

## **The first International Corporate Social Responsibility was held in MAHAK on the occasion of International Childhood Cancer Day**

The first International Corporate Social Responsibility Congress on the occasion of International Childhood Cancer on Day 15<sup>th</sup> February 2011 Sponsored by the Chamber of Commerce Industries and Mines of Iran and Tehran in MAHAK.

At the beginning of the Congress, Ahmad Poor Fallah, the Congress Secretary, member of the Board of Trustees, High Consultant of the Board of Managing Directors and delegation member of the Chamber of Commerce and Industries and Mines in Tehran and Iran, pointed out the promotion of the sophisticated idea of humanitarian assistance, promoting awareness on corporate social responsibility and its two sided benefit and internalizing of this concept among organizations and commercial entities as the objectives of the congress.

Arasb Ahmadian, Managing Director of MAHAK expressing the importance of corporate social responsibility remarked that MAHAK's vision toward CSR is not charity but rather an infrastructure and cultural activity. He added that we are looking to make this concept one of the most important objectives and pillars of the organizations along with enterprise profitability as their main objective. In a detailed study, CSR programs provide an opportunity within the environment of Non-Governmental Organizations. All types of non-governmental organizations including supportive associations, scientific associations and organizations providing public services would benefit from the thorough knowledge of international transactions ruling over the world to develop their resources.

One of the significant issues that managers of NGOs and private sectors should take into consideration as a *Perspective Toward Future* is to mobilize the existing capacity of the NGOs in implementing CSR projects.

CSR is a two-sided and targeted relation, therefore it is necessary for NGOs to justify, develop and report the CSR projects based on management components while being sufficiently informed about the commercial entities.

Then, Dr. Nahavandian, Chair of the Board of Directors of the Chamber of Commerce, Industries and Mines of Iran raised a question: what is the objective of every company? And he called ethical concepts in companies the most important goal, both in terms of intention and institutionalization. He described how CSR promotion would fill the trust gap. Then, he finished his speech hoping that we would be able to accelerate the promotion of CSR concept. Then the other lecturer, Ms. Kharazmi, PHD in psychology, communication & methodology, writer & researcher and Professor took the stage and gave a presentation on CSR and its substantial position in the country. She said: "Today the government has several tasks, so the public can provide the main context for the formation of civil society through its proper function. MAHAK is also a part of civil society which is quite aware of its position and highlighted this issue by raising CSR concept. CSR concept assists commercial entities to step toward sustainable development. This concept refers to the meaning of superior human and respect for his dignity. Neither of societies with non-democratic socio-political structures can achieve the desired level of development.

In this important congress, the representatives of two pillars of the society namely the members of the chamber of commerce and the members of MAHAK gathered to solve the problems of the pediatric cancer to realize a

humanitarian and transcendental goal. Corporate social responsibility stands for being responsible for destiny and life style of the staff and their families in the organization, and also being accountable for social issues of society and the impact of their social activities on society.

The next lecturer, Ms. Leila Karbasizade, PhD Pharmacy and Global Compact representative, stated: "Corporate Social responsibility in organizations and commercial entities is focused on organization's responsibility towards the society not on how to spend capital in various sectors. She declared the most essential reasons for which United Nations pay attention to social responsibility and identified increase in trust and efforts for its sustainability, raising this issue as the most important as the most important UN concerns.

The congress proceeded by appreciation for Mr. Khalili's half a century humanitarian and sophisticated activities. Mr. Khalili -the father of industry of Iran mentioned that it is necessary to realize and apply social responsibility necessary to improve humanity and to promote human position. He added that if we don't change our attitude, approaches and ideology, we cannot succeed. Corporate social responsibility means humanity. If we do not have high values, we cannot fulfill great jobs. Another lecturer, Mr. Nezamafi, the manager director of Bohler company in Iran, proposed Bohler's corporate social responsibility project as a model for CSR with an example. He said, In return for the benefits we receive from societies, factories should address social issues. Corporate social responsibility helps us to be accountable to the society. Dr. al-eshagh, the Chair of the Board of Directors of the Chamber of Commerce, Industry, and Mine, said :social responsibility is one of the major pillars of the society. A knowledgeable director is the one who apply this concept as a moral and economic principle in his organization.

Mr. Daniel Bernbek, the Managing Director of Iran-Germany Chamber of Commerce, started his speech focusing on introduction and explanation of corporate social responsibility, and its impacts on the society in their fields of application.

He said that Corporate Social Responsibility is a profound concept, and we should follow its positive effects on other aspects of the environment, workplace, and labors.

Shahrzad Esfarjani, tutor instructor of advertising and MAHAK's consultant in communication, started her speech with a question of what is the purpose of economic activities?

She said that social responsibilities are not just drawing a check, but rather to achieve organizations commitment and responsibility toward the society in which they operate. The organization must have a clear and reliable public program and achievable results. Ms .Esfarjani in the introduction of philanthropy strategy pointed out that this strategy contains actions to create a better life for oneself and the others .We are born in the universe and profiting from the community, soil ,sun and scholars of our mother land, now let's see what we will leave behind ourselves!

After the statement of the congress was signed and approved by all participants, the congress on CSR and pediatric cancer came to a close. This congress would be a beginning to internalize this long-standing concept in the society.