive directors on who should have the responsibility for ensuring that systems are in place to assure employee compliance with the code of ethics.
- A major step in developing an effective ethics program is implementing a training program and communication system to communicate and educate employees about the firm’s ethical standards.
- Top managers provide the blueprint for what a firm’s corporate culture should be. If the leaders fail to express desired behaviours and goals, a corporate culture will evolve on its own which may not reflect the goals and values of the company.
Social and ethical accounting is a process that helps a company to address issues of accountability to stakeholders, and to improve performance in all aspects, i.e., social, environmental, and economic.

The dominant principle of social and ethical accounting is inclusivity. This principle requires that the aspirations and needs of all stakeholder groups are taken into account at all stages of the social and ethical accounting process.

**SELF-TEST QUESTIONS**

*(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)*

1. Discuss about the influence of organization climate and organizational structure on the ethics programme of a company.
2. Elucidate the role of leadership on ethics in an organization.
3. Describe the importance of ethics training.
STUDY XII
CONCEPT OF STAKEHOLDERS ORGANIZATION

LEARNING OBJECTIVES

The objective of the study lesson is to enable the students to understand:
- Stakeholder Concept
- Theses in Stakeholder theory
- Types of Stakeholders
- Stakeholder orientation
- Stakeholder analysis
- The Caux Round Table
- The Clarkson Principle of Stakeholder Management
- Ethical Dilemma
- Steps to Resolving an Ethical Dilemma.

INTRODUCTION

Employees, consumers, and shareholders, as well as suppliers, special interest groups, government agencies, and the community and society as a whole all ultimately determine whether specific business actions and decisions are perceived as ethical or unethical. These groups often raise ethical issues when they exert pressure on businesses to make decisions that serve their particular agendas. Ethical issues typically arise because of conflict of interest among individuals’ personal moral philosophies and values, the values and culture of the organizations in which they work.

STAKEHOLDER CONCEPT

In a business context, customers, investors and shareholders, employees, suppliers, government agencies, communities, and many others who have a “stake” or claim in some aspect of a company’s products, operations, markets, industry, and outcomes are known as stakeholders. These groups are influenced by business, but they also have the ability to affect businesses.

Stakeholders provide resources that are more or less critical to a firm’s long-term success. These resources may be both tangible and intangible. Shareholders, for example, supply capital; suppliers offer material resources or intangible knowledge; employees and managers grant expertise, leadership, and commitment; customers
The classic definition of a stakeholder is 'any group or individual who can affect or is affected by the achievement of the organization's objectives (Freeman1984:46).

The concept was elaborated by Evans & freeman as the following two principles:

1. **Principles of corporate legitimacy:**
   The corporation should be managed for the benefit of its stakeholders: its customers, suppliers, owners, employees & local communities. The rights of these groups must participate, in some sense, in decisions that substantially affect their welfare.

2. **The stakeholder fiduciary principle:**
   Management bears a fiduciary relationship to stakeholders and to the corporation as an abstract entity. It must act in the interest of the stakeholders as their agent, and it must act in the interests of the corporation to ensure the survival of the firm, safeguarding the long-term stakes of each group.

Another definition given subsequently by Freeman of Stakeholder: “Those groups who are vital to the survival & success of the corporation” and the two principles were altered and renamed:

1. **The stakeholder enabling principle**—
   Corporations shall be managed in the interest of stakeholders.

2. **The principle of director responsibility:**
   Directors of a corporation shall have a duty of care to use reasonable judgment to define and direct the affairs of the corporation in accordance with the stakeholder enabling principle.

**RECOGNITION OF STAKEHOLDER CONCEPT IN LAW**

The stakeholder concept has been reflected in the laws governing the corporates for a long period. The labour laws seeks to ensure fair and equitable treatment to employees, the environment protection laws seeks ensure adoption of measures which will minimize the negative impact on environment. Tax laws give incentives in the form of tax holidays for development of backward areas. Tax benefits in the form of exemptions for donations made to recognized funds and organizations etc.

But an interesting development of recent origin is the definition of director's duties in the company's acts of various jurisdictions which highlights care for stakeholders as a duty of directors.

A case to highlight this is the duties of directors set out in the UK Companies Act of 2006:
172 Duty to promote the success of the company

(1) A director of a company must act in the way he considers, in good faith, would be most likely to promote the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to—

(a) the likely consequences of any decision in the long term,
(b) the interests of the company’s employees,
(c) the need to foster the company’s business relationships with suppliers, customers and others,
(d) the impact of the company’s operations on the community and the environment,
(e) the desirability of the company maintaining a reputation for high standards of business conduct, and
(f) the need to act fairly as between members of the company.

In India, Parliamentary Standing Committee on Finance on Companies Bill, 2009- Twenty First Report- Propose amendment to the Companies Bill,2009 Clause 147(2)

“A director of a company shall act in good faith in order to promote the objects of the company for the benefit of its members as a whole, and in the best interest of the company, its employees, the community and the environment.”

THESIS IN STAKEHOLDER THEORY

There are four theses viewing stakeholder theory as:

1. **Descriptive:** The Corporation is viewed as an assemblage of co-operative and competitive interests possessing intrinsic value. The theory is used to describe specific corporate characteristics such as nature of the firm, the way managers think about managing, how corporations are managed, or how the board members think about the interests of constituencies.

   Descriptive stakeholders are defined as to whether they are affected by the firm and/or can potentially affect the firm.

2. **Instrumental:** This approach establishes a framework of examining ceteris paribus connections, between the practice of stakeholder management and achievement of corporate performance goals. If you want to achieve (avoid) results------, then adopt (don’t adopt) principles & practices.....

   Instrumental stakeholders are defined by the need of the management to take them into account when trying to achieve their goals.

3. **Normative:** The identification of moral or physical guidelines for the management of corporations. This approach is categorical in effect it says— ‘Do (don’t do) this because it is the right (wrong) thing to do’

   Normative stakeholders have a valid normative claim on the firm.
4. Broadly managerial:

   It recommends attitudes, structures and practices that taken together constitute stakeholder management. Stakeholder management requires, as its key attribute, simultaneous attention to legitimate interests of all appropriate stakeholders, both in the establishment of organization structures and general policies.

TYPES OF STAKEHOLDERS

   Primary stakeholders are those whose continued association is absolutely necessary for a firm's survival; these include employees, customers, investors, and shareholders, as well as the governments and communities that provide necessary infrastructure.

   Secondary stakeholders do not typically engage in transactions with a company and thus are not essential for its survival; these include the media, trade associations, and special interest groups.

   Both primary and secondary stakeholders embrace specific values and standards that dictate what constitutes acceptable or unacceptable corporate behaviors. While primary groups may present more day-to-day concerns, secondary groups cannot be ignored or given less consideration in the ethical decision-making process.

STAKEHOLDER ENGAGEMENT

   Stakeholder engagement is an alliance-building tool. Corporations practice stakeholder engagement in an effort to understand the needs of their stakeholders, create partnerships and promote dialogue. Stakeholder engagement identifies stakeholders, assesses stakeholder needs, develops stakeholder relations plans and forms alliances with stakeholders.

   Stakeholder engagement leads to increased transparency, responsiveness, compliance, organizational learning, quality management, accountability and sustainability. Stakeholder engagement is a central feature of sustainability performance.

   Stakeholder engagement is undertaken for numerous reasons which include:

   • Improved corporate responsibility and financial performance across the globe.
   • To avoid conflict through negotiation, mediation and collaborative learning.
   • Development of a shared vision to direct future business decisions and operations.
   • To innovate through stakeholder collaboration.

   Stakeholder engagement involves following steps:

   1. Identify stakeholder
   2. Establish the goals and objectives of the company for stakeholder
engagement.

3. Identify stakeholder needs and interests.

4. Determine the stakeholder engagement strategy.

5. Evaluate outcome and internalize learnings.

Corporations are often confronted with the difficulty of balancing competing or opposing stakeholder needs or demands. The success of stakeholder engagement is initially dependent upon the quality of stakeholder analysis.

**STAKEHOLDER ANALYSIS**

Stakeholder analysis is the identification of a project's/activity's key stakeholders, an assessment of their interests, and the ways in which these interests affect project riskiness and viability. It is linked to both institutional appraisal and social analysis: drawing on the information deriving from these approaches, but also contributing to the combining of such data in a single framework. Stakeholder analysis contributes to project design/activity design through the logical framework, and by helping to identify appropriate forms of stakeholder participation.

Doing a stakeholder analysis can:

— draw out the interests of stakeholders in relation to the problems which the project is seeking to address (at the identification stage) or the purpose of the project (once it has started).

— identify conflicts of interests between stakeholders,

— help to identify relations between stakeholders which can be built upon, and may enable establish synergies

— help to assess the appropriate type of participation by different stakeholders.

The underlining factor in the stakeholder concept is that every activity of an organization should be based taking into account the interests of all the stakeholders. A holistic approach ensuring fairness to all the stakeholders is completely necessary for the sustainability of an enterprise.

A major reason for increasing adoption of a Stakeholder Concept in setting business objectives is the recognition that businesses are affected by the "environment" in which they operate. Businesses come into regular contact with customers, suppliers, government agencies, families of employees, special interest groups. Decisions made by a business are likely to affect one or more of these "stakeholder groups".

The stakeholder concept suggests that the managers of a business should take into account their responsibilities to other groups - not just the shareholder group - when making decisions. The concept suggests that businesses can benefit significantly from cooperating with stakeholder groups, incorporating their needs in the decision-making process.
ACTIVITY ANALYSIS

The ethical dimension of an activity can be determined with the help of the following grid which is self-explanatory:

<table>
<thead>
<tr>
<th>Parasite</th>
<th>Win-win Situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping self</td>
<td>Helping self</td>
</tr>
<tr>
<td>Injuring Others</td>
<td>Injuring Others</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Martyr</th>
<th>Total Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping Others</td>
<td>Injuring self</td>
</tr>
<tr>
<td>Injuring self</td>
<td>Injuring Others</td>
</tr>
</tbody>
</table>

The first block in the grid – help self and injuring others is obviously unethical. The second block that is helping others and injuring self may appear to be ethical, however it is not ethical. The third grid wherein one helps self and also helps others is the most ideal and ethical situation. The win-win situation. The last grid is a situation that should be avoided at all costs and is highly unethical.

THE CAUX ROUND TABLE

The Caux Round Table (CRT) is based on the belief that the world business community should play an important role in improving economic and social conditions. As a statement of its aspirations, it developed a document that aims to express a world standard against which business behavior can be measured.

The Caux Round Table was founded in 1986 by Frederick Phillips, former President of Philips Electronics and Olivier Giscard d'Estaing, former Vice-Chairman of INSEAD, as a means of reducing escalating trade tensions.

The CRT Principles for Business were formally launched in 1994, and presented at the United Nations World Summit on Social Development in 1995. The CRT Principles for Business articulate a comprehensive set of ethical norms for businesses operating internationally or across multiple cultures. The CRT Principles for Business emerged from a series of dialogues catalyzed by the Caux Round Table during the late 1980's and early 1990's. The Principles are comprehensive statement of responsible business practice formulated by business leaders for business leaders.

These principles are rooted in two basic ethical ideals: kyosei and human dignity. The Japanese concept of "kyosei" means living and working together for the common good enabling cooperation and mutual prosperity to coexist with healthy and fair competition.

"Human dignity" refers to the sacredness or value of each person as an end, not simply as a mean to the fulfillment of others' purposes or even majority prescription.

Business behavior can affect relationships among nations and the prosperity and wellbeing of us all. Business is often the first contact between nations and, by the
way in which it causes social and economic changes, has a significant impact on the level of fear or confidence felt by people worldwide. The emphasis is on seeking to establish what is right rather than who is right.

Section 1. Preamble

The mobility of employment, capital, products and technology is making business increasingly global in its transactions and its effects.

Law and market forces are necessary but insufficient guides for conduct.

Responsibility for the policies and actions of business and respect for the dignity and interests of its stakeholders are fundamental.

Shared values, including a commitment to shared prosperity, are as important for a global community as for communities of smaller scale.

For these reasons, and because business can be a powerful agent of positive social change, we offer the following principles as a foundation for dialogue and action by business leaders in search of business responsibility. In so doing, we affirm the necessity for moral values in business decision making. Without them, stable business relationships and a sustainable world community are impossible.

Section 2. General Principles

Principle 1. The Responsibilities of Businesses: Beyond Shareholders toward Stakeholders

The value of a business to society is the wealth and employment it creates and the marketable products and services it provides to consumers at a reasonable price commensurate with quality. To create such value, a business must maintain its own economic health and viability, but survival is not a sufficient goal.

Businesses have a role to play in improving the lives of all their customers, employees, and shareholders by sharing with them the wealth they have created. Suppliers and competitors as well should expect businesses to honor their obligations in a spirit of honesty and fairness. As responsible citizens of the local, national, regional and global communities in which they operate, businesses share a part in shaping the future of those communities.

Principle 2. The Economic and Social Impact of Business: Toward Innovation, Justice and World Community

Businesses established in foreign countries to develop, produce or sell should also contribute to the social advancement of those countries by creating productive employment and helping to raise the purchasing power of their citizens. Businesses also should contribute to human rights, education, welfare, and vitalization of the countries in which they operate.

Businesses should contribute to economic and social development not only in the countries in which they operate, but also in the world community at large, through effective and prudent use of resources, free and fair competition, and emphasis upon innovation in technology, production methods, marketing and communications.
Principle 3. Business Behavior:

_Beyond the Letter of Law Toward a Spirit of Trust_

While accepting the legitimacy of trade secrets, businesses should recognize that sincerity, candor, truthfulness, the keeping of promises, and transparency contribute not only to their own credibility and stability but also to the smoothness and efficiency of business transactions, particularly on the international level.

Principle 4. Respect for Rules

To avoid trade frictions and to promote freer trade, equal conditions for competition, and fair and equitable treatment for all participants, businesses should respect international and domestic rules. In addition, they should recognize that some behavior, although legal, may still have adverse consequences.

Principle 5. Support for Multilateral Trade

Businesses should support the multilateral trade systems of the GATT/World Trade Organization and similar international agreements. They should cooperate in efforts to promote the progressive and judicious liberalization of trade and to relax those domestic measures that unreasonably hinder global commerce, while giving due respect to national policy objectives.

Principle 6. Respect for the Environment

A business should protect and, where possible, improve the environment, promote sustainable development, and prevent the wasteful use of natural resources.

Principle 7. Avoidance of Illicit Operations

A business should not participate in or condone bribery, money laundering, or other corrupt practices: indeed, it should seek cooperation with others to eliminate them. It should not trade in arms or other materials used for terrorist activities, drug traffic or other organized crime.

Section 3. Stakeholder Principles

Customers

All customers should be treated with dignity, irrespective of whether they purchase our products and services directly from us or otherwise acquire them in the market. Therefore there is a responsibility to:

— provide customers with the highest quality products and services consistent with their requirements;
— treat customers fairly in all aspects of our business transactions, including a high level of service and remedies for their dissatisfaction;
— make every effort to ensure that the health and safety of customers, as well as the quality of their environment, will be sustained or enhanced by the products and services;
— assure respect for human dignity in products offered, marketing and advertising;
— and respect the integrity of the culture of customers.

Employees
Dignity of every employee and in taking employee interests seriously. Therefore there is a responsibility to:
— provide jobs and compensation that improve workers' living conditions;
— provide working conditions that respect each employee's health and dignity;
— be honest in communications with employees and open in sharing information,
— limited only by legal and competitive constraints;
— listen to and, where possible, act on employee suggestions, ideas, requests and complaints;
— engage in good faith negotiations when conflict arises;
— avoid discriminatory practices and guarantee equal treatment and opportunity in areas such as gender, age, race, and religion;
— promote in the business itself the employment of differently-abled people in places of work where they can be genuinely useful;
— protect employees from avoidable injury and illness in the workplace;
— encourage and assist employees in developing relevant and transferable skills and knowledge; and
— be sensitive to the serious unemployment problems frequently associated with business decisions, and work with governments, employee groups, other agencies and each other in addressing these dislocations.

Owners/Investors
Honoring the trust of investors. Therefore there is a responsibility to:
— apply professional and diligent management in order to secure a fair and competitive return on the owners' investment;
— disclose relevant information to owners/investors subject to legal requirements and competitive constraints;
— conserve, protect, and increase the owners/investors' assets; and
— respect owners/investors' requests, suggestions, complaints, and formal resolutions.

Suppliers
The relationship with suppliers and subcontractors must be based on mutual respect. Therefore there is a responsibility to:
— seek fairness and truthfulness in all activities, including pricing, licensing, and rights to sell;
— ensure that business activities are free from coercion and unnecessary litigation;
— foster long-term stability in the supplier relationship in return for value, quality, competitiveness and reliability;
— share information with suppliers and integrate them into planning processes;
— pay suppliers on time and in accordance with agreed terms of trade; and
— seek, encourage and prefer suppliers and subcontractors whose employment practices respect human dignity.

Competitors
Fair economic competition is one of the basic requirements for increasing the wealth of nations and ultimately for making possible the just distribution of goods and services. Therefore there is a responsibility to:
— foster open markets for trade and investment;
— promote competitive behavior that is socially and environmentally beneficial and demonstrates mutual respect among competitors;
— refrain from either seeking or participating in questionable payments or favors to secure competitive advantages;
— respect both tangible and intellectual property rights; and
— refuse to acquire commercial information by dishonest or unethical means, such as industrial espionage.

Communities
As global corporate citizens companies can contribute to such forces of reform and human rights as are at work in the communities in which corporates operate. Therefore they have a responsibility in those communities to:
— respect human rights and democratic institutions, and promote them wherever practicable;
— recognize government’s legitimate obligation to the society at large and support public policies and practices that promote human development through harmonious relations between business and other segments of society;
— collaborate with those forces in the community dedicated to raising standards of health, education, workplace safety and economic well-being;
— promote and stimulate sustainable development and play a leading role in preserving and enhancing the physical environment and conserving the earth’s resources;
— support peace, security, diversity and social integration;
— respect the integrity of local cultures; and
— be a good corporate citizen through charitable donations, educational and cultural contributions, and employee participation in community and civic affairs.

THE CLARKSON PRINCIPLE OF STAKEHOLDER MANAGEMENT
Max Clarkson (1922-1998) founded the Centre for Corporate Social Performance and Ethics in the Faculty of Management, now the Clarkson Centre for Business Ethics & Board Effectiveness, or CC(BE) 2. The Clarkson Principles emerged from a project undertaken by the Centre for Corporate Social Performance and Ethics:

Principle 1: Managers should acknowledge and actively monitor the concerns of
all legitimate stakeholders, and should take their interests appropriately into account in decision-making and operations.

**Principle 2:** Managers should listen to and openly communicate with stakeholders about their respective concerns and contributions, and about the risks that they assume because of their involvement with the corporation.

**Principle 3:** Managers should adopt processes and modes of behavior that are sensitive to the concerns and capabilities of each stakeholder constituency.

**Principle 4:** Managers should recognize the interdependence of efforts and rewards among stakeholders, and should attempt to achieve a fair distribution of the benefits and burdens of corporate activity among them, taking into account their respective risks and vulnerabilities.

**Principle 5:** Managers should work cooperatively with other entities, both public and private, to insure that risks and harms arising from corporate activities are minimized and, where they cannot be avoided, appropriately compensated.

**Principle 6:** Managers should avoid altogether activities that might jeopardize inalienable human rights (e.g., the right to life) or give rise to risks which, if clearly understood, would be patently unacceptable to relevant stakeholders.

**Principle 7:** Managers should acknowledge the potential conflicts between (a) their own role as corporate stakeholders, and (b) their legal and moral responsibilities for the interests of all stakeholders, and should address such conflicts through open communication, appropriate reporting and incentive systems and, where necessary, third party review.

Companies are often times at crossroads to balance the interests of different stakeholders so that no particular stakeholder is neither at an additional advantage or disadvantage over the others. Corporate Boards and leadership must display an outstanding understanding of practical business ethics. They need not only do but also appear to do justice to diverse pulls and pressures from a complex array of stakeholders.

**ETHICAL DILEMMA**

Dilemma is a situation that requires a choice between options that are or seem equally unfavorable or mutually exclusive.

By definition, an ethical dilemma involves the need to choose from among two or more morally acceptable courses of action, when one choice prevents selecting the other; or, the need to choose between equally unacceptable alternatives (Hamric, Spross, and Hanson, 2000).

A dilemma could be a right vs. wrong situation in which the right would be more difficult to pursue and wrong would be more convenient. A right versus wrong dilemma is easier to resolve.

An ethical dilemma is a situation that will often involve an apparent conflict between moral imperatives, in which to obey one would result in transgressing another. This is also called an ethical paradox.

An ethical dilemma involves a situation that makes a person question what is the 'right' or 'wrong' thing to do. Ethical dilemmas make individuals think about their
obligations, duties or responsibilities. These dilemmas can be highly complex and
difficult to resolve. Easier dilemmas involve a 'right' versus 'wrong' answer; whereas,
complex ethical dilemmas involve a decision between right and right.

However, any dilemma needs to be resolved. The following are the steps
suggested to resolve an Ethical Dilemma.

Steps to Resolving an Ethical Dilemma

Considering the options available

Considering Consequences- positives & negatives of each option

Analysing Actions

Decision making and commitment

Evaluating system

UNDERSTANDING ETHICAL DILEMMA

You are a senior manager in a major firm of investment managers.

Your employer is an international firm with a publicly stated commitment to the
highest standards of ethical behaviour. The Company is loss making and is due to
make a very important presentation to a major corporate client and if the deal falls
through would turn around the company.

Management feels that this activity will provide a lucrative return to the
successful bidder for the business and a number of major investment managers have
been asked to make presentations.

Your firm is keen to win the mandate for the business and has committed
considerable resources to its bid, for which initial presentations were held last week.
Following the initial presentation, you learn that the proposal was well received and
you are on the shortlist against only one other major firm.

You realize that there is a substantial variation in the bid from the original
presentation but you leave it to the judgement of the team.

It is soon discovered by you that your team had got hold of the bid book of the
competitor which was inadvertently left by them in the waiting room.

In business howsoever highly competitive, there are rules and principles to
ensure that certain standards are maintained.
The ethical dilemma projected in this case should be resolved. Applying the steps to resolving an ethical dilemma:

**STEP I**—List the alternative courses of action available.

**What are the Options?**

(i) Keep quiet and let things take its own course.
(ii) Inform the company seeking the bid about the incident and let them decide whether to have a re-bid or not.
(iii) Inform your competitor about the incident and let them decide whether to seek for a re-bid or any other corrective measures at their end.
(iv) Withdraw the tender/bid and let the competitor get the deal.

**STEP II**—What are the consequences & evaluation of action?

Think carefully about the range of positive and negative consequences associated with each of the different paths of action available.

→ Who/what will be helped by what is done?
→ Who/what will be hurt?
→ What kinds of benefits and harms are involved and what are their relative values?
→ What are the short-term and long-term implications?

**Option 1**

(i) In all probability the deal would be awarded to my company. The competitor was careless in leaving the bid-book and therefore there is nothing wrong, if my team took advantage of the situation. In any case, it is in the best interest of the company.

(ii) There is however a risk that the competitor would discover their mistakes and approach the company seeking the bid company for a re-bid. In that event, the reputation of my company "as being committed to highest ethical standard" will get affected. In addition, my company would not get the deal.

**Option 2**

(i) The company seeking the bid, inspite of knowing about the incident, may award the deal to my company and not take any cognizance of the incident keeping in view the cost of the tendering process, the time involved etc. or may decide to seek bids again.

(ii) May award the deal to the competitor by disqualifying my company.

(iii) May seek a re-bid.

**Option 3**

(i) The competitor, in spite of being aware of the incident, may decide not to take it up with the company seeking bids, which get the deal.

(ii) The competitor may approach the company seeking the bid and inform
them about the incident and that they were informed by my company about the same and may: (a) either seek the company making the bid to seek bids again or; (b) let them decide whether or not to seek the bid again.

**Option 4**

The deal would rightfully have been awarded to the competitor but for the incident and hence it is most appropriate that my company should withdraw.

**STEP III**—Make decision and act with commitment

Both the parts of the analysis should be complied and conscious decision should be made. Once the decision is made, it has to be followed through with commitment irrespective of the consequence.

**STEP IV**—Evaluate the system:

What my team did was ethically wrong. Even if the bid book was carelessly left by the competition, they had no right to capitalize on the same. They should have returned it to the competitor. In any case, the competitor would have discovered their mistake. The term put the reputation of the company at stake.

The employees of the company need to be sensitized about the ethical practices and the culture of the company through appropriate training.

**CHARACTERISTICS OF ETHICAL DECISIONS**

Sueanne in her book Ethical Dilemma, Characteristics and Theory (2008) states as under:

Most Ethical Decisions Have Mixed Outcomes – “It is commonly thought that ethical issues in management are largely antithetical, with directly opposed financial returns and social costs. The antithetical model for outcome evaluation presents ethical issues in sharp focus but it does not accurately portray the managerial dilemma. Social benefits and cost as well as financial revenues and expenses are associated with almost all of the alternative in ethical choices.”

Most Ethical Decisions Have Personal Implications – “Most ethical decisions have personal implications. It is commonly thought that ethical issues in management are largely impersonal, divorced from the lives and careers of the managers. Many people believe that *prima facie* ethical decisions in a given operation may reduce the profits of the company but not the executives’ salaries or their opportunities for promotion.”

Most Ethical Decisions Have Multiple Alternatives – “It is commonly thought that ethical issue is management are primarily dichotomous, a “yes” or a “no” choice, with no other alternatives.”

Most Ethical Decisions Have Extended Consequences – “The results of managerial decisions and actions do not stop with first-level consequences. Rather, they extend throughout society, and extension constitutes the essence of the ethical argument: the decisions of managers have an impact upon others, both within the organization and within the society. The impact is beyond their control; hence, they should be seriously considered when decisions are made by managers.”
Most Ethical Decisions Have Uncertain Consequences – “It is commonly thought that ethical issues in management are free of risk and doubt, with a known outcome for each alternative. A deterministic model—that is, one without probabilities—simplifies the process of analysis, but it does accurately describe the managerial dilemma. It is not clear what consequences would follow…”.

CONCLUSION

If business ethics is about the application of ethical values, Corporate Responsibility is the expression of those values both within core business strategies and as a set of commitments and obligations made to its stakeholders.

Corporate Responsibility is about an organisation’s approach to what it is responsible for, to whom it is responsible, and why, and this will be underpinned by its ethical values and by the policies and programmes in place to make those values operational.

LESSON ROUND-UP

- Employees, consumers, and shareholders, as well as suppliers, special interest groups, government agencies, and the community and society as a whole all ultimately determine whether specific business actions and decisions are perceived as ethical or unethical.
- In a business context, customers, investors and shareholders, employees, suppliers, government agencies, communities, and many others who have a “stake” or claim in some aspect of a company’s products, operations, markets, industry, and outcomes are known as stakeholders.
- Stakeholders provide resources that are more or less critical to a firm’s long-term success. These resources may be both tangible and intangible.
- Descriptive theory is used to describe specific corporate characteristics such as nature of the firm, the way managers think about managing, how corporations are managed, or how the board members think about the interests of constituencies.
- Instrumental approach establishes a framework of examining ceteris paribus connections, between the practice of stakeholder management and achievement of corporate performance goals.
- Normative approach is categorical in effect it says – ‘Do (don’t do) this because it is the right (wrong) thing to do’. The identification of moral or physical guidelines for the management of corporations.
- Broadly managerial approach requires, as it key attribute, simultaneous attention to legitimate interests of all appropriate stakeholders, both in the establishment of organization structures and general policies.
- Primary stakeholders are those whose continued association is absolutely necessary for a firm's survival; these include employees, customers, investors, and shareholders, as well as the governments and communities that provide necessary infrastructure.
- Secondary stakeholders do not typically engage in transactions with a company and thus are not essential for its survival; these include the media, trade association, and special interest groups.
- The degree to which a firm understands and addresses stakeholder demands can be referred to as a stakeholder orientation. This orientation comprises three sets of activities: (1) the organization wide generation of data about stakeholder groups and assessment of the firm’s effects on these groups, (2) the distribution of this information through out the firm, and (3) the organization’s responsiveness as a whole to this intelligence.
- Stakeholder analysis is the identification of a project's key stakeholders, an assessment of their interests, and the ways in which these interests affect project riskiness and viability.
- The underlining factor in the stakeholder concept is that every activity of an organization should be based taking into account the interests of all the stakeholders. A holistic approach ensuring fairness to all the stakeholders is completely necessary for the sustainability of an enterprise.
- The CRT Principles for Business were formally launched in 1994, and presented at the United Nations World Summit on Social Development in 1995. The CRT Principles for Business articulate a comprehensive set of ethical norms for businesses operating internationally or across multiple cultures.
- Max Clarkson (1922-1998) founded the Centre for Corporate Social Performance and Ethics in the Faculty of Management, now the Clarkson Centre for Business Ethics and Board Effectiveness, or CC(BE) 2. The Clarkson Principles emerged from a project undertaken by the Centre for Corporate Social Performance and Ethics.
- Dilemma is a situation that requires a choice between options that are or seem equally unfavorable or mutually exclusive.

SELF-TEST QUESTIONS

1. Discuss about the different theses in stakeholder analysis.
2. Discuss in detail the aspects covered in the Stakeholder principles under the Caux Round Table with regard to customers and employees.
3. What do you understand by Stakeholder engagement?
STUDY XIII
CORPORATE SUSTAINABILITY

LEARNING OBJECTIVES

The objective of the study lesson is to enable the students to understand:

- Fundamental Principles of Sustainable Development
- Role of Business in sustainable development.
- Meaning of Corporate Sustainability
- Key Drivers in ensuring sustainability
- Concept of Triple Bottomline

INTRODUCTION

“When we walk upon Mother Earth we always plant our feet carefully because we know the faces of our future generations are looking up at us from beneath the ground. We never forget them.”

One of the fundamental characteristics of a corporate is perpetuity. In the eyes of law, it is treated as a separate legal entity which can hold assets and bear liabilities, can sue and be sued.

Although laws grant a perpetual legal status to a Corporate, in reality many a time it is observed that Corporate becomes non-functional or goes towards a closure situation.

Since incorporation, a corporate entity consistently endeavours to better and in long run eyes towards achieving excellence.

Corporate survival and existence is directly co-related to its products and services being produced and offered to the society wherein it operates. In addition, it has to ensure minimal impairment of the nature for its business activities towards creation of saleable values for the society. It is therefore imperative for a corporate to ensure sustainability for having perpetuity.

CONCEPT

The word sustainable is derived from sustain or sustained. The synonyms of the word sustained as per the Collins Thesaurus include perpetual, prolonged, steady.

Two phrases, i.e., Sustainable development and Corporate sustainability are intermingled. If we consider first one as a universal set, Corporate sustainability is one of the significant sub-set of such universal set.
SUSTAINABLE DEVELOPMENT

Sustainable development is a broad, concept that balances the need for economic growth with environmental protection and social equity. It is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations. Sustainable development is a broad concept and it combines economics, social justice, environmental science and management, business management, politics and law.

In 1987, a report of the World Commission on Environment and Development of the United Nations (popularly known as Brundtland Report) first introduced the concept. The Commission describes Sustainable Development as a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development … instrumental change and the ability of biosphere to absorb the effects of human activities are consistent with future as well as present needs.

It indicates development that meets the needs of the present generation without compromising the ability of the future generations to meet their needs. The principle behind it is to foster such development through technological and social activities which meets the needs of the current generations but at the same time ensures that needs of the future generation are not impaired. For example, natural energy resources like Coal, Petroleum etc., should be prudently used and wastage should be avoided so that future generation can have these energy resources for their survival also.

WCED recognized that the achievement of sustainable development could not be simply left to government regulators and policy makers. It recognized that industry has a significant role to play. While corporates are the drivers for economic development, they are required to be more proactive in balancing this with social equity and environmental protection. This is all the more so because on the one hand, they have been a huge cause of some of the unsustainable conditions, and one the other they have access to the resources necessary to address the problems.

The contribution of sustainable development to corporate sustainability is twofold. First, it helps set out the areas that companies should focus on: environmental, social, and economic performance. Second, it provides a common societal goal for corporations, governments, and civil society to work toward: ecological, social, and economic sustainability. However, sustainable development by itself does not provide the necessary arguments for why companies should care about these issues. Those arguments come from corporate social responsibility and stakeholder theory.

Corporate sustainability encompasses strategies and practices that aim to meet the needs of stakeholders today while seeking to protect, support and enhance the human and natural resources that will be needed in the future.

Four fundamental Principle of Sustainable Development agreed by the world
The community are:

1. **Principle of Intergenerational equity:** need to preserve natural resources for future generation.

2. **Principle of sustainable use:** use of natural resources in a prudent manner without or with minimum tolerable impact on nature.

3. **Principle of equitable use or intergenerational equity:** Use of natural resources by any state / country must take into account its impact on other states.

4. **Principle of integration:** Environmental aspects and impacts of socio-economic activities should be integrated so that prudent use of natural resources is ensured.

This was reinforced at the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro in 1992. It is now universally acknowledged that the present generation has to ensure that the people coming ahead, the generations still unborn, have a world no worse than ours and hopefully better.

The generations followed these fundamental natural laws for thousands of years. However, scenario started changing rapidly during industrial revolution in Europe and afterwards this started growing side by side with advancement of modern society worldwide.

The question is whether we can live in harmony with the environment without warming the planet by sending more greenhouse gases into the atmosphere and without contributing to the current ongoing mass extinction of animals and plants or not.

The U.S. Environmental Protection Agency defined, "Sustainable development marries two important themes: that environmental protection does not preclude economic development and that economic development must be ecologically viable now and in the long run." Hence sustainability encompasses ideas and values that inspire people to become custodian of the environment without compromising economic growth.

### Role of Business in Sustainable Development

Trade and Industry being an integral part Human society has now a pivotal role to play. In this direction, United Nations has already initiated UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. Through the process a business can ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.

This is the first initiative under which business world is being aligned to common goals, such as building markets, combating corruption, safeguarding the environment and ensuring social inclusion, and it has resulted in unprecedented partnerships and openness among business, government, civil society, labour and
the United Nations. Over 4700 corporate from over 130 countries are participants of Global compact.

The Global Compact is a policy framework for the development, implementation, and disclosure of sustainability principles and practices designed to establish sustainable business models and markets building inclusive global economy.

The UN Global Compact has two objectives:
1. Ten principles in business activities around the world
2. Catalyze actions in support of broader UN goals, including the Millennium Development Goals (MDGs)

The initiative is voluntary in nature. The benefits of engagement include the following:
— Adopting an established and globally recognized policy framework for the development, implementation, and disclosure of environmental, social, and governance policies and practices.
— Sharing best and emerging practices to advance practical solutions and strategies to common challenges.
— Advancing sustainability solutions in partnership with a range of stakeholders, including UN agencies, governments, civil society, labour, and other non-business interests.
— Linking business units and subsidiaries across the value chain with the Global Compact’s Local Networks around the world - many of these in developing and emerging markets.
— Accessing the United Nations’ extensive knowledge of and experience with sustainability and development issues.
— Utilizing UN Global Compact management tools and resources, and the opportunity to engage in specialized work streams in the environmental, social and governance realms.

In summary, the Global Compact exists to assist the private sector in the management of increasingly complex risks and opportunities in the environmental, social and governance realms. By partnering with companies in this way, and leveraging the expertise and capacities of a range of other stakeholders, the Global Compact seeks to embed markets and societies with universal principles and values for the benefit of all.

WHAT IS CORPORATE SUSTAINABILITY?

Corporate sustainability indicates new philosophy as an alternative to the traditional growth and profit-maximization model under which sustainable development comprising environmental protection, social justice and equity, and economic development are given more significant focus while recognizing simultaneous corporate growth and profitability.

It is a business approach that creates long-term shareholder value by embracing
opportunities and managing risks deriving from economic, environmental and social developments. Corporate sustainability describes business practices built around social and environmental considerations.

Corporate sustainability encompasses strategies and practices that aim to meet the needs of stakeholders today while seeking to protect, support and enhance the human and natural resources that will be needed in the future. Corporate sustainability leaders achieve long-term shareholder value by gearing their strategies and management to harness the market's potential for sustainability products and services while at the same time successfully reducing and avoiding sustainability costs and risks.

Thomas Dyllick and Kai Hockerts in Beyond the Business Case for Corporate Sustainability defines Corporate Sustainability as, "meeting the needs of a firm's direct and indirect stakeholders (such as shareholders, employees, clients, pressure groups, communities, etc.) without compromising its ability to meet the needs of future stakeholders as well."

The Australian government defines Corporate Sustainability as "encompassing strategies and practices that aim to meet the needs of the stakeholders today, while seeking to protect, support, and enhance the human and natural resources that will be needed in the future."

Worldwide business communities are recognising the need to address the environmental and social impacts of their activities. The fundamental business objectives towards creating economic values clubbed the environmental and social value addition evolved the concept of 'triple bottom line' under of sustainable development. Corporate Boards are required to address issues such as environment, social justice and economic efficiency to ensure their long term existence.

Concern towards social, environmental and economical issues, i.e., covering all the segments of stakeholders, are now basic and fundamental issues which permits a corporate to operate in long run sustainably. Following key drivers need to be garnered to ensure sustainability

- **Internal Capacity Building strength** – In order to convert various risks into competitive advantage.

- **Social impact assessment** – In order to become sensitive to various social factors, like changes in culture, living habits etc.

- **Repositioning capability** through development and innovation Crystallisation of all activities to ensure consistent growth

- **Corporate sustainability** is a business approach creating shareholder value in long run.

These may be derived by converting risks arising out of economic, environmental and social activities of a corporate into business opportunities keeping in mind the principles of sustainable development.
As a good corporate citizen, the companies are required to focus on the following key aspects:

**Absolute Value Creation for the Society**

Organisations should set its goal towards creation of absolute value to the society. Once it is ensured, a corporate never looks back and its sustainability in long run is built up.

**Ethical Corporate Practices**

In a short run, enterprise can gain through non-ethical practices. However those can not sustained in long run. Society denies accepting such products or services. For example, in Drug and Pharmaceutical industry, many products are today obsolete due their side effects which such companies never disclosed to protect their sales volume. When they were banned by the WHO or other authorities, they had to stop their production.

**Worth of Earth through Environmental Protection**

Resources which are not ubiquitous and have economic and social value should be preserved for long term use and be priced properly after considering environmental and social costs. For example, a power plant should build up its cost model efficiently after taking into account cost of its future raw material sourcing, R&D cost for alternate energy source, cost for proper pollution control measures and so on.

**Equitable Business Practices**

Corporates should not divulge themselves in unfair means and it should create candid business practices, ensure healthy competition and fair trade practices.

**Corporate Social Responsibility**

As a Corporate citizen, every corporate is duty bound to its society wherein they operate and serve. Although there is no hard and fast rules, CSR activities need to be clubbed and integrated into the business model of the Company.

**Innovate new technology/process/system to achieve eco-efficiency**

Innovation is the key to success. Risks and crisis can be eliminated through innovation. Learning and Innovative enterprise gets a cutting edge over others. These innovative processes bring sustainability if developments are aimed at satisfying human needs and brings quality of life, while progressively reducing ecological impact and resource intensity to a level at least in line with earth’s estimated carrying capacity.

**Creating Market for All**

Monopoly, unjustified subsidies, price not reflecting real economic, social environmental cost, etc. are hindrances to sustainability of a business. Simultaneously, a corporate is to build up its products and services in such a way so
as to cater all segments of customers/consumers. Customers confidence is essence to corporate success.

**Switching over from Stakeholders Dialogue to holistic Partnership**

A business enterprises can advance their activities very positively if it makes all of stakeholders partner in its progress. It not only build confidence of various stakeholders, but also helps the management to steer the business under a very dynamic and flexible system. This approach offers business, government and other stakeholders of the society to build up alliance towards bringing common solutions to common concerns being faced by all.

**Compliance of Statutes**

Compliance of statutes, rules and regulations, standards set by various bodies ensure clinical check up of a corporate and it confers societal license to the corporate to run and operate in the society.

**Corporate Sustainability and Corporate Social Responsibility**

Although scholars and practitioners often interpret Corporate Sustainability and Corporate Social Responsibility as being nearly synonymous, pointing to similarities and the common domain. The two concepts have different backgrounds and different theoretical paths. According to management science, the notion of Corporate Sustainability can be defined first as the capacity of a firm to create value through the product and services it produces and to continue operating over the years. Sustainability, in this context, entails the creation of a sustainable competitive advantage.

Corporate Sustainability can be considered as the attempt to adapt the concept of SD to the corporate setting, matching the goal of value creation with environmental and social considerations. According to the Dow Jones Sustainability Index, ‘Corporate Sustainability is a business approach that creates long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments. The Journal of Environmental Strategy defines corporate sustainability as ‘the capacity of an enterprise to maintain economic prosperity in the context of environmental responsibility and social stewardship. Accountability, the capability of a organization to continue its activities, indefinitely, having taken due account of the impact on natural, social and human capitals.

Corporate Sustainability includes an attempt to assimilate the environmental and social dimensions into business operations: processes, products and procedures. In practical terms, the Corporate Sustainability approach leads to a very concrete and pragmatic problem; how to measure performance based on the three dimensions outlined and how natural and social values can be incorporated into corporate accounting.

The evolutionary part of the concept of Corporate Social Responsibility is different from that of Corporate Sustainability. The first recognized contribution in the literature dates back to Bowen, who stressed the responsibilities of businesses and wrote that social responsibility refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are
desirable in terms of the objectives and values of our society.

Besides, economic and legal responsibilities (that is to be profitable and obey the law), companies are expected to satisfy other requirements, relevant to conformity to social norms and voluntary contributions to the community in which they operate. Another important Corporate Social Responsibility approach developed during the 1980s in the light of the growth of the stakeholder approach, firms have obligations to a broader group of stakeholders than the simple shareholders, where a stakeholder is any group or individual who can affect or is affected by the achievement of the firm’s objectives. Business can be understood as a set of relationships among groups which have a stake in the activities that make up the business.

Although Corporate Sustainability and Corporate Social Responsibility gave different roots and gave developed along diverse theoretical paths, they ultimately converged. This strong complimentarily is evident in some recent definitions of Corporate Social Responsibility provided by international organizations like the prince of Wales International Business Leaders Forum: Corporate Social Responsibility means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to society at large, as well as to shareholders.

The concept of sustainable development has been transposed from the macro to the corporate dimension. Companies, in fact, are a productive resource of our socio-economic system and key to the eventual implementation of sustainability. According to management theory, the attempt to include sustainability issues in the managerial framework can be divided into two separate issues: Corporate Sustainability and Corporate Social Responsibility. The actualization of the theoretical pillars of SD within Corporate Sustainability /Corporate Social Responsibility seems crucial to effectively respond to the challenges posed by sustainability.

KYOSEI

A concise definition of this word would be "living and working together for the common good," but for some, the definition is broader: "All people, regardless of race, religion or culture, harmoniously living and working together into the future."  Kyosei is a Japanese technique meaning “a spirit of cooperation”.

Kyosei establishes harmonious relations between the company and -
- Customers
- Suppliers
- Competitors
- Governments
- Natural Environment

Kyosei philosophy reflects a confluence of social, environmental, technological and political solutions. It believes that peace, prosperity and social and environmental improvement come through positive action.

It works in five stages
First is economic survival of the company
Second is cooperating with labour
Third is cooperating outside the company
Fourth is global activism, and
Fifth is making the government/s a Kyosei partner

In the first stage of kyosei, a company must work to secure a predictable stream of profits and to establish strong market positions. At this stage corporate is at the stage of evolution it is concerned with profit making and for its economic survival. Stakeholder's benefits are not a major concern area.

From this foundation, it moves on to the second stage, in which managers and workers resolve to cooperate with each other, recognizing that both groups are vital to the company's success. Managers and workers unite in working for the prosperity of the corporation and both have a share in the profits. Labor disputes get resolved at this stage, but community development and environmental protection measures are yet to be undertaken by the company.

A small beginning is made by creating a cooperative spirit among employees. Many Japanese companies have eliminated the distinction between salaried and hourly workers. They did away with the rule that the workers had to use different cafeterias and rest rooms.

In the third stage, this sense of cooperation is extended beyond the company to encompass customers, suppliers, community groups, and even competitors. At this stage company assumes local social responsibilities. Companies respect the interests of their own stakeholders-customers, staff, shareholders, suppliers, competitors and the local community. Suppliers are provided with technical support and, in turn, deliver high quality materials on time. Competitors are invited in to partnership agreements and joint ventures, which results and higher profits for both parties. Forming Kyosei partnership for the common good is very different from forming a cartel and fixing prices. Community groups become partners in solving local problems.

Partnership with Competitors’ other than forming cartels and price fixing is reflected in activities that they do for common good. For e.g. ATM facility of one bank, following the central bank guidelines can be used by customer of competitor’s bank. This benefits the competitors and adds value to their customer base.

At the fourth stage, a company takes the cooperative spirit beyond national boundaries and addresses some of the global imbalances. At this stage company assumes global social responsibilities. At this stage company cares for all its direct stakeholders including its local community and beyond, it strives to fulfill its corporate obligations on a global scale. A company can help reduce trade friction by building production facilities and training local scientists and engineers in other countries. Thereby, improve the standard of living of people in poor countries by exposing them to new technologies.

Its social responsibilities transcend national boundaries. In the fifth stage, which companies rarely achieve, a company urges its national government to work toward
rectifying global imbalances. At the global level Kyosei will address --

- Trade imbalances
- Income imbalances
- Environmental imbalances

by advocating political, economic and educational reform.

Kyosei philosophy banks upon the theory of corporate governance that makes governance function look outside in

- Governance leadership will pull and push executive leadership towards satisfaction of all stakeholders
- Conflicts and tension will be replaced by creative living and working together
- Spirit of happy cooperation is made all-pervasive

Strong relationships are the *sine qua non* of the Kyosei framework of responsibility. Togetherness and unity of life objectives are the idealist nature of Kyosei. Japanese companies like Canon strive hard to make the ideal a reality

**THE CORPORATE PHILOSOPHY OF CANON IS KYOSEI.**

A concise definition of the word would be "Living and working together for the common good," but Canon's definition is broader: "All people, regardless of race, religion or culture, harmoniously living and working together into the future."

Unfortunately, the presence of imbalances in the world in such areas as trade, income levels and the environment hinders the achievement of kyosei.

Addressing these imbalances is an ongoing mission, and Canon is doing its part by actively pursuing kyosei. Truly global companies must foster good relations, not only with their customers and the communities in which they operate, but also with nations and the environment. They must also bear the responsibility for the impact of their activities on society. For this reason, Canon's goal is to contribute to global prosperity and the well-being of mankind, which will lead to continuing growth and bring the world closer to achieving kyosei.

**TRIPLE BOTTOM LINE (TBL)**

In 1999 Elkington developed the concept of the Triple Bottom Line which proposed that business goals were inseparable from the societies and environments within which they operate. Whilst short-term economic gain could be chased, a failure to account for social and environmental impacts would make those business practices unsustainable. While each of the three pillars of sustainability i.e., economic, social and environment is independently crucial and urgent in the short-run, but in order to reach the goal of sustainability in the long-run, the three pillars must be satisfied simultaneously. These three dimensions are deeply interconnected and they influence and support each other.
Three key aspects of sustainable Development


The Triple Bottom Line is made up of "Social, Economic and Environmental" aspect and indicated by the phrase "People, Planet, Profit" phrase.

"People" means Human Capital. It implies fair and beneficial business practices toward labour and the community and region in which a corporation conducts its business would create long term value. Well being of a corporate, its labour and other stakeholder interests are interdependent. For example policy retraining use of child labor, fair pay to workforce, health and safety at work place, tolerable working hours etc and would not otherwise exploit a community or its labor force.

The second aspect of TBL is "Planet" - the Natural Capital. It refers to sustainable environmental practices. A company which decides to follow TBL always keep in mind that it does no harm nature or create negative environmental impact.

Reduction of ecological footprint by efficient energy consumption and use of non-renewable assets as well as by reduction of manufacturing waste are the core components.

A TBL company as a corporate policy debars itself from manufacturing harmful or destructive products such as weapons, toxic chemicals etc. those are injurious to the society as well as nature. Even if they are involved in such activities they ensure to protect nature as well as human society from its hazardous process and the products.

Simultaneously a TBL company avoids ecologically destructive practices, such as overfishing or other endangering depletions of resources.

The third aspect of triple bottom line is profit. The concept of profit for TBL company is somehow more wider in all perspective. It is the reflection of economic impact the organization has on its business activities and that too after meeting all social and environmental cost. It somehow indicates real value addition a corporate made through its various activities.

World wide many corporates are now adopting Triple Bottom Line under vision and mission and practicing the same through aligning their corporate polices in that direction.
Many countries worldwide are now contemplating how to integrate this triple bottom line under their legal system.

CONCLUSION

Leading sustainability companies display high levels of competence in addressing global and industry challenges in a variety of areas:

Strategy: Integrating long-term economic, environmental and social aspects in their business strategies while maintaining global competitiveness and brand reputation.

Financial: Meeting shareholders' demands for sound financial returns, long-term economic growth, open communication and transparent financial accounting.

Customer & Product: Fostering loyalty by investing in customer relationship management and product and service innovation that focuses on technologies and systems, which use financial, natural and social resources in an efficient, effective and economic manner over the long-term.

Governance and Stakeholder: Setting the highest standards of corporate governance and stakeholder engagement, including corporate codes of conduct and public reporting.

Human: Managing human resources to maintain workforce capabilities and employee satisfaction through best-in-class organisational learning and knowledge management practices and remuneration and benefit programs.

The emergence of corporate responsibility, from being a niche interest of environmentalist and pressure groups to one public concern, has in part, stemmed from the realization that corporate governance and social and environmental performance are important elements of sustained financial profitability.

LESSON ROUND-UP

- One of the fundamental characteristics of a corporate is perpetuity. In the eyes of law, it is treated as a separate legal entity which can hold assets and bear liabilities, can sue and be sued.
- The word sustainable is derived from sustain or sustained. The synonyms of the word sustained as per the Collins Thesaurus include perpetual, prolonged, steady.
- Sustainable development is a broad, concept that balances the need for economic growth with environmental protection and social equity. It is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.
WCED recognized that the achievement of sustainable development could not be simply left to government regulators and policy makers. It recognized that industry has a significant role to play.

Four fundamental Principles of Sustainable Development- Principle of Intergenerational equity; Principle of sustainable use; Principle of equitable use or intergenerational equity; Principle of integration.

Corporate Sustainability is a business approach that creates long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments. Corporate sustainability describes business practices built around social and environmental considerations.

Key drivers need to be garnered to ensure sustainability - Internal Capacity Building strength; Social impact assessment; Repositioning capability; Corporate sustainability.

Kyosei philosophy reflects a confluence of social, environmental, technological and political solutions. It works in five stages-- First is economic survival of the company. Second is cooperating with labour. Third is cooperating outside the company. Fourth is global activism, and fifth is making the government/s a Kyosei partner.

In 1999 Elkington developed the concept of the Triple Bottom Line which proposed that business goals were inseparable from the societies and environments within which they operate. Whilst short-term economic gain could be chased, a failure to account for social and environmental impacts would make those business practices unsustainable.

The emergence of corporate responsibility, from being a niche interest of environmentalist and pressure groups to one public. Concern, has in part, stemmed from the realization that corporate governance and social and environmental performance are important elements of sustained financial profitability.

**SELF-TEST QUESTION**

(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)

1. Explain in detail the meaning of sustainability and the role of business in sustainable development.

2. What are the areas that companies should focus on as a part of its corporate responsibility?

3. What do you understand by Japanese technique of Kyosei?
LEARNING OBJECTIVES

The objective of the study lesson is to enable the students to understand:

- The concept of Sustainability Accounting and Sustainability Reporting
- What is Life Cycle Assessment, Ecological footprint, Environmental Performance Index
- Reporting under Global Reporting Initiative
- Reporting as per Communication of Progress under the UN Global Compact
- The Dow Jones Sustainability Index
- Benefits of Sustainability Reporting
- Development of successful sustainability report
- Sustainability Reporting in Emerging Economies

INTRODUCTION

Companies are the main contributors to economic, social and environmental well-being. Corporate activities are vital in the present and will have serious bearing on the future. Therefore, corporate sustainability is imperative for the long-term sustainable development of the economy and society.

In this, the sustainability accounting and reporting which serve the collection, analysis and communication of corporate sustainability information become significant triggers for management towards corporate sustainability.

The concept of sustainability reporting is of recent origin. Conventionally financial accounting was the tool that aided management control. Since then, management accounting has emerged separately with focus on generating information for management planning, control and decision-making. In the recent years, with emphasis being placed on the ways in which companies match their resources to the needs of the marketplace, it has given rise to the concept of corporate performance management and measurement. The new approach is an integrated one seeking to link strategic management, management accounting and reporting. The reporting contemplated here covers the whole information communication process comprising...
internal and external stakeholders. Sustainability reporting is a part of the new approach.

The term sustainability accounting is used to describe the new information management and accounting methods that aim to create and provide high quality information to support a corporation in its movement towards sustainability. Sustainability reporting describes new formalized means of communication which provides information about corporate sustainability.

If corporate sustainability and reporting is to be substantiated, it has to progress beyond qualitative value statements. Substantive corporate communication therefore requires a credible explanation of management efforts and the disclosure of corporate sustainability performance.

Some of the quantitative methods used to assess sustainability include measures of resource use like life cycle assessment, measures of consumption like the ecological footprint and measurements of quality of environmental governance like the Environmental Performance Index.

**LIFE CYCLE ASSESSMENT**

Life Cycle Assessment tracks the environmental impacts of a product from its raw materials through disposal at the end of its useful life. LCA is an important tool for developing an environmental self-portrait and for finding ways to minimize harm. A good LCA can shed light on ways to reduce the resources consumed and lower costs all along the value chain.

A Life Cycle Assessment looks at this complete circle and measures environmental impact at every phase. It provides the foundation for understanding the issues a company must address and clues to help find Eco-Advantage.

**ECOLOGICAL FOOTPRINT**

The ecological footprint is a measure of human demand on the Earth's ecosystems. It compares human demand with planet Earth's ecological capacity to regenerate it. It represents the amount of biologically productive land and sea area needed to regenerate the resources a human population consumes and to absorb and render harmless the corresponding waste, given prevailing technology and resource management practice.

**ENVIRONMENTAL PERFORMANCE INDEX**

Environmental Performance Index (EPI) is a method of quantifying and numerically benchmarking the environmental performance of a country's policies. This index was developed from the Pilot Environmental Performance Index, first published in 2002, and designed to supplement the environmental targets set forth in the U.N. Millennium Development Goals.

**GLOBAL REPORTING INITIATIVE**

The Sustainability Reporting Guidelines developed by the Global Reporting
Initiative (GRI), the Netherlands, is a significant system that integrates sustainability issues into a frame of reporting.

**What is GRI Network?**

The Global Reporting Initiative (GRI) is a large multi-stakeholder network of thousands of experts, in dozens of countries worldwide, who participate in GRI’s working groups and governance bodies, use the GRI Guidelines to report, access information in GRI-based reports, or contribute to develop the Reporting Framework in other ways – both formally and informally.

**What is the purpose of sustainability reporting?**

Sustainability reporting is the practice of measuring, disclosing, and being accountable to internal and external stakeholders for organizational performance towards the goal of sustainable development.

A sustainability report should provide a balanced and reasonable representation of the sustainability performance of a reporting organization – including both positive and negative contributions.

Whatever activities a company pursues in order benefit all the stakeholders (community, suppliers, employees, and all having reasonable interest in the activities of the company).

**What is GRI Reporting?**

The GRI Reporting Framework is intended to serve as a generally accepted framework for reporting on an organization’s economic, environmental, and social performance. It is designed for use by organizations of any size, sector, or location. It takes into account the practical considerations faced by a diverse range of organizations – from small enterprises to those with extensive and geographically dispersed operations.

**What are the G3 Guidelines?**

The Sustainability Reporting Guidelines or G3 Guidelines are the cornerstone of the GRI Sustainability Reporting Framework. GRI recommends that every organization uses the Guidelines as the basis for their sustainability report. The Guidelines outline core content for reporting and are relevant to all organizations regardless of size, sector, or location. The G3 Guidelines outline a disclosure framework that organizations can voluntarily, flexibly, and incrementally adopt. The flexibility of the G3 format allows organizations to plot a path for continual improvement of their sustainability reporting practices.

The G3 Guidelines are divided into two parts:

→ Reporting Principles and Reporting Guidance and
→ Standard Disclosures (including performance indicators).
Part 1
Reporting Principles and Guidance

1.1 Report Content

In defining the content of the report, the purpose is to achieve a balanced and reasonable presentation of the organisation’s performance. This determination should be made by considering both the organisation’s purpose and experience, and the reasonable expectations and interests of the organisation’s stakeholders.

The steps to use the GRI Reporting Framework are as follows:

1. Identify the topics and related indicators that are relevant by undergoing an
interactive process using the Principles of materiality and stakeholder inclusiveness, sustainability context, and Report Boundaries.

2. When identifying the topics consider the relevance of all indicator aspects identified in the GRI Guidelines and applicable sector supplements.

3. From the set of relevant topics and indicators, use the tests listed for each Principle to assess which topics and indicators are material.

4. Use the Principles to prioritize selected topics and decide which will be emphasized.

5. The specific methods or processes used for assessing materiality be—
   — Differentiated for and indentified by each organization.
   — Dependent on the guidance and tests found in the GRI Reporting Principles, and
   — Disclosed.

What is Materiality?

**Definition:** The information in a report should cover topics and indicators that reflect the organisation’s significant economic, environmental and social impacts or that would substantially influence the assessments and decision of stakeholders.

Organizations are faced with a wide range of topics on which it could report. Relevant topics and Indicators are those that may reasonably be considered important for reflecting the organization’s economic, environmental, and social impacts, or influencing the decisions of stakeholders, and, therefore, potentially merit inclusion in the report. Materiality is the threshold at which an issue or Indicator becomes sufficiently important that it should be reported.

Materiality for sustainability reporting is not limited only to those sustainability topics that have significant financial impact on the organization. It also includes considering economic, environmental and social impacts that cross a threshold in affecting the ability to meet the needs of the present without compromising the needs of future generations.

A combination of internal and external factors should be used to determine whether information is material, including factors such as the organisation’s overall mission and competitive strategy, concerns expressed directly by stakeholders and the organisation’s influence on upstream (e.g. customers) entities. Assessments of materiality should also take into account the basic expectations expressed in the international standards and agreements.

What is stakeholder inclusiveness?

**Definition:** The reporting organization should identify its stakeholders and explain in its report how it has responded to their reasonable expectations and interests.

Stakeholders are defined as entities or individuals that can reasonably be expected to be significantly affected by the organization’s activities, products, and/or services; and whose actions can reasonably be expected to affect the ability of the organization to successfully implement its strategies and achieve its objectives. This
included entities or individuals whose rights under law or international conventions provide them with legitimate claims vis-à-vis the organization.

Stakeholders can include those who are invested in the organization (e.g., employees, shareholders, suppliers) as well as those who are external to the organization (e.g., communities).

Since the stakeholders for an organization are scattered and there may be variation in their expectation and interest, stakeholder engagement processes can serve as tools for understanding the reasonable expectations and interests of stakeholders. Organizations typically initiate different types of stakeholder engagement as part of their regular activities, which can provide useful inputs for decisions on reporting.

The GRI guidance requires organizations to document the stakeholder engagement processes. This will make the sustainability report assurable.

When stakeholder engagement processes are used for reporting purposes, they should be based on systematic or generally accepted approaches, methodologies, or principles. The overall approach should be sufficiently effective to ensure that stakeholders' information needs are properly understood. Failure to identify and engage with stakeholders is likely to result in reports that are not suitable, and therefore not fully credible, to all stakeholders.

**What is Sustainability Context?**

Definition: The report should present the organization’s performance in the wider context of sustainability.

The idea is that sustainability reporting is how an organization contributes, or aims to contribute in the future, to the improvement or deterioration of economic, environmental, and social conditions, developments, and trends at the local, regional, or global level. This involves discussing the performance of the organization in the context of the limits and demands placed on environmental or social resources at the sectoral, local, regional or global level.

This concept is most articulate in the environmental arena in terms of the global limits on resource use and pollution levels. However, it can also be relevant with respect to social and economic objectives such as national or international socio-economic and sustainable developmental goals. For example, an organization could report on employee wages and social benefit levels in relation to nation-wide minimum and medium income levels and the capacity of social safety nets to absorb those in poverty or those living close to the poverty line.

The organisation’s own sustainability and business strategy policies provide the context in which to discuss performance. The relationship between sustainability and organizational strategy should be made clear as also the context within which performance is reported.

**What is completeness?**

Definition: Coverage of the material topics and indicators and definition of the
report boundary should be sufficient to reflect significant economic, environmental, and social impacts and enable stakeholders to assess the reporting organization’s performance in the reporting period.

Completeness primarily encompasses the dimensions of scope, boundary, and time.

‘Scope’ refers to the range of sustainability topics covered in a report. The sum of the topics and Indicators reported should be sufficient to reflect significant economic, environmental, and social impacts.

‘Boundary’ refers to the range of entities (e.g., subsidiaries, joint ventures, sub-contractors, etc.) whose performance is represented by the report.

‘Time’ refers to the need for the selected information to be complete for the time period specified by the report.

1.2 Reporting Principles for Defining Quality

This contains Principles that guide choices on ensuring the quality of reported information, including its proper presentation.

Balance

Definition: The report should reflect positive and negative aspects of the organization’s performance to enable a reasoned assessment of overall performance.

The overall presentation of the report’s content should provide an unbiased picture of the reporting organization’s performance. The report should avoid selections, omissions, or presentation formats that are reasonably likely to unduly or inappropriately influence a decision or judgment by the report reader.

Comparability

Definition: Issues and information should be selected, compiled, and reported consistently. Reported information should be presented in a manner that enables stakeholders to analyze changes in the organization’s performance over time, and could support analysis relative to other organizations.

Comparability is necessary for evaluating performance. Stakeholders using the report should be able to compare information reported on economic, environmental, and social performance against the organization’s past performance, its objectives, and, to the degree possible, against the performance of other organizations.

Accuracy

Definition: The reported information should be sufficiently accurate and detailed for stakeholders to assess the reporting organization’s performance.

Timeliness

Definition: Reporting occurs on a regular schedule and information is available in time for stakeholders to make informed decisions.
The timing of release refers both to the regularity of reporting as well as its proximity to the actual events described in the report.

**Clarity**

Definition: Information should be made available in a manner that is understandable and accessible to stakeholders using the report.

The report should present information in a way that is understandable, accessible, and usable by the organization’s range of stakeholders (whether in print form or through other channels).

**Reliability**

Definition: Information and processes used in the preparation of a report should be gathered, recorded, compiled, analyzed, and disclosed in a way that could be subject to examination and that establishes the quality and materiality of the information.

Stakeholders should have confidence that a report could be checked to establish the veracity of its contents and the extent to which it has appropriately applied Reporting Principles.

**Reporting Boundary**

A sustainability report should include in its boundary all entities that generate significant sustainability impacts (actual and potential) and/or all entities over which the reporting organization exercises control or significant influence with regard to financial and operating policies and practices.

For the purpose of setting boundaries, the following definitions should apply:

- **Control**: the power to govern the financial and operating policies of an enterprise so as to obtain benefits from its activities.
- **Significant influence**: the power to participate in the financial and operating policy decisions of the entity but not the power to control those policies.

**Part 2**

**Standard Disclosures**

There are three different types of disclosures contained in this section.

- **Strategy and Profile**: Disclosures that set the overall context for understanding organizational performance such as its strategy, profile, and governance.
- **Management Approach**: Disclosures that cover how an organization addresses a given set of topics in order to provide context for understanding performance in a specific area.
- **Performance Indicators**: Indicators that elicit comparable information on the economic, environmental, and social performance of the organization.
What are the benefits of reporting?

For reporting organizations, the GRI Reporting Framework provides tools for: management, increased comparability and reduced costs of sustainability, brand and reputation enhancement, differentiation in the marketplace, protection from brand erosion resulting from the actions of suppliers or competitors, networking and communications.

For report users, the GRI Reporting Framework are a useful benchmarking tool, corporate governance tool and an avenue for long term dialogue with reporting organizations.

Further Developments

G 3.1 Guidelines

The GRI Sustainability Reporting Framework is continuously being improved and expanded upon, as knowledge of sustainability issues evolve and the needs of report makers and users change.

Since the release, in 2006, of the third generation of the Guidelines - the G3 Guidelines, stakeholder feedback has suggested that more guidance and refinement is needed for certain fields. Based on this response, GRI initiated multi-stakeholder projects in the fields of Community Impacts, Gender, Human Rights and Content & Materiality for incremental updates of the framework, resulting in G3.1. It has been launched on 23rd March, 2011. It includes expanded guidance for reporting on Human Rights, Local Community impacts and Gender.

Community Interest

One of the most important stakeholder groups for all organizations is the local community. All organizations interact with and have an impact on the community in which they are based. These interactions, as well as an organization's approach to dealing with communities, are an important component of sustainability performance. But what are these impacts, and how are they reported and measured? A GRI Working Group is currently reviewing how the G3 Community Indicators are being used and how they could be improved.

Gender

In 2009, GRI and IFC launched the resource document: Embedding Gender in Sustainability Reporting - A Practitioners’ Guide. The extensive multi-stakeholder consultation process which supported the development of the Practitioners’ Guide indicated that while gender disaggregated data in sustainability reports is rarely reported, there is a demand for this information. It also indicated the limitations of the current G3 Guidelines in its treatment of gender related issues. A GRI Working Group is currently developing recommendations for GRI on how the gender related issues could be covered in the G3 Guidelines.

Human Rights

The implementation of human rights considerations within reporting has failed to really take root over the course of the last few years. Feedback suggests that many companies lack the programs, systems and monitoring mechanisms necessary for
integrating human rights considerations into routine operations and reporting frameworks. In accordance with this, GRI, in collaboration with the United Nations Global Compact and Realizing Rights: The Ethical Globalization Initiative, has started an internal multi-stakeholder Working Group to address these issues and to develop recommendations on how to improve the current state of human rights disclosure.

Content & Materiality

Choosing the topics and indicators to report on, and determining the boundaries of responsibility with regards to who to report on, are the most fundamental decisions to be made when preparing a report. Getting this right is arguably the key to making sustainability reporting a valuable exercise for report preparers and users. Ensuring the right balance with regards to the amount of detail and depth of content in a report is also of key importance. Reporting Organizations have indicated that they are uncertain of how to practically implement the existing guidance offered by the GRI G3 Guidelines and they are also uncertain of how it can help change their reporting. A need therefore exists to provide more practical guidance on how to define material issues and indicators.

UN GLOBAL COMPACT

We have discussed about the ten principles of UN Global Compact in the earlier Study titled Corporate Social Responsibility.

Communications on Progress (COP) is a report to inform the company’s stakeholders about the company’s progress in implementing the Global Compact’s ten principles. The purpose of the COP is both to ensure and deepen the commitment of Global Compact participants and to safeguard the integrity of the initiative.

The UN Global Compact presents a unique and powerful platform for participants to advance their commitments to sustainability and corporate citizenship. More than 8000 participants and has stakeholders from more than 130 countries, over 60 networks in developed and emerging economies.

Joining the Global Compact is a widely visible commitment to the ten principles. A company that signs-on to the Global Compact specifically commits itself to:

— set in motion changes to business operations so that the Global Compact and its principles become part of management, strategy, culture, and day-to-day operations;

— publish in its annual report or similar public corporate report (e.g. sustainability report) a description of the ways in which it is supporting the Global Compact and its principles (Communication on Progress),

— publicly advocate the Global Compact and its principles via communications vehicles such as press releases, speeches, etc.
Benefits of participation include:

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<th>Direct...</th>
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<tr>
<td>Global and local opportunities to dialogue and collaborate with other businesses, NGOs, labour, and governments on critical issues</td>
<td>Increased legitimacy and license to operate, particularly in the developing world, because business practices are based on universal values</td>
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<tr>
<td>Exchange of experiences and good practices inspiring practical solutions and strategies to challenging problems</td>
<td>Improved reputation and increasing brand value to consumers and investors – specifically in the context of changing societal expectations</td>
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<tr>
<td>Finding an entry-point through which companies can access the UN's broad knowledge of development issues</td>
<td>Increased employee morale and productivity, and attracting and retaining the highest qualified employees</td>
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<td>Leveraging the UN's global reach and convening power with governments, business, civil society and other stakeholders</td>
<td>Improved operational efficiency, for instance through better use of raw materials and waste management</td>
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<td></td>
<td>Ensuring a company's accountability and transparency through a public communication on progress</td>
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Ideally, COPs should be integrated into a participant’s existing communication with stakeholders, such as an annual or sustainability report. However, in case a participant does not publish such reports, a COP can be a stand-alone report that is made available for stakeholders through other public communication channels (e.g. websites, newsletters, intranets, company notice boards, included with payroll, etc.). COPs should be issued in the company’s working language and, if the company determines a need, in additional languages.

Participants are asked to supply a URL link to their COP and to upload the COP itself (as a PDF, Powerpoint, or word document) to the Global Compact website in order to meet the COP submission requirement.

While there is no strict format for a COP, in order to be considered complete, it must contain:

- a statement of continued support for the Global Compact in the opening letter, statement or message from the company’s top executive;
- description of practical actions that participants have taken to implement the Global Compact principles since their last COP (or since they joined the Global Compact);
- a measurement of outcomes or expected outcomes using, as much as possible, indicators or metrics such as, for example, the Global Reporting Initiative Guidelines.
Initial COP submission - Company participants are required to submit a first COP within two years from the date of joining the Global Compact. If a company fails to meet this initial submission deadline, they will be marked as non-communicating in the participant database of the Global Compact website. Further, where a company also misses the second COP deadline after an additional year, the company will be removed from the Global Compact database of active participants and listed as inactive on the Global Compact website.

Subsequent COP submissions - All subsequent COPs are due within one year following the previous COP submission. Where a company fails to meet this submission deadline they will be marked as non-communicating on the Global Compact website. Further, should a company fail to submit a COP within two years of their previous submission, the company will be removed from the Global Compact database of active participants and listed as inactive on the Global Compact website.

Grace period - A 45-90 day grace period between the COP due date and the status change (from active to non-communicating or from non-communicating to inactive) can be granted to those companies that contact the Global Compact Office and provide a reasonable explanation for the delay in communication (i.e. changes to reporting cycles, staffing and other challenges. ( www.unglobalimpact.com)

DOW-JONES SUSTAINABILITY INDEX

The Dow Jones Sustainability Indices are the first global indices tracking the financial performance of the leading sustainability-driven companies worldwide, it was launched in 1999.

The Dow Jones Sustainability World Index (DJSI World) comprises more than 300 companies that represent the top 10% of the leading sustainability companies out of the biggest 2500 companies in the Dow Jones World Index.

In addition to the composite DJSI World, there are six specialized subset indexes excluding alcohol, ex gambling, ex tobacco, ex armaments & firearms, ex alcohol, tobacco, gambling, armaments & firearms indexes, and ex alcohol, tobacco, gambling armaments & firearms, and adult entertainment.

Corporate Sustainability Assessment Criteria under the Dow-Jones Indices is as under:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Criteria</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Economic</td>
<td>Codes of Conduct / Compliance /</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td>Corruption &amp; Bribery</td>
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<td></td>
<td>Corporate Governance</td>
<td>6.0</td>
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<td>Risk &amp; Crisis Management</td>
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<td>Industry Specific Criteria</td>
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<td>Industry</td>
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<td>Environment</td>
<td>Environmental Performance (Eco-Efficiency)</td>
<td>7.0</td>
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<tr>
<td></td>
<td>Environmental Reporting*</td>
<td>3.0</td>
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</tbody>
</table>
Industry Specific Criteria | Depends on Industry
--- | ---
Social | Corporate Citizenship/ Philanthropy 3.5
| Labor Practice Indicators 5.0
| Human Capital Development 5.5
| Social Reporting* 3.0
| Talent Attraction & Retention 5.5
| Industry Specific Criteria Depends on Industry

Documents analyzed include:
- Sustainability reports
- Environmental reports
- Health and safety reports
- Social reports
- Annual financial reports
- Special reports (e.g. on intellectual capital management, corporate governance, R&D, employee relations)
- All other sources of company information; e.g. internal documentation, brochures and website.

Environment, Social, Governance (ESG) INDEX

ESG describes the environmental, social and corporate governance issues that investors are considering in the context of corporate behaviour. Integration of ESG refers to the active investment management processes that include an analysis of environmental, social, and corporate governance risks and opportunities and sustainability aspects of company performance evaluation.

The ESG index employs a unique and innovative methodology that quantifies a company's ESG practices and translates them into a scoring system which is then used to rank each company against its peers in the market. Its quantitative scoring system offers investors complete transparency on Environmental, Social & governance issues of a company.

Key Performance Indicators:

- Environment - Energy use and efficiency, Greenhouse gas emissions, Water use, Use of ecosystem services – impact & dependence and Innovation in environment friendly products and services.
- Social - Employees, Poverty and community impact and Supply chain management
- Governance - Codes of conduct and business principles, accountability, Transparency and disclosure and Implementation – quality and consistency.
Standard & Poor’s ESG India Index

Standard & Poor’s ESG India index provides investors with exposure to a liquid and tradable index of 50 of the best performing stocks in the Indian market as measured by environmental, social, and governance parameters. The index employs a unique and innovative methodology that quantifies a company’s ESG practices and translates them into a scoring system which is then used to rank each company against their peers in the Indian market. Its quantitative scoring system offers investors complete transparency.

The creation of the index involves a two step process, the first of which uses a multi-layered approach to determine an ‘ESG’ score for each company. The second step determines the weighting of the index by score. Index constituents are derived from the top 500 Indian companies by total market capitalizations that are listed on National Stock Exchange of India Ltd. (NSE). These stocks are then subjected to a screening process which yields a score based on a company’s ESG disclosure practices in the public domain.

BENEFITS OF SUSTAINABILITY REPORTING

Benefits of sustainability reporting are:
— Legitimation of corporate activities, products and services which create environmental and social impacts.
— Increase in corporate reputation and brand value.
— Gaining a competitive advantage.
— Comparison and benchmarking against competitors.
— Increasing transparency and accountability within the company.
— Establishing and supporting employee motivation as well as internal information and control processes.

DEVELOPMENT OF SUCCESSFUL SUSTAINABILITY REPORT

Corporate sustainability reports are usually developed either by employees from the environment or sustainability department or from corporate communications unit or by external agency.

Reporting activity should be embedded in the general communication concept. Developing successful sustainability will in any case require a well managed team based process involving different departments or external communication agencies. Efforts should be focused on the systematization and consolidation of of experiences which improve the knowledge.

SUSTAINABILITY REPORTING IN EMERGING ECONOMIES

Investors increasingly recognize the value of robust sustainability reporting and expectations for such reporting have spread to companies in emerging markets. While it may be difficult for emerging market companies to devote the resources to such reporting and companies should begin by taking the first step, committing to the process of reporting, and demonstrating that they are managing the sustainability
issues most material to their sector. Such companies will develop a competitive advantage in the marketplace and reach a greater range of investors and customers.

Increasingly global companies understand that a commitment to sustainability reporting can contribute to financial success. Such transparency allows companies to reach a broader range of investors and customers, enhance operational efficiency, improve brand positioning, and develop leadership in the marketplace.

Sustainability reporting is now becoming a standard practice for international companies, and as India further develops as a regional and global trade hub, Indian companies cannot afford to not report if they want to be a competitive force in the global marketplace. Though not a legal mandate, more and more companies in India are increasingly recognizing sustainability reporting. The fact that sustainability reporting helps Indian companies market their products, particularly overseas but also within the domestic market is getting recognition. Reporting a company’s sustainability impacts can instill consumer confidence in the brand, give a license to operate and confer a competitive advantage.

CONCLUSION

In the light of the increasing and currently underestimated relevance of sustainability reporting for the reputation and social acceptance of a company, it can be expected that an increasing number of companies will be addressing this topic. Sustainability reporting is more than the publication of a report. It should be embedded in a comprehensive sustainability communication approach and in the company’s general communication concept. In order to create corporate credibility, the sustainability reporting themselves have to be credible. This requires that the underlying corporate activities are not just for show but are systematically designed for the improvement of corporate sustainability.

LESSON ROUND-UP

- Corporate sustainability is imperative for the long-term sustainable development of the economy and society.
- The term **sustainability accounting** is used to describe the new information management and accounting methods that aim to create and provide high quality information to support a corporation in its movement towards sustainability.
- **Sustainability reporting** describes new formalized means of communication which provides information about corporate sustainability.
- Life Cycle Assessment tracks the environmental impacts of a product from its raw materials through disposal at the end of its useful life.
- The **ecological footprint** is a measure of human demand on the Earth’s ecosystems.
Environmental Performance Index (EPI) is a method of quantifying and numerically benchmarking the environmental performance of a country's policies.

The Sustainability Reporting Guidelines developed by the Global Reporting Initiative (GRI), the Netherlands, is a significant system that integrates sustainability issues into a frame of reporting.

There are three elements of the GRI Sustainability Reporting Guidelines, viz. Reporting Principles, Reporting Guidance and Standard Disclosures (including performance indicators).

Communications on Progress (COP) is a report to inform the company's stakeholders about the company's progress in implementing the Global Compact's ten principles. The purpose of the COP is both to ensure and deepen the commitment of Global Compact participants and to safeguard the integrity of the initiative.

Corporate sustainability reports are usually developed either by employees from the environment or sustainability department or from corporate communications unit or by external agency.

Investors increasingly recognize the value of robust sustainability reporting and expectations for such reporting have spread to companies in emerging markets.

Increasingly global companies understand that a commitment to sustainability reporting can contribute to financial success.

SELF-TEST QUESTIONS

(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)

1. Discuss in detail about Global Reporting Initiative.
2. What are the benefits of reporting as per the communication of progress under the UN Global Compact?
3. Describe about the criteria of assessment under the Dow-Jones Sustainability Index.

Go through the following:
1. www.globalreporting.org
2. www.sustainability-index.com
3. www.unglobalcompact.org
STUDY XV
LEGAL FRAMEWORK: CONVENTIONS AND TREATIES ON ENVIRONMENT, HEALTH, SAFETY AND SOCIAL SECURITY ISSUES

LEARNING OBJECTIVES

The objective of the study lesson is to enable the students to have the awareness of various conventions and treaties on environment, health, safety and social security including:

- United Nations Conference on Human Environment
- United Nations Environment Programme
- Brundtland Commission
- United Nations Conference on Environment and Development
- Kyoto Protocol
- Bali Road Map
- International Forest Carbon Initiative
- International Labour Organisation
- Environmental Protection in India

INTRODUCTION

Corporate sustainability is a business approach that creates long-term shareholder value by embracing opportunities and managing risks arising from economic, environmental and social developments.

While corporate sustainability recognizes that corporate growth and profitability are important, it requires the corporation to pursue societal goals, specifically those relating to sustainable development - environmental protection, social justice, equity, and economic development.

Environmentalists claim that living things other than humans, and the natural environment as a whole, deserve consideration in reasoning about the morality of political, economic, and social policies. The movement seeks to improve and protect the quality of the natural environment through changes to environmentally harmful human activities; adoption of forms of political, economic, and social organization that are thought to be necessary for, or at least conducive to, the benign treatment of the environment by humans; and a reassessment of humanity’s relationship with nature.
1. United Nations Conference on Human Environment

The United Nations Conference on the Human Environment (also known as the Stockholm Conference) was an international conference convened under United Nations auspices held in Stockholm, Sweden from June 5-16, 1972. It was the UN’s first major conference on international environmental issues, and marked a turning point in the development of international environmental politics.

One of the key issues addressed was the use of CFCs (chlorofluorocarbons) which seemed to be responsible for the depletion of the ozone layer.

The Stockholm Conference laid framework for future environmental cooperation; led to the creation of global and regional environmental monitoring networks and the creation of the United Nations Environment Programme.

2. United Nations Environment Programme

United Nations Environment Programme (UNEP), established in 1972, is the voice for the environment within the United Nations system. UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment. To accomplish this, UNEP works with a wide range of partners, including United Nations agencies, international organizations, national governments, non-governmental organizations, the private sector and civil society.

The Mission of the United Nation’s Environment Programme is -

“To provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.”

The major Milestones of the UNEP include:
- 1973 - Convention on International Trade in Endangered Species (CITES)
- 1985 - Vienna Convention for the Protection of the Ozone Layer
- 1987 - Montreal Protocol on Substances that Deplete the Ozone Layer
- 1988 - Intergovernmental Panel on Climate Change (IPCC)
- 1992 - UN Conference on Environment and Development (Earth Summit) publishes Agenda 21, a blueprint for sustainable development
- 1992 - Convention on Biological Diversity
- 2000 - Malmö Declaration - first Global Ministerial Forum on the Environment calls for strengthened international environmental governance
- 2000 - Millennium Declaration - environmental sustainability included as one of eight Millennium Development Goals
- 2002 - World Summit on Sustainable Development
- 2004 - Bali Strategic Plan for Technology Support and Capacity Building
- 2005 - World Summit outcome document highlights key role of environment in sustainable development.

In India, the Water (Prevention and Control of Pollution) Act, 1974 and the Air (Prevention and Control of Pollution) Act, 1981 have been enacted, essentially to give
effect to the decisions taken at the International Conference on Human Environment at Stockholm in 1972 declaring man’s fundamental right to live in a pollution-free atmosphere and his responsibility to protect and improve the environment.

3. Brundtland Commission

The Brundtland Commission, formally the World Commission on Environment and Development (WCED), known by the name of its Chair Gro Harlem Brundtland, was convened by the United Nations in 1983. The Commission was created to address growing concern "about the accelerating deterioration of the human environment and natural resources and the consequences of that deterioration for economic and social development." In establishing the Commission, the UN General Assembly recognized that environmental problems were global in nature and determined that it was in the common interest of all nations to establish policies for sustainable development.

The Report of the Brundtland Commission, Our Common Future, published in 1987, deals with sustainable development and the change of policies needed for achieving that. The definition of this term in the report is quite well known and often cited:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."


The United Nations Commission on Sustainable Development (CSD) was established by the UN General Assembly in December 1992 to ensure effective follow-up of United Nations Conference on Environment and Development (UNCED) (known as the Earth Summit) held in Rio De Janeiro. The following documents were the result of the Rio Summit:

— Agenda 21 – is a blueprint on how to make development socially, economically and environmentally sustainable.

— The Rio Declaration on Environment and Development – it has 27 principles defining the rights and responsibilities of nations as they pursue human development and well-being.

— A statement of forest principles – they guide the management, conservation and sustainable development of all types of forests, as essential to economic development and the maintenance of all forms of life.

— The United Nations Framework Convention on Climate Change – aims to stabilize greenhouse gas concentrations in the atmosphere at levels that would prevent dangerous human induced interference with the climate system.

— The Convention on Biological Diversity – it requires the countries to adopt ways and means to conserve the variety of living species, and ensure that the benefits from using biological diversity are equitably shared.

A. Agenda 21

Agenda 21 – a blueprint for sustainable development into the 21st Century, was agreed during the "Earth Summit" at Rio in 1992, and signed by 179 Heads of State and Government.
Agenda 21 is a guide for individuals, businesses and governments in making choices for development that help society and the environment. Agenda 21 deals with

1. **Social and economic dimensions:** developing countries; poverty; consumption patterns; population; health; human settlements; integrating environment and development.

2. **Conservation and management of resources:** atmosphere; land; forests; deserts; mountains; agriculture; biodiversity; biotechnology; oceans; fresh water; toxic chemicals; hazardous radioactive and solid waste and sewage.

3. **Strengthening the role of major groups:** women; children and youth; indigenous peoples; non-governmental organisations; local authorities; workers; business and industry; farmers; scientists and technologists.

4. **Means of implementation:** finance; technology transfer; science; education; capacity-building; international institutions; legal measures; information.

### B. Rio Declaration on Environment and Development

The Rio Declaration on Environment and Development consists of following 27 principles intended to guide future sustainable development around the world.

1. Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature.

2. States have, in accordance with the Charter of the United Nations and the principles of international law, the sovereign right to exploit their own resources pursuant to their own environmental and developmental policies, and the responsibility to ensure that activities within their jurisdiction or control do not cause damage to the environment of other States or of areas beyond the limits of national jurisdiction.

3. The right to development must be fulfilled so as to equitably meet developmental and environmental needs of present and future generations.

4. In order to achieve sustainable development, environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.

5. All States and all people shall cooperate in the essential task of eradicating poverty as an indispensable requirement for sustainable development, in order to decrease the disparities in standards of living and better meet the needs of the majority of the people of the world.

6. The special situation and needs of developing countries, particularly the least developed and those most environmentally vulnerable, shall be given special priority. International actions in the field of environment and development should also address the interests and needs of all countries.

7. States shall cooperate in a spirit of global partnership to conserve, protect and restore the health and integrity of the Earth's ecosystem. In view of the different contributions to global environmental degradation, States have common but differentiated responsibilities. The developed countries acknowledge the responsibility that they bear in the international pursuit to sustainable development in view of the pressures their societies place on the global environment and of the technologies and financial resources they command.

8. To achieve sustainable development and a higher quality of life for all
people, States should reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.

9. States should cooperate to strengthen endogenous capacity-building for sustainable development by improving scientific understanding through exchanges of scientific and technological knowledge, and by enhancing the development, adaptation, diffusion and transfer of technologies, including new and innovative technologies.

10. Environmental issues are best handled with participation of all concerned citizens, at the relevant level. At the national level, each individual shall have appropriate access to information concerning the environment that is held by public authorities, including information on hazardous materials and activities in their communities, and the opportunity to participate in decision-making processes. States shall facilitate and encourage public awareness and participation by making information widely available. Effective access to judicial and administrative proceedings, including redress and remedy, shall be provided.

11. States shall enact effective environmental legislation. Environmental standards, management objectives and priorities should reflect the environmental and development context to which they apply. Standards applied by some countries may be inappropriate and of unwarranted economic and social cost to other countries, in particular developing countries.

12. States should cooperate to promote a supportive and open international economic system that would lead to economic growth and sustainable development in all countries, to better address the problems of environmental degradation. Trade policy measures for environmental purposes should not constitute a means of arbitrary or unjustifiable discrimination or a disguised restriction on international trade. Unilateral actions to deal with environmental challenges outside the jurisdiction of the importing country should be avoided. Environmental measures addressing transboundary or global environmental problems should, as far as possible, be based on an international consensus.

13. States shall develop national law regarding liability and compensation for the victims of pollution and other environmental damage. States shall also cooperate in an expeditious and more determined manner to develop further international law regarding liability and compensation for adverse effects of environmental damage caused by activities within their jurisdiction or control to areas beyond their jurisdiction.

14. States should effectively cooperate to discourage or prevent the relocation and transfer to other States of any activities and substances that cause severe environmental degradation or are found to be harmful to human health.

15. In order to protect the environment, the precautionary approach shall be widely applied by States according to their capabilities. Where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measures to prevent environmental degradation.

16. National authorities should endeavour to promote the internalization of environmental costs and the use of economic instruments, taking into
account the approach that the polluter should, in principle, bear the cost of pollution, with due regard to the public interest and without distorting international trade and investment.

17. Environmental impact assessment, as a national instrument, shall be undertaken for proposed activities that are likely to have a significant adverse impact on the environment and are subject to decision of a competent national authority.

18. States shall immediately notify other States of any natural disasters or other emergencies that are likely to produce sudden harmful effects on the environment of those States. Every effort shall be made by the international community to help States so afflicted.

19. States shall provide prior and timely notification and relevant information to potentially affected States on activities that may have a significant adverse transboundary environmental effect and shall consult with those States at an early stage and in good faith.

20. Women have a vital role in environmental management and development. Their full participation is therefore essential to achieve sustainable development.

21. The creativity, ideals and courage of the youth of the world should be mobilized to forge a global partnership in order to achieve sustainable development and ensure a better future for all.

22. Indigenous people and their communities and other local communities have a vital role in environmental management and development because of their knowledge and traditional practices. States should recognize and duly support their identity, culture and interests and enable their effective participation in the achievement of sustainable development.

23. The environment and natural resources of people under oppression, domination and occupation shall be protected.

24. Warfare is inherently destructive of sustainable development. States shall therefore respect international law providing protection for the environment in times of armed conflict and cooperate in its further development, as necessary.

25. Peace, development and environmental protection are interdependent and indivisible.

26. States shall resolve all their environmental disputes peacefully and by appropriate means in accordance with the Charter of the United Nations.

27. States and people shall cooperate in good faith and in a spirit of partnership in the fulfilment of the principles embodied in this Declaration and in the further development of international law in the field of sustainable development.

C. Statement of Forest Principles

It is a non-Legally Binding Authoritative Statement of Principles for a Global Consensus on the Management, Conservation and Sustainable Development of all types of Forests. The guiding objective of these principles is to contribute to the management, conservation and sustainable development of forests and to provide for their multiple and complementary functions and uses.
D. United Nations Framework Convention on climate change

The United Nations Framework Convention on Climate Change (UNFCCC or FCCC) is an international environmental treaty produced at the United Nations Conference on Environment and Development (UNCED). The treaty is aimed at stabilizing greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic (due to human activity) interference with the climate system.

Signatories to the UNFCCC are divided into three groups:
- Annex I countries (industrialized countries)
- Annex II countries (developed countries which pay for costs of developing countries)
- Developing countries.

Annex I countries agree to reduce their emissions (particularly carbon dioxide) to target levels below their 1990 emissions levels. If they cannot do so, they must buy emission credits or invest in conservation. Annex II countries, that have to provide financial resources for the developing countries, are a sub-group of the annex I countries consisting of the OECD members.

Developing countries have no immediate restrictions under the UNFCCC. This serves three purposes:
- Avoids restrictions on growth because pollution is strongly linked to industrial growth, and developing economies can potentially grow very fast.
- It means that they cannot sell emissions credits to industrialized nations to permit those nations to over-pollute.
- They get money and technologies from the developed countries in Annex II.

Developing countries may volunteer to become Annex I countries when they are sufficiently developed.

Developing countries are not expected to implement their commitments under the Convention unless developed countries supply enough funding and technology, and this has lower priority than economic and social development and dealing with poverty.

E. Convention on Biological Diversity

The Convention on Biological Diversity, known informally as the Biodiversity Convention, is an international treaty that was adopted in Rio de Janeiro in June 1992. The Convention has three main goals:

1. conservation of biological diversity;
2. sustainable use of its components; and
3. fair and equitable sharing of benefits arising from genetic resources.

In other words, its objective is to develop national strategies for the conservation and sustainable use of biological diversity. It is often seen as the key document regarding sustainable development.
Some of the issues dealt with under the convention include:

— Measures and incentives for the conservation and sustainable use of biological diversity.
— Regulated access to genetic resources and traditional knowledge, including Prior Informed Consent of the party providing resources.
— Sharing, in a fair and equitable way, the results of research and development and the benefits arising from the commercial and other utilization of genetic resources with the Contracting Party providing such resources (governments and/or local communities that provided the traditional knowledge or biodiversity resources utilized).
— Access to and transfer of technology, including biotechnology, to the governments and/or local communities that provided traditional knowledge and/or biodiversity resources.
— Technical and scientific cooperation.
— Impact assessment.
— Education and public awareness.
— Provision of financial resources.
— National reporting on efforts to implement treaty commitments.

5. Kyoto Protocol

The Kyoto Protocol, adopted at the third Conference of the Parties to the UNFCCC (COP 3) in Kyoto, Japan, in 1997 came into force in 2005, is an international agreement linked to the United Nations Framework Convention on Climate Change. The major feature of the Kyoto Protocol is that it sets binding targets for 37 industrialized countries and the European community for reducing greenhouse gas (GHG) emissions. These amount to an average of five per cent against 1990 levels over the five-year period 2008-2012.

The major distinction between the Protocol and the Convention is that while the Convention encouraged industrialised countries to stabilize GHG emissions, the Protocol commits them to do so.

The Protocol requires developed countries to reduce their GHG emissions below levels specified for each of them in the Treaty. These targets must be met within a five-year time frame between 2008 and 2012, and add up to a total cut in GHG emissions of at least 5% against the baseline of 1990.

The Protocol places a heavier burden on developed nations under the principle of “common but differentiated responsibilities.” This has two main reasons. Firstly, those countries can more easily pay the cost of cutting emissions. Secondly, developed countries have historically contributed more to the problem by emitting larger amounts of GHGs per person than in developing countries.

In order to give Parties a certain degree of flexibility in meeting their emission reduction targets, the Protocol developed three innovative mechanisms - known as Emissions Trading (the carbon market), Joint Implementation and the Clean Development Mechanism (CDM).
These market-based mechanisms allow developed Parties to earn and trade emissions credits through projects implemented either in other developed countries or in developing countries, which they can use towards meeting their commitments. These mechanisms help identify lowest-cost opportunities for reducing emissions and attract private sector participation in emission reduction efforts. Developing nations benefit in terms of technology transfer and investment brought about through collaboration with industrialized nations under the CDM.

The Kyoto Protocol is generally seen as an important first step towards a truly global emission reduction regime that will stabilize GHG concentrations at a level which will avoid dangerous climate change. As a result of the Protocol, governments have already put, and are continuing to put legislation and policies in place to meet their commitments; a carbon market has been created; and more and more businesses are making the investment decisions needed for a climate-friendly future. The Protocol provides the essential architecture for any new international agreement or set of agreements on climate change. The first commitment period of the Kyoto Protocol expires in 2012.

The targets cover emissions of the six main greenhouse gases, namely:
- Carbon dioxide (CO2);
- Methane (CH4);
- Nitrous oxide (N2O);
- Hydrofluorocarbons (HFCs);
- Perfluorocarbons (PFCs); and
- Sulphur hexafluoride (SF6)

The detailed rules for the implementation of the Protocol were adopted at COP 7 in Marrakesh in 2001, and are called the “Marrakes Accords.”

6. Now, upto and Beyond 2012: The Bali Roadmap

At the 2007 United Nations Climate Change Conference in Bali, Indonesia in December, 2007, the participating nations adopted the Bali Roadmap as a two-year process to finalizing a binding agreement in 2009 in Denmark.

The Bali Road Map consists of a number of forward-looking decisions that represent the various tracks, essential to reaching a secure climate future. The Bali Road Map includes the Bali Action Plan, which charts the course for a new negotiating process designed to tackle climate change. To conduct the process, a subsidiary body under the Convention was set up, called the Ad Hoc Working Group on Long-term Cooperative Action under the Convention (AWG-LCA).

To discuss future commitments for industrialized countries under the Kyoto Protocol, the Conference of the Parties (COP) serving as the Meeting of the Parties to the Kyoto Protocol established a working group in December 2005, called the Ad Hoc Working Group on further Commitments for Annex I Parties under the Kyoto Protocol (AWG-KP). At 17 COP Durban, a decision was reached to move into a
second commitment period in 2013. COP 18 will take place in Doha, Qatar, November, 2012.

7. International Forest Carbon Initiative

The International Forest Carbon Initiative is a key part of Australia’s international leadership on reducing emissions from deforestation. The Initiative will support international efforts to reduce deforestation through the United Nations Framework Convention on Climate Change (UNFCCC). It aims to demonstrate that reducing emissions from deforestation and forest degradation can be part of an equitable and effective international agreement on climate change. A central element is the Initiative’s focus on developing practical demonstration activities, particularly in Indonesia and Papua New Guinea.

8. International Labour Organisation (ILO)

The International Labour Organisation (ILO) was created in 1919, as part of the Treaty of Versailles that ended World War I, to reflect the belief that universal and lasting peace can be accomplished only if it is based on social justice. The security, humanitarian, political and economic considerations, were the driving force behind the creation of ILO.

There was keen appreciation of the importance of social justice in securing peace, against a background of exploitation of workers in the industrializing nations of that time. There was also increasing understanding of the world’s economic interdependence and the need for cooperation to obtain similarity of working conditions in countries competing for markets. Reflecting these ideas, the Preamble states:

— Whereas universal and lasting peace can be established only if it is based upon social justice;
— And whereas conditions of labour exist involving such injustice hardship and privation to large numbers of people as to produce unrest so great that the peace and harmony of the world are imperilled; and an improvement of those conditions is urgently required;
— Whereas also the failure of any nation to adopt humane conditions of labour is an obstacle in the way of other nations which desire to improve the conditions in their own countries.

The areas of improvement listed in the Preamble remain relevant today, for example:

— Regulation of the hours of work including the establishment of a maximum working day and week;
— Regulation of labour supply, prevention of unemployment and provision of an adequate living wage;
— Protection of the worker against sickness, disease and injury arising out of employment;
— Protection of children, young persons and women;
— Provision for old age and injury, protection of the interests of workers when
— Recognition of the principle of equal remuneration for work of equal value;
— Recognition of the principle of freedom of association;
— Organization of vocational and technical education, and other measures.

The ILO is the only 'tripartite' United Nations agency that brings together representatives of governments, employers and workers to jointly shape policies and programmes, to achieve its defined objectives.

ENVIRONMENTAL PROTECTION IN INDIA – REGULATORY FRAMEWORK

In India, as in other developing countries, the environmental problems are not confined to side affects of industrialisation but reflect the inadequacy of resources to provide infrastructural facilities to prevent industrial pollution. Other peculiar problems like population, illiteracy and unemployment obviously also pose questions regarding provision of food, water, shelter and sanitation. The Indian Penal Code, 1860 contains penal provisions for corrupting or fouling the water or spring or reservoir so as to make it less fit for the purpose for which it is ordinarily used as well as for vitiating the atmosphere so as to make it noxious to the health of any person etc. In 1977, by an amendment to the Constitution, Article 48A was introduced imposing a duty on the State to protect and improve the environment and safeguard the forests and wildlife of the country. Article 51A also, provides for the protection and improvement of the natural environment including forests, lakes, rivers and wild life and to have compassion for living creatures.

The primary responsibility for administration and implementation of the Policy of the Government of India with respect to environmental management, conservation, ecological sustainable development and pollution control rests with the Ministry of Environment and Forest (MoEF). To ensure that the economic growth and development in our country is in conformity with regulations for environmental conservation, the Ministry of Environment and Forest has notified Environmental Impact Assessment Notification 2006. The MoEF is the agency responsible for the review and approval of Environmental Impact Assessment. Under this notification certain activities must obtain clearance from Central and State Governments and also to obtain No Objection Certificate before commencement of the operations.

International Cooperation and Sustainable Development Division (IC&SD) in the Ministry of Environment and Forests works in relation to international cooperation in the field of environment, the Division has also been entrusted with the additional responsibility of coordinating the sustainable development activities.

This division is the nodal division for United Nations Environment Programme (UNEP), Nairobi, South Asia Cooperative Environment Programme (SACEP), Colombo. The Division also handles bilateral issues and matters pertaining to multilateral bodies such as the Commission on Sustainable Development, Environment Support Programme of UNDP under Country Cooperation Framework - 1, Global Environment Facility (GEF) and the regional bodies like Economic & Social Commission for Asia & Pacific (ESCAP), South Asian Association for Regional Cooperation (SAARC), European Union (EU) and the India Canada Environment Facility.
The Ministry is the nodal agency in the Government for various environment related multilateral conventions and protocols. These include the Convention on International Trade in Endangered Species, Convention on Wetlands of International importance, especially as waterfowl habitat, Convention on the Conservation of Migratory Species of Wild Animal, Vienna Convention for the protection of the Ozone Layer, Montreal Protocol on Substances that deplete the Ozone Layer, Conventions on Biological Diversity, UN Framework Convention on Climate Change, Kyoto Protocol, the Basel Convention on Trans-boundary Movement of Hazardous Substances, Convention to Combat Desertification, Stockholm Convention on Persistent Organic Pollutants etc.

India has been pursuing its commitments under various conventions vigorously by initiating various measures nationally and by taking several important initiatives in the region.

Environment related multilateral conventions and protocols etc., are being handled by the respective technical and scientific divisions in the Ministry. IC&SD Division plays a coordinating role in the matters relating to these Conventions. A compendium on various environment related conventions is proposed to be brought out by the Division.

Following are the some of the Memorandum of Understanding signed by the Ministry:

→ MoU with the Kingdom of Denmark on Cooperation in Areas of Environment
→ MoU with the Kingdom of Norway Regarding the Establishment of a Joint Commission of Cooperation
→ MoU with the Government of the Kingdom of Sweden on Cooperation in the Field of the Environment
→ MoU with the Government of India and the Government of Finland on Cooperation in the Field of the Environment
→ MoU among India, Brazil and South Africa on Cooperation in the Area of Environment under IBSA Forum
→ India-UK Statement of Cooperation between India and United Kingdom on Sustainable Transport
→ Joint Statement of Intent between the Government of USA

The MoEF is responsible to enforce the Regulations established pursuant to major legal enactments and rules which are as under:

- **The Water (Prevention and Control of Pollution) Act** was enacted in 1974 to provide for the prevention and control of water pollution, and for the maintaining or restoring of wholesomeness of water in the country. The Act was amended in 1988.

- **The Air (Prevention and Control of Pollution) Act** was enacted in 1981 and amended in 1987 to provide for the prevention, control and abatement of air pollution in India.
The Environment (Protection) Act was enacted in 1986 with the objective of providing for the protection and improvement of the environment. It empowers the Central Government to establish authorities [under section 3(3)] charged with the mandate of preventing environmental pollution in all its forms and to tackle specific environmental problems that are peculiar to different parts of the country. The Act was last amended in 1991.

The main objective of the Public Liability Insurance Act 1991 is to provide for damages to victims of an accident which occurs as a result of handling any hazardous substance. The Act applies to all owners associated with the production or handling of any hazardous chemicals.

The National Environment Appellate Authority (NEAA) was set up by the Ministry of Environment and Forests to address cases in which environment clearances are required in certain restricted areas. It was established by the National Environment Appellate Authority Act 1997 to hear appeals with respect to restriction of areas in which any industries, operations or processes or class of industries, operations or processes shall or shall not be carried out, subject to certain safeguards under the Environment (Protection) Act, 1986. The Authority shall become defunct and the Act shall stand repealed upon the enactment of the National Green Tribunal Bill 2009 currently pending in Parliament.

In 1995 the Central Government established the National Environment Tribunal [through the National Environment Tribunal Act 1995] to provide for strict liability for damage arising out of accidents caused from the handling of hazardous substances.

The Prevention of Cruelty to Animals Act was enacted in 1960 to prevent the infliction of unnecessary pain or suffering on animals and to amend the laws relating to the prevention of cruelty to animals. After the enactment of this Act, the Animal Board of India was formed for the promotion of animal welfare.

The Government of India enacted Wild Life (Protection) Act 1972 with the objective of effectively protecting the wild life of this country and to control poaching, smuggling and illegal trade in wildlife and its derivatives. The Act was amended in January 2003 and punishment and penalty for offences under the Act have been made more stringent. The Ministry has proposed further amendments in the law by introducing more rigid measures to strengthen the Act. The objective is to provide protection to the listed endangered flora and fauna and ecologically important protected areas.

The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, recognizes the rights of forest-dwelling Scheduled Tribes and other traditional forest dwellers over the forest areas inhabited by them and provides a framework for according the same.

The Forest Conservation Act 1980 was enacted to help conserve the country’s forests. It strictly restricts and regulates the de-reservation of forests or use of forest land for non-forest purposes without the prior
approval of Central Government. To this end the Act lays down the pre-
requisites for the diversion of forest land for non-forest purposes.

- The **Indian Forest Act, 1927** consolidates the law relating to forests, the
  transit of forest-produce and the duty leviable on timber and other forest-
  produce.

- The **Biological Diversity Act 2002** was born out of India’s attempt to realise
  the objectives enshrined in the United Nations Convention on Biological
  Diversity (CBD) 1992 which recognizes the sovereign rights of states to use
  their own Biological Resources. The Act aims at the conservation of
  biological resources and associated knowledge as well as facilitating access
  to them in a sustainable manner and through a just process. For purposes of
  implementing the objects of the Act it establishes the National Biodiversity
  Authority in Chennai.

- The **Noise Pollution (Regulation And Control) Rules, 2000**

- Guidelines for Environmentally Sound Management of **E-Waste**, March 12,
  2008

- The **Bio-Medical Waste (Management and Handling) Rules, 1998**

- **Plastics** Manufacture, Sale & Usage Rules, 1999

- **Municipal Solid Wastes** (Management & Handling) Rules, 2000 (MSW
  Rules) are applicable to every municipal authority responsible for collection,
  segregation, storage, transportation, processing and disposal of municipal
  solid

- **Hazardous Wastes** (Management and Handling) Amendment Rules, 2002

**A Scheme on Labeling of Environment Friendly Products**

To increase consumer awareness, the Government of India launched the eco-
labeling scheme known as **Ecomark** in 1991 for easy identification of environment-
friendly products. Any product which is made, used or disposed of in a way that
significantly reduces the harm it would otherwise cause the environment could be
considered as Environment-Friendly Product. The ‘Ecomark’ label is awarded to
consumer goods which meet the specified environmental criteria and the quality
requirements of Indian Standards. Any product with the Ecomark will be the right
environmental choice.

An earthen pot has been chosen as the logo for the Ecomark
scheme in India. The familiar earthen pot uses a renewable
resource like earth, does not produce hazardous waste and
consumes little energy in making. Its solid and graceful form
represents both strength and fragility, which also characterises the
eco-system.

**The specific objectives of the scheme are as follow:**

→ To provide an incentive for manufacturers and importers to reduce adverse
environmental impact of products.
To reward genuine initiatives by companies to reduce adverse environmental impact of their products.

To assist consumers to become environmentally responsible in their daily lives by providing information to take account of environmental factors in their purchase decisions.

To encourage citizens to purchase products which have less harmful environmental impacts

Ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

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**LESSON ROUND-UP**

- Environmentalists claims that living things other than humans, and the natural environment as a whole, deserve consideration in reasoning about the morality of political, economic, and social policies.

- The United Nations Conference on Human Environment met at Stockholm in 1972. The conference called upon Governments and people to exert common efforts for the preservation and improvement of the human environment, for the benefit of all the people and for their posterity.

- United Nations Environment Programme (UNEP), established in 1972, is the voice for the environment within the United Nation’s system. UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment.

- The Brundtland Commission, formally the World Commission on Environment and Development (WCED), known by the name of its Chair Gro Harlem Brundtland, was convened by the United Nations in 1983.
"Sustainable development is development that meets the need of the present without compromising the ability of future generations to meet."

The United Nations Commission on Sustainable Development was established by the UN General Assembly in December 1992 to ensure effective follow-up of United Nations Conference on Environment and Development also known as the Earth Summit was held in Rio De Janeiro.


Statement of Forest Principles is a non-Legally Binding Authoritative Statement of Principles for a Global Consensus on the Management, Conservation and Sustainable Development of all Types of Forests.

The United Nations Framework Convention on Climate Change (UNFCCC or FCCC) is an international environmental treaty aimed at stabilizing greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.

The Convention on Biological Diversity is an international treaty that was adopted in Rio de Janeiro in June 1992 has three main goals – conservation of biological diversity, sustainable use of its components and fair and equitable sharing of benefits arising from genetic resources.

The Kyoto Protocol is an international agreement linked to the United Nations Framework Convention on Climate Change. The major feature of the Kyoto Protocol is that it sets binding targets for 37 industrialized countries and the European community for reducing greenhouse gas (GHG) emissions.

The Kyoto Protocol is generally seen as an important first step towards a truly global emission reduction regime that will stabilize GHG concentrations at a level which will avoid dangerous climate change. The first commitment period of the Kyoto Protocol expires in 2012.

The International Forest Carbon Initiative is a key part of Australia’s international leadership on reducing emissions from deforestation. The initiative will support international efforts to reduce deforestation through the United Nations Framework Convention on Climate Change.

At the 2007 United Nations Climate Change Conference in Bali, Indonesia in December, 2007, the participation nations adopted the Bali Roadmap as a two-year process to finalizing a binding agreement in 2009 in Denmark.

The ILO was created in 1919, as part of the Treaty of Versailles that ended World War I, to reflect the belief that universal and lasting peace can be accomplished only if it is based on social justice. The driving forces for ILO’s creation arose from security, humanitarian, political and economic considerations.

Ministry of Environment and Forests, Government of India has undertaken various initiatives including enactments of various laws, rules and regulations for protection of environment and related rights. Apart from this India is also a part of various conventions and protocols.
SELF-TEST QUESTIONS

1. Write short notes on:
   — United Nations Environment Programme
   — Brundtland Commission
   — International Labour Organisation

2. Discuss in detail the Kyoto Protocol and the Bali Roadmap.

3. Environmental Protection is the responsibility of government. In the light of the statement discuss major initiative of Indian government and role of citizen of India.
STUDY XVI
PRINCIPLES OF ABSOLUTE LIABILITY

LEARNING OBJECTIVES

The objective of the study lesson is to enable the students to understand:

- The concept of Absolute Liability with the help of decided case law Ryland v. Fletcher.
- Applicability of Ryland Doctrine in India
- Industrial disasters
- Hazardous or inherently dangerous industry
- Water pollution
- About Corporate Manslaughter and Corporate Homicide Act 2007, United Kingdom

INTRODUCTION

The rapid industrialization and competitiveness in industries has brought to the limelight the environmental issues in industries. The catastrophic accident in Bhopal in India in December 1984 and similar such accidents in other parts of the world in the past has also drawn lot of concern of the world community regarding the environmental issues, safety and health conditions in industries. The popular perception about industries in general has been that they are environmental unfriendly and are the principal polluters. Industries too have strengthened such a view by taking their own time in adopting to cleaner technologies and in the observance of good business practices. The realization is yet to dawn on all the concerned that it would make perfect business sense to adopt and observe better standard technologies that cause least adverse impact on environment.

Often at times one finds the industry opting to violate the regulations and pay the penalty rather than conforming to them as they find the cost of conformity to be on the higher side.

Rule in Rylands v. Fletcher

In the past all actions for environmental torts against companies and industries were governed by the principle of strict liability. Strict liability means liability without fault i.e., without intention or negligence. In other words, the defendant is held liable without fault. Absolute liability for the escape of impounded waters was first established in England during the mid-nineteenth century in the case of Rylands v.
Fletcher, (1868) LR 3 330. The rule was first stated by Blackburn, J. (Court of Exchequer) in the following words:

“We think that that the rule of law is, that the person who for his own purposes brings on his lands and collects and keeps there anything likely to do mischief if it escapes, must keep it at his peril, and, if he does not do so, is prima facie answerable for all the damage which is the natural consequence of its escape. He can excuse himself by showing that the escape was owing to the plaintiff’s default; or perhaps that the escape was the consequence of vis major or the act of God...... and it seems but reasonable and just that the neighbour, who has brought something on his own property which was not naturally there, harmless to others so long as it is confined to his own property, but which he knows to be mischievous if it gets on his neighbour’s, should be obliged to make good the damage which ensues if he does not succeed in confining it to his own property”.

This passage of Blackburn’s opinion established broad liability for land owners whose land development activities result in the unexpected release of a large volume of water.

The liability under this rule is strict and it is no defence to say that the thing escaped without that person’s willful act, default or neglect or even that he had no knowledge of its existence. The House of Lords, however, added a rider to the above statement stating that – this rule applies only to non-natural user of the land and it does not apply to things naturally established on the land or where the thing escaped due to an act of God or an act of stranger or the default of the person injured or where the thing which escapes is present by the consent of the person injured or in certain cases where there is statutory authority.

American courts began dealing with Rylands absolute liability soon after the House of Lords issued its Rylands opinion. The first American jurisdiction to apply the Rylands Doctrine was Massachusetts, where a court imposed absolute liability on a defendant who allowed filthy water to percolate into a neighbor’s well. Shortly thereafter, Minnesota adopted Rylands absolute liability in a case involving the breach of an underground water tunnel. For several decades following these decisions, courts and commentators in the United States largely disapproved of the Rylands doctrine.

Applicability of Rylands Doctrine in India

Industrial Disasters

Bhopal Gas Disaster

Bhopal Gas Disaster being the worst industrial disaster of the country has raised complex legal questions about the liability of a parent company for the act of its subsidiary, and the responsibility of multinational corporations engaged in hazardous activity and transfer of hazardous technology.

On the night of Dec. 2nd-3rd, 1984, the most tragic industrial disaster in history occurred in the city of Bhopal, Madhya Pradesh. Union Carbide Corporation, (UCC) an American Corporation, with subsidiaries operating throughout the World had a chemical plant in Bhopal under the name Union Carbide India Ltd., (UCIL). The
chemical plant manufactured pesticides called Seven and Temik. Methyl Isocyanate (MIC), a highly toxic gas is an ingredient in the production of both Seven and Temik. On the night of tragedy, MIC leaked from the plant in substantial quantities and the prevailing winds blew the deadly gas into the overpopulated hutsments adjacent to the plants and into the most densely occupied parts of the city. The massive escape of lethal MIC gas from the Bhopal Plant into the atmosphere rained death and destruction upon the innocent and helpless persons and caused widespread pollution to its environs in the worst industrial disaster mankind had ever known.

It was estimated that 2660 persons lost their lives and more than 2 lakh persons suffered injuries, some serious and permanent, some mild and temporary. Livestock were killed and crops damaged. Normal business was interrupted.

On Dec 7th, 1984, the first law suit was filed by a group of American lawyers in the United States on behalf of thousands of Indians affected by the gas leak. All these actions were consolidated in the Federal Court of United States. On 29th Mar. 1985 the Government of India enacted a legislation, called The Bhopal Gas Disaster (Processing of Claims) Act providing the Government of India to have the exclusive right to represent Indian plaintiffs as in India and also elsewhere in connection with the tragedy. Judge John F. Keenan of the US District Court after hearing both the parties dismissed the Indian consolidated case on the ground of forum non conveniens and declared that Indian Courts are the appropriate and convenient forum for hearing the plea of those affected.

The case moved to the Indian Courts, starting in the Bhopal High Court, till it finally reached the Supreme Court, Finally in, 1989, the Supreme Court of India came out with a over all settlement of claims and awarded U.S. $470 million to the Government of India on behalf of all Bhopal victims in full and final settlement of all the past, present and future claims arising from the disaster.

Hazardous or inherently dangerous industry

What is the measure of liability of an enterprise which is engaged in a hazardous or inherently dangerous industry, if by reason of an accident occurring in such industry, persons die or are injured? Does the rule in *Rylands* v. *Fletcher* apply or is there any other principal on which the liability can be determined. This question was debated in *M.C. Mehta* v. *Union of India*, AIR 1987 SC 1086 commonly called oleum gas leak case.

Before discussing this case, it may be pointed out that this case came to the limelight after it originated in a writ petition filed in the Supreme Court by the environmentalist and lawyer M.C. Mehta, as a public interest litigation. [*M.C. Mehta and another (Petitioners) v. Union of India and others (Respondents)* and *Shriram Foods & Fertiliser Industries (Petitioners) v. Union of India (Respondents)* AIR 1987 SC 965] The petition raised some seminal questions concerning the Arts.21 and 32 of the Constitution, the principles and norms for determining the liability of large enterprises engaged in manufacture and sale of hazardous products, the basis on which damage in case of such liability should be quantified and whether such large enterprises should be allowed to continue to function in thickly populated areas and if they are permitted so to function, what measures must be taken for the purpose of
reducing to a minimum the hazard to the workmen and the community living in the neighbourhood. These questions raised by the petitioner being the questions of greatest importance particularly following the leakage of MIC gas from the Union Carbide Plant in Bhopal were referred to the Constitutional Bench of the Apex Court subsequently in another writ petition i.e., *M.C. Mehta v. Union of India*, AIR 1987 SC 1086 mentioned above.

The pressing issue which the Supreme Court had to decide immediately in the petition was whether to allow the caustic chlorine plant of Shriram Foods & Fertiliser Industries to be restarted.

The accused Company, Delhi Cloth Mills Ltd., a public limited company having its registered office in Delhi, ran an enterprise called Shriram Foods and Fertilizer Industries. This enterprise having several units engaged in the manufacture of caustic soda, chlorine and various others acids and chemicals.

On December 4, 1985 a major leakage of oleum gas took place from one of the units of Shriram and this leakage affected a large number of people, both amongst the workmen and the public, and according to the petitioner, an advocate practicing in the Tis Hazari Court died on account of inhalation of oleum gas. The leakage resulted from the bursting of the tank containing oleum gas as a result of the collapse of the structure on which it was mounted and it created a scare amongst the people residing in that area. Hardly had the people got out of the shock of this disaster when within two days, another leakage, though this time a minor one, took place as a result of escape of oleum gas from the joints of a pipe. The Delhi Administration issued two orders, on the behest of Public Health and Policy, to cease carrying on any further operation and to remove such chemical and gases from the said place.

The Inspector of Factories and the Assistant Commissioner (Factories) issued separate orders on December 7 and 24, 1985 shutting down both plants. Aggrieved, Shriram filed a writ petition challenging the two prohibitory orders issued under the Factories Act of 1948 and sought interim permission to reopen the caustic chlorine plant.

The Supreme Court after examining the reports of the various committees that were constituted from time to time to examine areas of concern and potential problems relating to the plant as well as the existence of safety and pollution control measures etc. held that pending consideration of the issue whether the caustic chlorine plant should be directed to be shifted and relocated at some other place, the caustic chlorine plant should be allowed to be restarted by the management subject to certain stringent conditions which were specified.

When science and technology are increasingly employed in producing goods and services calculated to improve the quality of life, there is certain element of hazard or risk inherent in the very use of science of technology and it is not possible to totally eliminate such hazard or risk altogether. The Court said that it is not possible to adopt a policy of not having any chemical or other hazardous industries merely because they pose hazard or risk to the community. If such a policy were adopted, it would mean the end of all progress and development. Such industries, even if hazardous have to be set up since they are essential for the economic development and advancement of well being of the people. We can only hope to reduce the element of hazard or risk to the community by taking all necessary steps for locating
such industries in a manner which would pose least risk or danger to the community and maximizing safety requirements in such industries.

**Departure from Rylands v. Fletcher**

Subsequently in *M.C. Mehta v. Union of India*, AIR 1987 SC 1086, the Supreme Court sought to make a departure from the accepted legal position in *Rylands v. Fletcher* stating that “an enterprise which is engaged in a hazardous or inherently dangerous activity that poses a potential threat to the health and safety of persons and owes an absolute and non-delegable duty to the community to ensure that no harm results to anyone. The principle of absolute liability is operative without any exceptions. It does not admit of the defences of reasonable and due care, unlike strict liability. Thus, when an enterprise is engaged in hazardous activity and harm result, it is absolutely liable, effectively tightening up the law.”

Speaking on strict and absolute liability, the Apex Court (Hon’ble Chief Justice Bhagwati) stated:

“We cannot allow our judicial thinking to be constricted by reference to the law as it prevails in England or for the matter of that in any other foreign country. We no longer need the crutches of a foreign legal order. We are certainly prepared to receive light from whatever source it comes but we have to build up our own jurisprudence and we cannot countenance an argument that merely because the new law does not recognise the rule of strict and absolute liability in cases of hazardous or dangerous liability or the rule as laid down in *Rylands v. Fletcher* as is developed in England recognises certain limitations and responsibilities”.

The industries involving hazardous processes generally handle many toxic, reactive, and flammable chemical substances in the plant operations which are potential sources of different types of hazards at the workplace. If these hazards are not managed properly, the safety and health of the exposed population is adversely affected and become vulnerable to great risk.

Imposing an absolute and non-delegable duty on an enterprise which is engaged in a hazardous or inherently dangerous industry, the Supreme Court held that “in India we cannot hold our hands back at such a situation and wait for inspirations from England hence there is a need to venture so as to evolve a new principle of liability which England Courts have not done. We have to develop our own law and if we find that it is necessary to construct a new principle of liability to deal with an unusual situation which has arisen and which is likely to arise in future on account of hazardous or inherently dangerous industries which are concomitant to an industrial economy, there is no reason why we should hesitate to evolve such principle of liability merely because it has not been so done in England. We are of the view that an enterprise which is engaged in a hazardous or inherently dangerous industry which poses a potential threat to the health and safety of the persons working in the factory and residing in the surrounding areas owes an absolute and non-delegable duty to the community to ensure that no harm results to anyone on account of hazardous or inherently dangerous nature of the activity which it has undertaken”.

Further, the Apex Court held that the measure of compensation in these kind of cases must be correlated to the magnitude and capacity of the enterprise because such compensation must have a deterrent effect. The larger and more prosperous
the enterprise, greater must be the amount of compensation payable by it for the harm caused on account of an accident in the carrying on of the hazardous or inherently dangerous activity by the enterprise.

In Indian Council of Enviro-Legal Action v. Union of India, AIR 1996 SC 1466, a writ petition was filed before the Supreme Court alleging invasion of right to life because of pollution caused by private companies. The Supreme Court reaffirmed the rule laid down in oleum gas leak case stating that once the activity carried on is hazardous or inherently dangerous, the person carrying on such activity is liable to make good the loss caused to any other person by his activity irrespective of the fact whether he took reasonable care while carrying on his activity is by far the most appropriate one and binding. The rule is premised upon the very nature of the activity carried on. In the words of the Constitution Bench, such an activity “can be tolerated only on the condition that the enterprise engaged in such hazardous or inherently dangerous activity indemnifies all those who suffer on the account of the carrying on of such hazardous or inherently dangerous activity regardless of whether it is carried on carefully or not”. The Constitution bench has also assigned the reason for stating the law in the said terms. It is that the enterprise (carrying on of such hazardous or inherently dangerous activity) alone has the reason to discover and guard against hazards or dangers—and not the person affected and the practical difficulty on the part of the affected person, in establishing the absence of reasonable care or that the damage to him was foreseeable by the enterprise.

Even if it is assumed that the Supreme Court cannot award damages against the private companies responsible for causing pollution in proceedings under Art. 32 that does not mean that the Supreme Court cannot direct the Central Government to determine and recover the cost of remedial measures from the private companies. The Central Government is empowered to take all measures and issue all such directions as are called for the above purpose. The Supreme Court can certainly give directions to the Central Government/its delegate to take all such measures, if in a given case the Court finds that such directions are warranted. It cannot be therefore be said that the Supreme Court cannot

The Apex Court held that the Rule laid down by Supreme Court in oleum gas leak case (AIR 1987 SC 1086), namely that once the activity carried on is hazardous or inherently dangerous, the person carrying on such activity is liable to make good the loss caused to any other person by his activity irrespective of the fact whether he took reasonable care while carrying in his activity is by far the more appropriate one and binding. The rule is premised upon the very nature of the activity carried on. In the words of the Constitution Bench, such an activity “can be tolerated only on the condition that the enterprise engaged in such hazardous or inherently dangerous activity indemnifies all those who suffer on account of the carrying on of such hazardous or inherently dangerous activity regardless of whether it is carried on carefully or not”. The Constitution Bench has also assigned the reason for stating the law in the said terms. It is that the enterprise (carrying on the hazardous or inherently dangerous activity) alone has the resource to discover and guard against hazards or dangers—and not the person affected and the practical difficulty on the part of the affected person, in establishing the absence of reasonable care or that the damage to him was foreseeable by the enterprise.
Water Pollution

Leather industry is one of the three major industries besides paper and textiles, consuming large quantities of water for processing of hides and skins into leather. Naturally most of the water used is discharged as waste water containing putrescible organic and toxic inorganic materials which when discharged as such will deplete dissolved oxygen content of the receiving watercourses resulting in the death of all aquatic life and emanating foul odour. The *M.C. Mehta v. Union of India* [AIR 1988 SC 1037] also known as the Kanpur Tanneries or Ganga Pollution case is among the most significant water pollution case. Detailed scientific investigations and the reports were produced before the Court as evidence.

In the case following the alarming details given by M.C. Mehta about the extent of pollution in the river Ganga due to the inflow of sewage from Kanpur only, the Court came down heavily on the Nagar Mahapalika (Municipality) and emphasised that it is the Nagar Mahapalika of Kanpur that has to bear the major responsibility for the pollution of the river near Kanpur city. The Supreme Court held:

“Where in public interest litigation owners of some of the tanneries discharging effluents from their factories in Ganga and not setting up a primary treatment plant in spite of being asked to do so for several years did not care, in spite of notice to them, even to enter appearances in the Supreme Court to express their willingness to take appropriate steps to establish the pre-treatment plants it was held that so far as they were concerned on order directing them to stop working their tanneries should be passed. It was observed that the effluent discharged from a tannery is ten times noxious when compared with the domestic sewage water which flows into the river from any urban area on its bank. It was further observed that the financial capacity of the tanneries should be considered as irrelevant while requiring them to establish primary treatment plants. Just like an industry which cannot pay minimum wages to it worker cannot be allowed to exist, a tannery which cannot set up a primary treatment plant cannot be permitted to continue to be in existence for the adverse effect on the public at large which is likely to ensure by the discharging of the trade effluents from the tannery to the river Ganga would be immense and it will outweigh any inconvenience that may be caused to the management and the labour employed by it on account of its closure”.

In *Vineet Kumar Mathur v. Union of India* [(1996) 1 SCC 119], the Court took note of the continued violation of the State, as well as industries by continuing to pollute water by discharging effluents and also in not setting up of common effluent treatment plants. The Court initially directed the officers of the State Pollution Board to visit the polluting industrial establishments and make a fresh inspection of the Effluent Treatment Plants installed in the said establishments and of their working. After inspection, if it was found that the treatment plants are deficient in any respect or the deficiency pointed out earlier still continues, the Board will give reasonable time for the industries to cure the deficiencies. However, the time so given should not extend beyond the deadline set up by the Court. The Board was directed to file its report within fifteen days. The Court further held that if the industries do not obtain the consent of the State Pollution Board for running their units, before the fixed time limit the industries will stop functioning there after.
Again in *M.C. Mehta v. Union of India* [1997(2) SCC 411], the Supreme Court was concerned about the discharge of untreated effluents into the river Ganga by tanneries located in Calcutta. According to the Court, the scope of the direction issued to the city of Kanpur was enlarged to include various cities located on the banks of the River Ganga.

Explaining the magnitude of the harm caused by the effluents discharged by tanneries and the callous attitude of the concerned authorities over the problem, the Supreme Court said that "It should be remembered that the effluent discharged from a tannery is ten times more noxious when compared with the domestic sewage water which flows into the river from any urban area on its banks." And noted alarmingly that the authorities who were supposed to check the same were totally apathetic to the problem.

The Court directed relocation of the tanneries to a complex and also directed the pollution control board to examine the possibility of setting up of common effluent treatment plants for the Calcutta tanneries in the four areas and indicate the cost for the same. The Court also directed the Government to acquire land for setting up a tannery complex. In a subsequent hearing the Court felt that the State Government and the Minister concerned were still working at a snail's pace and directed the Minister in charge to file an affidavit in the Court and directed the State Government to assess the need of the tanneries. In a subsequent order the Court directed the owners of the tanneries to bear the cost of setting up the CETP as well as the cost of relocation. The Court actually spent a lot of time to monitor the progress of the tanneries and to see whether the tanneries could function. However, as there was a total lack of seriousness from the side of the tanners, the Court set a deadline and directed that all the tanneries had to stop working as of that date even if the relocation process is not complete. The State Government was asked to assess the cost of loss caused to the environment by the tanneries and lay down the compensation that had to be recovered from the polluters. The compensation was to be recovered and utilised for restoring the environment.

In *Ambuja Petrochemicals v. A.P. Pollution Control Board* [AIR 1997 AP 41], one of the industries covered by the Patencheru belt of treatment plants was served with a notice for violating the Water (Prevention and Control of Pollution) Act. The industry replied to the notice. The Board however, not satisfied with the reply of the industry, directed its closure. The same was challenged in the High Court.

The High Court dismissed the petition of the industry observing that under the Act, the Board had a mandate to take action against an erring industry. The High Court could not sit in appeal against the action of the Board considering the expertise of the Board in these aspects. The High Court observed that it was open to the industry to comply with the direction of the Board and make a representation which the Board would consider and if satisfied allow the industry to operate.

One of the aspects to be observed here is that the industry had raised all sorts of pleas including that it was a sick industry etc. which was not appreciated by the High Court.
The problem of effluent treatment is highlighted in the *Indian Council for Enviro-Legal Action and others v. Union of India* [1998(1) SCALE (SP) 5]. 72 industries are members of Patancheru Environotech Limited (PETL) at Patancheru. These industries send their effluents to the Patancheru plant for treatment. It was noticed that the plant was not functioning properly due to various reasons including the fact that the industries who were discharging effluents were sending effluents which was beyond the capacity of the PETL. The Court set out parameters and directed that the PETL would not accept any effluent which did not come within those parameters. The Court also held that all those industries, which were exceeding those parameters, had to stop production. This direction was also made applicable to 25 industries who were the members of the CETP at Bollaram.

In *Re Bhavani River - Shakti Sugar Mills Ltd.* [1997(11)SCC 312] the issue was pertaining to pollution of river Bhavani from the effluents discharged by the industry. The Board under Section 33-A of the Act had issued directions, which were aimed at ensuring proper storage of the effluent in lagoons and for proper treatment and disposal of the treated effluent. The Supreme Court held that the violations of pollution law by the industry were serious, and the same was posing a health hazard. The Court directed that the industry be closed and also directed the Board to submit a compliance report within ten days.

**Corporate Manslaughter and Corporate Homicide Act 2007, United Kingdom**

In the United Kingdom, the Corporate Manslaughter and Corporate Homicide Act introduced a new offence, across the UK, for prosecuting companies and other organisations where there has been a gross failing, throughout the organisation, in the management of health and safety with fatal consequences.

The Corporate Manslaughter and Corporate Homicide Act 2007 is a landmark in law. For the first time, companies and organisations can be found guilty of corporate manslaughter as a result of serious management failures resulting in a gross breach of a duty of care.

The Act, which came into force on 6 April 2008, clarifies the criminal liabilities of companies including large organisations where serious failures in the management of health and safety result in a fatality.

Prosecutions will be of the corporate body and not individuals, but the liability of directors, board members or other individuals under health and safety law or general criminal law, will be unaffected. And the corporate body itself and individuals can still be prosecuted for separate health and safety offences.

Companies and organisations should keep their health and safety management systems under review, in particular, the way in which their activities are managed and organised by senior management.
PROSECUTION UNDER CORPORATE MANSLAUGHTER AND CORPORATE HOMICIDE ACT 2007

Cotswold Geotechnical Holdings Ltd., a geological survey company, in February 2011 was fined with £385,000 over the death of geologist Alexander Wright under the Corporate Manslaughter and Corporate Homicide Act 2007.

The victim was employed by Cotswold Geotechnical Holdings as a junior geologist, and was taking soil samples from inside a pit which had been excavated as part of a site survey when the sides of the pit collapsed crushing him.

'Under the Corporate Manslaughter and Corporate Homicide Act 2007 an organisation is guilty of corporate manslaughter if the way in which its activities are managed or organised causes a death and amounts to a gross breach of a duty of care to the person who died. A substantial part of the breach must have been in the way activities were organised by senior management.'

Cotswold Geotechnical Holdings Ltd., was found guilty by the Court which imposed a fine of £385,000 over the charges under corporate manslaughter relating to the death of Alexander Wright who had died in the 12.6ft (3.8 metres) deep unsupported trial pit on September 5, 2008.

The prosecution was the first under the Corporate Manslaughter and Corporate Homicide Act 2007.

Conclusion

To conclude, law has to grow in order to satisfy the needs of the fast changing society and keep abreast with the economic developments taking place in the country. As new situations arise, the law has to be evolved in order to meet the challenges of such new situations. Law cannot afford to remain static. We have to evolve new principles and lay down new norms which would adequately deal with the new problems which arise in a highly industrialized economy.

LESSON ROUND-UP

- Strict liability means liability without fault i.e., without intention or negligence. In other words, the defendant is held liable without fault. Absolute liability for the escape of impounded waters was first established in England during the mid-nineteenth century in the case of Rylands v. Fletcher, (1868) LR 3 330.

- In the Bhopal Gas Disaster case, the Supreme Court of India came out with a over all settlement of claims and awarded U.S. $470 million to the Government of India on behalf of all Bhopal victims in full and final settlement of all the past, present and future claims arising from the disaster.
In *M.C. Mehta v. Union of India*, the Apex Court held that the measure of compensation in the kind of cases must be correlated to the magnitude and capacity of the enterprise because such compensation must have a deterrent effect.

In the United Kingdom, the Corporate Manslaughter and Corporate Homicide Act introduced a new offence, across the UK, for prosecuting companies and other organisations where there has been a gross failing, throughout the organisation, in the management of health and safety with fatal consequences.

Law cannot afford to remain static. We have to evolve new principles and lay down new norms which would adequately deal with the new problems which arise in a highly industrialized economy.

### SELF-TEST QUESTIONS

(These are meant for recapitulation only. Answers to these questions are not to be submitted for evaluation)

1. Discuss the rule stated by Blackburn, J. (Court of Exchequer) in *Ryland v. Fletcher*.

2. Discuss the applicability of Ryland Doctrine in India with the help of a decided case in this regard.

3. Discuss briefly about the Corporate Manslaughter and Corporate homicide Act, 2007 of the United Kingdom.

**NOTE:**

— The study has been prepared with some inputs adopted from Study Material of National Law School of India (NLSI) University Bangalore on Environmental Laws of MBL Course. The Institute acknowledges with thanks the NLSI.

— Students may refer to the relevant AIR mentioned in the study.


While writing answers, students should take care not to copy from the study material, text books or other publications. Instances of deliberate copying from any source, will be viewed very seriously.
WARNING

It is brought to the notice of all the students pursuing Company Secretaryship Course that they should follow strict discipline while writing response sheets to the Test Papers appended herewith in this Study Material. Any attempt of unfair means by students in completing the postal coaching by way of submitting response sheets in different handwritings or by way of copying from the study material/suggested answers supplied by the Institute or from the answers of the students who have already completed the course successfully, etc., will be viewed seriously by the Institute. Students are, therefore, advised to write their response sheets in their own handwriting without copying from any original source.

Students may note that use of any malpractice while undergoing postal or oral coaching is a misconduct as per certain provisions of Company Secretaries Regulations and accordingly the registration of such students is liable to be cancelled or terminated.
PROFESSIONAL PROGRAMME
GOVERNANCE, BUSINESS ETHICS
AND SUSTAINABILITY

TEST PAPER 1/2011
(Based on Study I to IX)

Time allowed : 3 hours
Maximum marks : 100

NOTE: Question 1 is compulsory. Attempt any five from the rest.

1. (a) “Elucidate on any five recommendations of “CII Desirable Corporate Governance Code”.
(10 marks)

(b) Discuss the provisions of corporate social responsibility Voluntary guidelines, 2009?
(10 marks)

(c) Corporate Secretaries International Association (CSIA) is an international organization comprising of national bodies of governance professionals. Outline any five Practical Steps to Better Corporate Governance issued by CSIA?
(5 marks)

2. (a) Chairman has no legal position. Elucidate on the role and responsibilities of Chairman.
(6 marks)

(b) Elucidate on the good practices that a company may adopt for conducting a Board meeting?
(9 marks)

3. (a) Elaborate on the role of Nomination Committee.
(7 marks)

(b) Constitution of Audit committee is contemplated under Companies Act 1956 as well as in Listing Agreement. Highlight the major differences between the two.
(8 marks)

4. (a) Elucidate the salient features of fraud risk management mechanism in a company?
(7 marks)

(b) Elaborate on COSO framework of internal control?
(8 marks)

5. (a) Discuss the composition of Board of Directors in a Public sector company in the light of Guidelines on Corporate Governance for Central Public Sector Enterprises, 2010?
(8 marks)

(b) Discuss the provisions of post issue reports and post issue advertisement with respect to public issue under SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009?
(7 marks)

6. (a) Who is a Lead Independent Director? Discuss the recognition of the concept of Lead Independent Director in international corporate governance framework?
(7 marks)

(b) Corporate Governance is about promoting corporate fairness, transparency and accountability”. Based on the statement elucidate why is corporate governance required?
(8 marks)
7. Write short notes on the following
   (a) Corporate Compliance Committee
   (b) ISO 26000
   (c) Clause 35 of the Listing Agreement
   (d) Director Induction Training
   (e) Reputational Risk Management (3 marks each)
TEST PAPER 2/2011
(Based on Study X to XVI)

Time allowed : 3 hours

Maximum marks : 100

Note: Question 1 is compulsory. Attempt any five from the rest.

1. (a) Sustainable development has off late been realized to be crucial for existence. In emerging economies like India what is the legal framework provided for sustainable development? (10 marks)

(b) Ethical practices adopted by a company shall benefit all the stakeholders. Comment. (8 marks)

(c) Write a note on — International Labour Organization and United Nations Environment Programme. (7 marks)

2. (a) Triple Bottom line indicates "People, Planet, Profit". These dimensions are interconnected and they influence each other. Discuss these indicators? (8 marks)

(b) What is an integrity pact? What is the monitoring mechanism Developed by Transparency International under the pact? (7 marks)

3. (a) Whistle Blowing Mechanism has been promoted by various legal and voluntary initiatives. How can a company implement the mechanism to protect whistle blowers? (8 marks)

(b) Explain ‘activity analysis’ and ‘stakeholders analysis’. (7 marks)

4. Your Board plans to constitute Ethics committee. Enlighten the Board on the benefits and functions of Ethics committee? (15 marks)

5. Write short notes on the following
   1. Deontological Ethics
   2. Ethics auditing
   3. Credo
   4. Stakeholder engagement
   5. Ecomark (3 marks each)

6. (a) Explain the concept of Stakeholder Inclusiveness and Materiality under GRI Guidelines. (7 marks)

(b) Explain in brief Stakeholder principles in context with Caux Round Table? (8 marks)

7. (a) Explain the applicability of Rylands Doctrine in India? (8 marks)

(b) Explain briefly Corporate Manslaughter and Corporate Homicide Act 2007, UK also cite a recent case in this regard. (7 marks)
1. (a) Fill in the blanks
   (i) The UK Stewardship Code, 2010 aims to enhance the quality of engagement between ____________ and companies to help improve long-term returns to shareholders and the efficient exercise of governance responsibilities.
   (ii) Under clause 49 the companies are required to submit a quarterly compliance report on Corporate Governance to the stock exchanges within ____________________________.
   (iii) ‘Public Company Accounting Reform and Investor Protection Act’ 2002 of U.S.A is also known as the ______________.
   (iv) The Chief Executive is responsible for the running of the company’s business whereas the___________ is responsible for the running of the Board.
   (v) Under clause 49 __________shall mean personnel of the company who are members of its core management team excluding Board of Directors. 

1. (b) State with reason(s) whether True or False
   (i) According to U.K Corporate Governance Code, the CEO shall appoint one of the independent non-executive directors to be senior independent director.
   (ii) Every public company shall constitute a Committee of the Board to be known as Audit Committee.
   (iii) Corporate Social Responsibility Voluntary Guidelines, 2009 makes it mandatory for every company to have CSR Policy.
   (iv) Constitution of Nomination Committee is mandatory for a listed PSU.
   (v) Mutual Funds are Institutional Investors
   (vi) Principles of Responsible Investment are meant for retail investors.

1. (c) Choose the most appropriate answer from the given options in respect of the following:
   (i) The mechanism for employees to report certain events to the management, like—unethical behaviour, suspected fraud or violation of the company’s code, is known as
      (a) Whistle Blower Policy
      (b) Surveillance action
(c) insider trading  
(d) Internal Audit

(ii) Which of the following is not the mode for risk handling:
(a) Risk Avoidance  
(b) Risk Transfer  
(c) Risk Retention  
(d) Risk Disclosure

(iii) According to Corporate Governance Guidelines For Insurance Companies, constitution of which of the committee is non-mandatory
(a) Audit Committee  
(b) Investment Committee  
(c) Risk Management Committee  
(d) Remuneration Committee.  

2. (a) Your company is in the phase of implementation of new projects in a backward area notified by the government. You as a company secretary are required to prepare a note on mitigation of risks and steps involved.  

(b) Listing Agreement provides for various disclosures to be made by the listed entity, on account of this give details of Clause 41.

3. (a) Your company is planning to constitute Remuneration Committee; you as the company secretary of the company are required to apprise the Board about the role and responsibilities of Remuneration committee. Prepare a note in this context.

(b) Discuss the provisions relating to board composition, role of board and Chairman in the terms of UK Corporate Governance Code, 2010.

4. (a) What do you understand by Secretarial Audit in this context and how can it benefit the organisation?

(b) Describe in brief the Corporate Governance Guidelines For Insurance Companies issued by Insurance Regulatory and Development Authority (IRDA).

PART B

5. (a) Distinguish between Deontological Ethics and Teleological Ethics.

(b) Resolve the dilemma

(i) Mr. A has been working since last fifteen years in the XYZ Biotech Ltd. and now holds the position of the Research Head. Currently he is supervising the team involved in developing a new medicine for a rare disease. Towards the completion of the project Mr. A faces a problem.

(ii) Prior to the launch of the medicine, in a face to face interaction with his immediate junior Mr. 'B', most efficient member of his team Mr. A comes to know that his junior has contacted a contagious disease.
(iii) This is one of the ambitious plans of the company; company has already invested heavily for the success of the project. On the other hand he is skeptical if this gets leaked in media would disrepute the company and the medicine launch would also come under clouds.

(10 marks)

6. (a) Write short notes on:
   I. Code of ethics  
   II. Ethics Audit 
   III. Stakeholder engagement 
   IV. Ethics in marketing 
   V. Social and ethical auditing  
   (3 Marks Each) 

PART C 

7. (a) Discuss the concept of 'sustainable development'.  

   (b) Attempt the following:
      (i) Write note on 'life cycle assessment'.
      (ii) Dow- Jones sustainability Index 
      (iii) Ecological foot print 
      (iv) State any four principles of Rio Declaration on Environment and Development.
      (v) Sustainability Reporting Guidelines  
      (2 marks each) 

   (c ) Once the activity carried out by any person is hazardous or inherently dangerous, the person carrying on such activity is liable to make good the loss caused to any other person by his activity. Whether in such case the plea that reasonable care was taken while carrying out such activity is valid? Discuss in the light of decided case law.

   (5 marks)
TEST PAPER 4/2011
(Based on Entire Study Material)

Time allowed : 3 hours
Maximum marks : 100

NOTE: Attempt any six questions.

PART A

(QUESTION No. 1 is compulsory. ATTEMPT any two from the rest.)

1. (a) Fill in the blanks:
   (i) __________ is a person who is not formally appointed as a director, but in accordance with whose directions or instructions the directors of a company are accustomed to act.
   (ii) According to Corporate Governance Voluntary Guidelines, 2009 an individual who is a Managing Director or Whole-time Director in a public company the maximum number of companies in which such an individual can serve as a Non-Executive Director or Independent Director should be restricted to ________.
   (iii) ______ an integrated board leadership paradigm is a groundbreaking model of governance designed to empower boards of directors to fulfill their obligation of accountability for the organizations they govern.
   (iv) __________ plays an important role in preventing and detecting fraud and protecting the organization's resources.
   (v) In terms of Central Public Sector Enterprises Corporate Governance Guidelines, CPSE's are required to submit __________, within 15 days from the close of each quarter, in the prescribed format to respective Administrative Ministries/Departments. (1 marks each)

(b) State with reason(s) whether True or False
   (i) Clause 49 of the listing agreement makes it mandatory for listed entities to constitute Nomination Committee.
   (ii) Corporate Social Responsibility Voluntary Guidelines, 2009 recommends companies to undertake CSR audit.
   (iii) According to CalPERS, Lead Independent director is appointment by Independent Directors.
   (iv) Guidelines on Corporate Governance for Central Public Sector Enterprises provide for the constitution of Remuneration Committee.
   (v) According to Regulation 8 of SEBI (SAST) Regulation 1997 a person who holds 15% shares or voting rights shall within 15 days from Financial year ending 31st March make yearly disclosures.
   (vi) ASX Corporate Governance Principles, Australia are voluntary in nature. (2 marks each)
(c) Choose the most appropriate answer from the given options in respect of the following:

(i) Corporate Governance Voluntary Guidelines, 2009 provide that maximum number of public companies in which an individual may serve as an Independent director should be restricted to
(a) 7
(b) 8
(c) 15
(d) 2

(ii) Section 303A of NYSE Listing Rules applies in full to all companies listing common equity securities, with the following exceptions:
(a) A company of which more than 50% of the voting power is held by an individual, a group or another company.
(b) Limited partnerships and companies in bankruptcy proceedings need not comply with the requirements
(c) Limited liability companies of which more than 50% of the voting power is held with an individual, a group or another company.
(d) Listed companies that are foreign private issuers are permitted to follow home country practice in lieu of this provision.
(e) None of the above

(iii) Clause 49 is applicable to:
(a) Companies with paid up capital of Rs. 2 Cr. or more;
(b) Companies with paid-up capital of Rs.5 Cr or more;
(c) companies with paid-up capital of more than Rs.2 cr or Networth greater than Rs. 25 cr at any time in the history of the company;
(d) companies with paid-up capital of more than Rs.5 cr or Networth greater than Rs. 25 cr at any time in the history of the company;

2. (a) Give a brief note on role of Institutional investors in the light of U.K. Stewardship Code. 
(7 marks)

(b) “Running a successful business means being able to access many skills.” In this context, explain the need of training of directors.
(8 marks)

3. (a) Sagar, 20 years old, son of Dharmendra has been appointed as an independent director on the Board of Elegant Financial Services Ltd., a listed company promoted by Extreme Enterprises Ltd. Dharmendra is an independent director on the Board of Extreme Enterprises Ltd., which is also a listed company.

Examine the appointment of Sagar as per the applicable provisions of clause 49 of the listing agreement.
(5 marks)

(b) Discuss Corporate Governance Guidelines under Section 303A of NYSE Listing Rules.
(5 marks)

(c) Board of MSD Pharma Ltd. has nine Board members, consisting of 6 non-executive directors. Company is planning to acquire a company
incorporated in South Africa. Prior to this company wishes that the mechanism be evolved to evaluate the non-executive directors of the company.

You as a company secretary of the company are required to prepare the details on how performance of the non-executive directors be evaluated. Highlighting on those issues which the chairman and other board members should consider to assess the individual. (5 marks)

4. (a) “Corporate communication is all about managing perceptions and ensuring effective and timely dissemination of information, positive corporate image, and smooth and affirmative relationship with all stakeholders.” Explain and outline the scope of corporate communication. (7 marks)

(b) Discuss any two Corporate Social Responsibility (CSR) Reporting Frameworks in brief. (8 marks)

PART B

5. (a) For the success of the organization it is important that it works in a moral and ethical manner. Ethical crisis may arise at any point of time in an organization. During such crisis credo helps guide the organization, overcome the period of upheaval. Outline the benefits of credo giving examples. (8 marks)

(b) Briefly give an account of responsibilities of Business Behavior with reference to Caux Round table. (7 marks)

6. (a) India ranks 87 in the 2010, on Corruption Index of Transparency International. Considering this describe what Integrity Pact is? (7 marks)

(b) You as a company secretary of Mentor Products Limited are made responsible for tender filing for the company. Your company is looking forward to win the tender by the government department.

A junior worker joins your company after working with your Competitor Excel Products Ltd., for 5 years. The worker informs you that in his last company he had access to the bids made by the company and that he had knowledge of what standards of cost were set by that company.

He offers for assistance in winning the bid by providing the information of the competitor.

How would you resolve the Ethical Dilemma?

a. would you take the input from him;

b. avoid such input and focus on your standards; or;

c. ask him to leave the company for proposing to leak trade secret of competitor as that reflects his integrity

d. if you decide to retain him, how will you ensure that such things do not happen in future? (8 marks)
Part C

7. (a) The Japanese concept of Kyosei reflects spirit of cooperation. Formulate a note on how to implement kyosei in the organization? (10 marks)

(b) Fill in the blanks
   
   (i) _________ is a method of quantifying and numerically benchmarking the environmental performance of a country's policies.

   (ii) _________ is the practice of measuring, disclosing, and being accountable to internal and external stakeholders for organizational performance towards the goal of sustainable development.

   (iii) The _________ is a key part of Australia’s international leadership on reducing emissions from deforestation.

   (iv) _________ every year is observed as World Earth Day. (1 marks each)

(c) ESG index is a new concept in India. How does it work? (6 marks)
1. (a) Fill in the blanks.
   (i) Companies Bill, 2009 proposes that Independent director in relation to a company, means a non-executive director of the company excluding the _________________.
   (ii) The company is required to file the shareholding pattern with Stock exchange on a quarterly basis within _____ days from the end of each quarter.
   (iii) Corporate Governance Voluntary Guidelines, 2009 recommend that all Independent Directors should provide a ________________ at the time of their appointment, and thereafter annually.
   (iv) ___________ is the international standard giving guidance on social responsibility and is intended for use by organizations of all types both public and private sectors, in developed and developing countries.
   (v) International standard ________ provides generic guidelines for the design, implementation and maintenance of risk management processes throughout an organization. (1 marks each)

(b) State with reasons whether true or false
   (i) Filing of CSR E-form is mandatory for all the listed companies.
   (ii) Constitution of Remuneration Committee is a non-mandatory requirement in terms of Clause 49 of the Listing Agreement.
   (iii) Internal control can ensure the reliability of financial reporting and compliance with laws and regulations.
   (iv) The tool of legally assigning the cost of certain potential losses to another is known as risk reduction.
   (v) UK Corporate Governance Code 2010 is applicable to all the listed companies regardless of whether they are incorporated in the UK or elsewhere.
   (vi) “A” who received U.S $ 150,000 per year in 2010 has resigned from the listed entity in US. He is now joining the company as Independent Director. As per NYSE rules he can be treated as Independent. (2 Marks Each)

(c) Choose the most appropriate answer from the given options in respect of the following:
   (a) Guidelines on Corporate Social Responsibility for Central Public
Sector Enterprises issued in March, 2010 does not provide for allocation of funds for CSR in which of the following manner:

(i) PSU with a net profit of less than Rs 100 crore will have to allocate 3-5% of its earnings on CSR.

(ii) Those earning net profits of Rs 100-500 crore a year will have to earmark 2-3% on CSR.

(iii) Those earning Rs 500 crore and above will have to set aside 0.5-2% on CSR.

(iv) Those earning Rs 1000 crore and above will have to set aside 1.5-3.5% on CSR.

(b) Key managerial personnel under Clause 2(1)(zza) of Companies Bill, 2009 does not include:

(i) the Managing Director, the Chief Executive Officer or the Manager and where there is no Managing Director or Manager, a whole-time director or directors;

(ii) the Company Secretary;

(iii) the Chief Financial Officer; and

(iv) Internal auditor

(c) COSO is the acronym for Committee of Sponsoring Organizations of the Treadway Commission. The major components do not include:

(i) Control Environment

(ii) Risk Assessment

(iii) Corporate Governance

(iv) Control Activities

2. (a) As a strategy CalPERS invests in sick and ailing companies where it employs good governance practices to improvise company’s overall performance. CalPERS issued Global principles of accountable Corporate Governance; give a brief account of core principles of accountable corporate Governance. (7 marks)

(b) Mr. A is a director in 9 companies, including 5 public companies (3 of which are listed), 2 private companies, 1 one company registered under section 25 of Companies Act, 1956, 1 incorporated in Sweden. He is either a member of committee or chairman across all of them in following manner:

(i) Nomination committee (in 4 companies)

(ii) Shareholder(s) Grievance committee (in 5 companies chairmanship in 3 companies)

(iii) Audit committee (in 4 companies)

(iv) Remuneration Committee (in 4 companies)

He has been offered to be a member in Investment committee by the private limited company.
Comment with reference to membership in committees under Clause 49 of Listing Agreement. (8 marks)

3. (a) Marathon Ltd., a LPO company, aims for listing at New York Stock Exchange (NYSE). The companies listed on the NYSE are required to comply with certain standards regarding Corporate Governance as prescribed in the NYSE’s listing rules. Your company will be required, *inter alia*, to comply with these rules. As a Company Secretary, you are required to prepare a Board note highlighting the provisions of the NYSE’s listing rules with respect to the Board structure and constitution of various committees of the Board. (8 Marks)

(b) Your company is willing to comply with Secretarial Standards with regard to minutes. Prepare a note to the Board with regard to this standard. (7 Marks)

4. (a) Institutional investors have a duty to act in the best long-term interests of beneficiaries. Elucidate any four Principles for Responsible Investment an initiative of UNEP in this regard. (7 marks)

(b) Explain with few examples alignment of CSR objectives with the business goals. What can be covered in a CSR policy of a company? (8 marks)

**PART B**

(Answer ANY TWO questions from this part.)

5. (a) As a company secretary of the company you are made responsible for preparing Code of Conduct for your company. What all may be included in the Code? (5 Marks)

(b) List Clarkson Principles of Stakeholder Management. (5 Marks)

(c) In the context of regulatory laws give a brief account of duty of directors for the benefit of stakeholder. (5 Marks)

6(a) Business ethics comprises the principles and standards that guide behaviour in the conduct of business. Comment (5 Marks)

(b) Explain how ethical training and communication can benefit an organization. (5 Marks)

(c) Sherron Watkins, Enron’s vice president of corporate development blew the whistle in the organization. How does Indian regulatory framework govern the structure of whistle blowers? (5 Marks)

7. (a) Write short notes on the following
   (i) Ethics Programme
   (ii) Thesis of Stakeholder Theory
   (iii) Virtue Ethics Theory
   (iv) Role of the Board of Directors in the ethical climate of an organization
   (v) Features of Good Ethics Programme. (3 Marks each)
8. (a) Explain Reporting Principles for Defining Quality and Reporting Boundary in context with G3 guidelines. (10 marks)

(b) Write short notes on:
   (i) Communication of Progress
   (ii) Materiality in terms of GRI reporting
   (iii) Bali Road map
   (iv) Convention on Biological Diversity
   (v) Completeness in terms of GRI reporting. (2 marks each)
QUESTION PAPERS OF PREVIOUS SESSIONS

Question papers of immediate past two examinations of Governance, Business Ethics and Sustainability paper are appended to this study material for reference of the students to familiarize with the pattern and its structure. Students may please note that answers to these questions should not be sent to the Institute for evaluation.

DECEMBER 2010

PART A
(Answer Question No. 1 which is compulsory and ANY TWO of the rest from this part)

Time allowed : 3 hours Maximum marks : 100
Total number of questions : 8

1. (a) "Independent directors are known to bring objective view in Board deliberations. They also ensure that there is no dominance of one individual or special interest group or the stifling of healthy debate. They act as the guardians of the interest of all shareholders and stakeholders, especially in the areas of potential conflict."

Discuss the above statement in the light of Clause 49 of the listing agreement. (10 marks)

(b) State, with reasons in brief, whether the following statements are true or false:

(i) Kautilya’s Arthashastra maintains that for good governance all administrators including the king were considered the masters of the people.

(ii) Clause 49 of the listing agreement obligates a company to make disclosure about the remuneration of directors.

(iii) Any person, who has access to the price sensitive information, need not be an ‘insider’.

(iv) Board meetings should be held at least four times in a year with a maximum gap of six months.

(v) Shareholders activism does not refer to the active involvement of stakeholders in their company. (2 marks each)
2. (a) Write short notes on any three of the following:
   (i) The Turnbull Report
   (ii) CII’s Desirable Corporate Governance Code
   (iii) Role of institutional investors in Corporate Governance
   (iv) Shareholders’ rights. (3 marks each)

(b) Juris Global Ltd., an LPO company, aims for listing at New York Stock Exchange (NYSE). The companies listed on the NYSE are required to comply with certain standards regarding Corporate Governance as prescribed in the NYSE’s listing rules. Your company will be required, *inter alia*, to comply with these rules.

As a Company Secretary, you are required to prepare a Board note highlighting the provisions of the NYSE’s listing rules with respect to the Board structure and constitution of various committees of the Board. (6 marks)

3. (a) “The rapidly growing global economy has created an expanding array of risks to be managed to ensure the viability and success of an enterprise.” Discuss this statement enumerating various classes of risks and the ways of risk handling. (5 marks)

(b) “Corporate social responsibility is an evolving concept.” Describe and distinguish ‘corporate social responsibility’ with ‘corporate philanthropy’. (5 marks)

(c) “Corporate communication is all about managing perceptions and ensuring effective and timely dissemination of information, positive corporate image, and smooth and affirmative relationship with all stakeholders.” Explain and outline the scope of corporate communication. (5 marks)

4. (a) Describe briefly any three of the following:
   (i) ICSI initiatives towards Corporate Governance
   (ii) Prohibition on insider trading
   (iii) Mandatory committees under the listing agreement
   (iv) COSO’s internal control framework. (3 marks each)

(b) Enumerate any six Corporate Governance Forums worldwide, which are instrumental in promoting the culture of creativity and compliance among corporates. (6 marks)

PART B

(Answer ANY TWO questions from this part)

5. (a) “The code of conduct of each company summarises its philosophy of doing business. The exact details of this code are a matter of discretion, but there are some common principles in drafting of the code in most of the companies.” What are these principles? (6 marks)

(b) Write short notes on any three of the following:
   (i) Activity analysis
(ii) Code of ethics
(iii) Deontological ethics
(iv) Ethics in marketing.  

6. (a) "A major step in developing an effective ethics programme is implementing a training programme and communication system to communicate and educate employees about the company’s ethical standards.” Elucidate.  

(b) What is ‘ethics committee’? Describe the functions of an ethics committee.  

(c) “There are four theses viewing stakeholders’ theory.” Describe and discuss.  

7. (a) Explain the Clarkson Principles of Stakeholders’ Management.  

(b) “The ethical tendency or climate of an organisation is set at the top.” In the light of this statement, critically examine the role of Board of directors in the ethical climate of a company.  

(c) “Social and ethical accounting is a process that helps a company to address issues of accountability to stakeholders and to improve performance of all aspects, viz., social, environmental and economic.” Explain and discuss briefly the principles of social and ethical accounting.  

8. Attempt any four of the following:  

(i) Write a note on ‘sustainability reporting in emerging economies’.  

(ii) Discuss the fundamental principles of sustainable development. How are these principles related to United Nations Conference on Environment and Development (UNCED), 1992 held at Rio de Janeiro?  

(iii) What is the ‘global compact’? What are the objectives of this initiative?  

(iv) What is difference between ‘convention’ and ‘protocol’? Discuss briefly the major features of Kyoto Protocol. How was the implementation of Kyoto Protocol accorded?  

(v) The Supreme Court of India has shown its concern about the discharge of untreated effluents into the rivers in many cases. Discuss the problem of water pollution in India and court’s initiatives for its protection in the light of decided case law.  

PART C
PART A
(Answer Question No. 1 which is COMPULSORY and ANY TWO of the rest from this part.)

1. (a) “The controlled mis-governance is a type of fraud that is perpetrated by the person(s) running the company. In such situations, the management deceptively leads all the stakeholders to believe that the company is being run superbly successfully, while in reality it is led to bankruptcy.” With reference to the statement, examine the issues and challenges in Corporate Governance citing relevant case(s) of corporate scams. (10 marks)

(b) State, with reasons in brief, whether the following statements are true or false:
   
   (i) Insurance is a method of risk avoidance.
   
   (ii) Insider may not simply steal the earnings.
   
   (iii) Remuneration committee is constituted to determine the remuneration of CEO only.
   
   (iv) In terms of Clause 49 of the listing agreement, ‘related party transactions’ are prohibited.
   
   (v) Internal control plays an important role in preventing and detecting fraud and protecting the organisation’s resources. (2 marks each)

2. (a) Write short notes on any three of the following:
   
   (i) CEO/CFO certification
   
   (ii) Relationship between directors and managers
   
   (iii) Task force on corporate excellence through governance
   
   (iv) Corporate philanthropy and corporate social responsibility (CSR). (3 marks each)

   (b) Describe the tools used by the institutional investors to assess the health of a company before investing resources in it. (6 marks)

3. (a) “The global Corporate Governance forum’s mandate is to promote global, regional and local initiatives that improve Corporate Governance policy standards and practices in developing countries.” Elucidate this statement. (5 marks)

   (b) “To enable better and more focused attention on the affairs of the company, the Board delegates particular matters to committees of the Board set-up for the purpose but the ultimate responsibility lies with the Board.” In the light of the statement, discuss the need and advantages of committee management. (5 marks)
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(c) What is ‘risk retention’? Distinguish between ‘risk retention’ and ‘risk transfer’. (5 marks)

4. (a) Elaborate the provisions in respect of the composition of audit committee under the following:
   (i) Listing agreement as prescribed by SEBI.
   (ii) NYSE listing rules.
   (iii) Section 292A of the Companies Act, 1956. (3 marks each)

(b) Discuss the background stating some case laws, which brought about the development of insider trading law. (6 marks)

PART B

(Answer ANY TWO questions from this part.)

5. (a) Most of the companies begin the process of establishing organisational ethics programme by developing codes of conduct. What are the core values or principles contained in these codes of conduct? Briefly discuss the legal provisions in respect of codes of conduct in India and USA. (6 marks)

(b) Write short notes on any three of the following:
   (i) Ethics in production
   (ii) The Caux Round Table
   (iii) Virtue ethics theory
   (iv) Characteristics of ethical decisions. (3 marks each)

6. (a) “Writing a code of conduct, supporting it at top levels and communicating it to employees is just a beginning. Companies should have an ethics committee comprising of independent non-executive directors.” Enumerate the statement and state the functions of ethics committee. (5 marks)

(b) Discuss the ‘stakeholder concept’ stating the principles enunciated by Evans and Freeman. (5 marks)

(c) What are the challenges of business ethics? What are the two control systems that can be embodied in an ethics programme? (5 marks)

7. (a) “Dilemma is a situation that requires a choice between options that are seen equally unfavourable or mutually exclusive”. In the light of this statement, elaborate the ethical dilemma. State the steps to resolve an ethical dilemma. (5 marks)

(b) Explain the concept of ‘whistle blower’. How should a company evolve its whistle blower policy? (5 marks)

(c) How do good business ethics practices help in attracting and retaining talent in the organisation and achieve customer satisfaction? (5 marks)
PART C

8. Attempt *any four* of the following:

(i) Explain briefly the role of business in sustainable development in the light of UN Global Compact initiative.

(ii) "The sustainability reporting guidelines developed by the Global Reporting Initiative (GRI), Netherlands, is a significant system that integrates sustainability issues into a framework of reporting." Enumerate the steps to use the GRI reporting framework.

(iii) State and enumerate corporate sustainability assessment criteria under the Dow-Jones sustainability index.

(iv) Write note on the ‘Convention on Biological Diversity’.

(v) Explain briefly the regulatory framework and the landmark case laws in respect of water pollution.  

(5 marks each)