

Concepts
concept

- Stakeholder Concept
- Stakeholder Engagement
- Analysis
- Activity Analysis

- The **Caux** Round Table
- The **Clarkson** Principle of Stakeholder Mgt.

5-10 marks

Chp Corporate Governance & stakeholders

Stakeholder

All those who participate Direct in some way @ the organization in activities of the organization

Freeman & Reed

Maybe: Any group of people have stake in business

those who are vital for ^{survival &} success of org

Any group that is affected by ^{activities} of org

Conc:

Earlier the obj of most businesses was to = ↑ SH value, but now the org is focus = all stkh, by allowing them to shr. pf of org.

Relationships

Internal

Any decision taken by them = **DIRECT IMPACT** on them
E: EF, mgt, SH.

External

are ind. grps. who have some claims in co.
cr, supplier, cust., competitor, etc.

Types

Primary

continued support association
necessary for firms survival.

Secondary

do not engage in it with co.
not need to support media, etc.

Stakeholder Engagement (SHE)

40 core = **alliance building tool**

- Comp 40 SHE practice kara, to
 - to understand @ needs
 - to create Partnerships
 - to promote Pro Dialogue.

Leads to

↑ transparency, Responsiveness, compliance, leading, ally mgt, account, sustainability.

ICSI

SHE @ central feature @ Sust. Performance.

- I. Improved corp. rep. & fin. perf. acc. rangible
- C. avoid conflict @ negotiation/mediation
- S. Develop of shared vision - future & operation
- I. Innovate through stakeholder collaborations.

Stakeholder Analysis

40 Kalki, analysis hpa to

- 1) Identify project ka key stkh kaha,
- 2) beka interest mai ha amen nala
- 3) aur beka int - pro. ma < Riskiness/impact

Stakeholder Int of RTC bill

- (I) Intent of stakeholder
pub address purpose (strd)
- (R) help kara to identify Relations
b/w stkh @ synergies
- (T) Type of participation by diff stakeholders
- (C) Identify conflict of int
b/w stkh.

Stakeholder Inclusion

should identify, etc.

Supra org level
Responded to
Stakeholder

The Caux Round Table (CRT)

SILK ko RESPECT do MEA

1. Beyond SH towards Stakeholder
2. Towards Innovation, justice & world community
3. Beyond letter of law towards Ltr of spirit
4. Respect Respect for Rules
5. M - Support multilateral Trade
6. E - Respect for Environment
7. A - Avoidance of illicit Operations

Sec 1 Preamble = not business
Sec 2 Gen. Prin (7)
Sec 3 Stk - Holder Prin

- Customer
- Employees
- Investors/owners
- Suppliers
- Creditors
- Competitors

What makes you happy?
#HappyCollegeDayscommunities.

Clarkson

Max Clarkson @ founder
Centre for Corp Social Perf & Eth.

known as CC(BE)
Clarkson Centre for BE - B&P
BE - B&P
BE - B&P
The principles emerged from
Project Undertaken @ CCSP&E

CC-PIC-HC

- C - acknowledge & actively monitor
- C - listen & communicate in context
- P - Adopt the process & modn of behaviour
- I - Recognize INTERDEPENDENCE of efforts & resources
- C - work co-operatively with other entities
- H - avoid all activities - that jeopardise individual
- C - ask the potential CONFLICT b/w
down side as corp stkh.
legal & moral corp towards stkh
through communication, transparency

By CA CS Appan
Bhargava