**The Power of the 98% : Looking Beyond Corporate India's 2% CSR for Sustainable Growth**

**Thursday, November 10, 2022 from 3:30 p.m. to 5: 00 p.m.**

**Mode: Virtual (Zoom)**

Developing countries like India need USD 3 trillion every year if they have to achieve the Sustainable Development Goals by 2030. Bridging this gap will require looking beyond limited philanthropic funding, aid and government spending, to the hundreds of trillions currently invested in commercial markets, globally. Corporate India contributed USD 1.3 billion towards this SDG funding gap in 2021, through its mandated 2% of profit CSR contribution. However, there is tremendous potential to look beyond CSR funds towards the capabilities, networks, talent and resources that lie in corporate India’s “core” capabilities, ie: its “98%” - to create business solutions to India social and environmental problems. These in-house social enterprises are run by a new breed of entrepreneurial corporate employee, the social “intrapreneur” who leverages her company’s core capabilities to create a profitable business model, product or service that creates value for both society and business.

In the last decade, the world has breached several environmental and social tipping points. These problems, previously relegated to the realm of philanthropy, government and civil society to solve, have now become material risks to business as usual as well as opportunities to develop competitive advantage for companies with the right innovation mindset. In response to this, key stakeholders of business, including the world’s largest investors, like Blackrock, are asking business to address these challenges. In addition to being a powerful tool to create impact, social Intrapreneurship is a source of competitive advantage for companies because it allows them to practice building the “innovation muscle” needed to view the opportunities for business value creation in environmental and social problems.

**IMC’S Young Leaders’ Forum in association with Yunus Social Business and BMW Foundation, is organizing a Webinar. The details are**

**Topic : The Power of the “98%”**

**Date and Day : Thursday, November 10, 2022**

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The world’s of philanthropy and business are in the midst of a once in a lifetime paradigm shift. Session looks at an exciting emerging phenomenon called “Social Intrapreneurship” that has the potential to tap into corporate India’s talent and resources to address big social and environmental problems at scale while also being an innovation engine for business to compete successfully in the age of the 4th Industrial Revolution.

This practitioner led session explores the globally emerging concept of “Corporate Purpose” and “Social Intrapreneurship” in the Indian context, through concrete examples of action on the ground by leading Indian companies. It also explores spillover innovation benefits and a close look at what it takes to actually create a social intrapreneurship initiative in a large organization.

**Report on “Social intrapreneurship in India” will be released.**

We cordially invite you to attend the event. Kindly note there is NO PARTICIPATION FEE. However, registration is mandatory. To register for the seminar, use the link: https://www.imcnet.org/events-1813. You may also share the Seminar info among your friends and associates. You can connect with us for further queries at anita.naik@imcnet.org

We do hope you will be able to seize this opportunity and participate on November 10, 2022

We look forward to your valued participation.

**Ajit Mangrulkar**

**Director General**