



SAMATVA₂₀₁₅

A Social Initiative of Cochin Chamber of Commerce & Industry

March 28, 2015
Le Meridien, Cochin



Inviting friends to support

An initiative of



**The Cochin Chamber
of Commerce and Industry**

Knowledge Partner

LabourNet
Enabling livelihood...

The Cochin Chamber of Commerce and Industry has decided to create an annual platform to recognize, acknowledge and motivate Corporates in Kerala that contribute to communities through their Corporate Social Responsibility initiatives. The CSR activity should be one that enables positive changes vis-a-vis social, environmental and economic transition for the community in the most sustainable manner.

SAMATVA 2015, will be a platform for thought leaders across industries in Kerala to share the success stories that have truly helped them nurture the communities they have worked for and the results of their endeavours that have driven their passion to create a robust CSR Roadmap for their organisations.

The storytelling that emerges from the awards bring corporate societal engagement to life, and the awards process allows companies to strengthen that story and share it among a wider audience. It also intends to provide public recognition for companies who have acted in a responsible and beneficial manner, linking themselves with ethical values, transparency, good employer-employee relations, compliance with legal requirements and overall respect for the communities in which they operate.

The Inaugural Session will be graced by the Hon'ble Chief Minister of Kerala, Mr. Oommen Chandy & Mr. Shibu Baby John, Hon'ble Minister for Labour and Skills.

The Chief Guest at the Valedictory Session will be Mr. Rajiv Pratap Rudy, Union Minister for Entrepreneurship & Skill Development.

The Speakers at the Conclave include Mr. Satyam Darmora, Lead - Family Economic Stability, Dell Foundation, India, Mr. Ravi Venkatesan, Former Chairman, Microsoft India and Founder-Chairman, Social Venture Partners India, Bangalore, Mr. Mohammed Asif Iqbal, Principal Consultant, Pricewaterhouse Coopers, India, Ms. Priya Naik, Founder & Joint Managing Director, Samhita Foundation, Mr. Anirbhan Ghosh, Vice President, Sustainability, CSR & Ethics, Mahindra & Mahindra, Ms. Archana Sahay, Head - CSR, Cisco Systems and Dr. Gayathri Vasudevan, CEO, LabourNet among others.

The Cochin Chamber of Commerce and Industry



The Cochin Chamber
of Commerce and Industry

The Cochin Chamber of Commerce & Industry, established in the year 1857 is one of the oldest Chambers of Commerce in the country. The Chamber is committed to providing the highest quality of service in the most professional manner to its members and the community that it aims to serve. The Chamber acts, advocates and liaises promptly with the Government, other agencies, organisations and the society at large to promote the cause of its members. Excellence, perfection and satisfaction in all our dealings, aimed at serving our members and the furtherance of the aspirations of the business community in Kerala is our motto. We stand committed to fulfilling our Corporate Social Responsibility and also work towards promoting a viable and sustainable environment policy by involving ourselves in initiatives aimed at preserving and promoting our fragile ecosystem. It is our constant endeavour to achieve all the above through a continual introspection and improvement.

LabourNet (Knowledge Partner)



Enabling livelihood...

LabourNet is a social enterprise and India's pioneer livelihood enabler. LabourNet began its journey in the year 2006, mandating to reform the philosophy of skilling and aiding work linkages for the informal sector and obtaining services which are currently available and accessible by the formal sector workers. Today, LabourNet stands as a separate sustainable entity which is exclusively working towards building an ecosystem that will empower the informal sector workers. LabourNet is also an authorised training partner of the National Skill Development Corporation.

CSR Awards Criteria

All companies operating in the State of Kerala are eligible to nominate themselves for the awards under the following categories;

- Public Sector Undertakings
- Private Sector – Large Companies (Companies with Annual Turnover > 100 Crores)
- Private Sector – Small/Medium Companies (Companies with Annual Turnover < 100 Crores)
- NGOs

Competitions for Schools / Business Schools / Corporates:

In conjunction with Samatva 2015, the Cochin Chamber of Commerce and Industry will also be conducting Painting Competitions for school students on a CSR related theme.

We will also be organizing a "Plan a CSR Campaign" Contest for the students of Business Schools and employees in the Corporate sector.

Launch of Skill Development Centre:

On this occasion, as an extension of its Skill Development Initiatives, the Cochin Chamber of Commerce & Industry proposes to launch a "Skill Development Centre" in Cochin. This centre will conduct short term and long term courses on various sectors for unemployed youth and facilitate work and job linkages.

Why Sponsor

Samatva 2015 is a pan Kerala CSR Conclave which will be attended by Corporates from all across India. The event which will be the first of its kind will have over 300 delegates. The Conclave will showcase eminent speakers who will share their insights on CSR.

As a sponsor, your organization will receive special recognition and exposure to Corporate Kerala, the media and upcoming entrepreneurs. Partnership with Samatva 2015 sends the message that Your brand is strongly aligned with CSR initiatives in Kerala.

The Sponsorship benefits include

1. Ideal Platform to showcase **your brand** to Corporate Kerala
2. Demonstrates your commitment to CSR
3. Reach out to CSR 'thought leaders' in the country
4. Ideal platform to announce your CSR initiatives
5. Other benefits as outlined in the table below.

"Friends of Samatva" Sponsorship Details

Sl.No.	Benefits	CP	FS - PS	FS - AS	FS - CS	LP	HP	DP	CCP
1	Logo on -Email announcement to all the delegates	✓	●	●	●	●	●	●	●
2	Coverage on website and other social media platforms	✓	●	●	●	●	●	●	●
3	Free advertisement in the Samatva magazine for 1 year	✓	●	●	●	●	●	●	●
4	Speaker Slot at the Valedictory Session	✓	●	●	●	●	●	●	●
5	Corporate Video Presentations during Breaks	✓	✓	●	●	✓	●	●	●
6	Kiosk/Stall at the Pre Function Area for promotion and branding	✓	✓	✓	✓	✓	✓	✓	✓
7	Corporate Literature in the Delegate Kit	✓	✓	✓	✓	✓	●	●	●
8	Logo on Thank You partner panels	✓	✓	✓	✓	✓	✓	✓	✓
9	Logo on all Event Collaterals	✓	✓	✓	●	✓	●	●	●
10	Presentation of Cash Awards for School/B School Competition Winners	✓	✓	●	●	●	●	●	●
11	Logo on the Backdrop	✓	✓	✓	✓	✓	✓	✓	✓
12	Logo on the side screens	✓	✓	✓	✓	✓	✓	✓	✓
13	Conference proceeding DVDs with the sponsor logo and level of support	✓	✓	✓	●	●	●	●	●
14	Complimentary Delegate Passes	10	5	4	2	4	2	2	2

Category	Cause Partner(CP)	Friend of Samatva - Principal Sponsor (x 1)(FS-PS)	Friend of Samatva - Associate Sponsor(s) (x 3)(FS-AS)	Friend of Samatva - Co Sponsor(s) (x5) (FS-CS)	Lunch Sponsor(LP)	Healthcare Partner(HP)	Delegate Kit sponsor(DP)	Communication Partner (CCP)
Amount (Lacs)	10	5	3	2	3	3	2	2



The Cochin Chamber of Commerce & Industry
Post Box No. 503, Bristow Road, Willingdon Island, Cochin - 682 003
Tel: +91 484 2668349 / 2668650 / 2668651, Mob: +91 9895676827
Email: samatva@cochinchamber.org Web: www.cochinchamber.org