



A H I M S A C E N T E R
NONVIOLENCE IN THOUGHT AND ACTION

California State Polytechnic University, Pomona • College of Letters, Arts and Social Sciences

Gandhi's Ideal of Trusteeship: The Role of Business in Society
A Dialogue with

Rajashree Birla

Chair, Aditya Birla Centre for Community Initiatives & Rural Development

Sunday, April 27, 2008, 2:00-3:30 p.m. • Reception 3:30-4:30 p.m.

Bronco Student Center – 2nd Floor, Ursa Major Room

What did Gandhi mean by his ideal role of trusteeship for business leaders? How can his ideal of trusteeship serve as a source of inspiration and guidance for today's business endeavors in the domain of corporate social responsibility? Mrs. Rajashree Birla will address these important and timely issues, and will share with us her vision of the proper role of business in society.



Rajashree Birla is a pacesetter in the area of corporate social responsibility. She chairs the **Aditya Birla Centre for Community Initiatives and Rural Development**, the apex body responsible for development projects and social welfare work across 40 companies in the Aditya Birla Group. The Centre's work covers more than 3700 villages with 7 million people, and involves running 41 schools and 16 hospitals, including the Aditya Birla Memorial Hospital in Pune—a Super Specialty facility. She is also on the Boards of Directors of all the major companies of Aditya Birla Group in India, Thailand, Indonesia, Philippines and Egypt.

Mrs. Birla serves as the chair of the Federation of Indian Chambers of Commerce and Industry (FICCI) Committee on Corporate Social Responsibility. She chairs the advisory board of the University of Kanchipuram and also serves on the Aditya Birla Group Scholarship board, which provides scholarships at IIMs, IITs and BITS (Pilani). She is co-chair of the advisory board for the Habitat for Humanity-India. She is a trustee of Population First, India, and of the BAIF Development Research Foundation, Pune. She has been a member of the Executive Committee of the Gandhi Smriti and Darshan Samiti, Delhi. As a patron of arts and culture, she heads the Sangeet Kala Kendra, a center for performing arts, as its President.

Mrs. Birla has received numerous awards and honors for her community and philanthropic activities including: *India Today's* Reader's Digest Pegasus Gold Award 2007 for "the work that truly exemplifies the highest values of society;" the *Economic Times* Corporate Citizen Award of 2001-'02 in recognition of "her efforts in making a qualitative difference in the lives of the underprivileged;" The Citizen of Bombay Award 2003 conferred by the Rotary Club of Mumbai; The Woman Achiever – 2001 award from the Archana Trust; and The Pride of India recognition by the Rotary Club of Mulund in 2004.

Birla family had significant involvement in India's independence movement and was a major supporter of Mahatma Gandhi's nonviolent campaigns against the British rule. The family continues to actively support Gandhian institutions and initiatives.

RSVP by April 21. Please send email to: ahimsacenter@csupomona.edu

Co-hosted by the Center for Business and Design, CBA, Cal Poly Pomona

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