

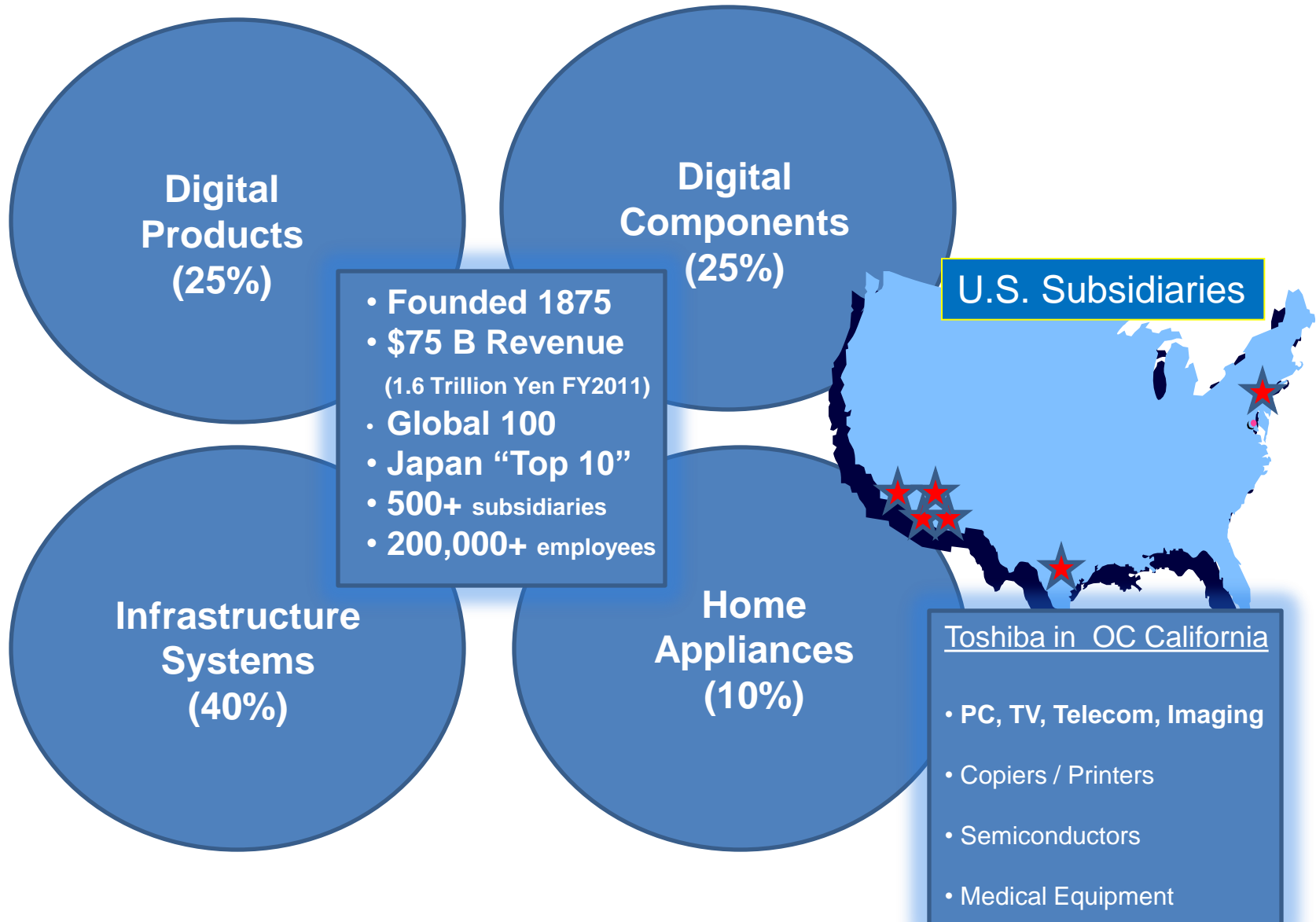
India Trade Conference

The Global Culture of Corporate Social Responsibility

June 28, 2012
Los Angeles

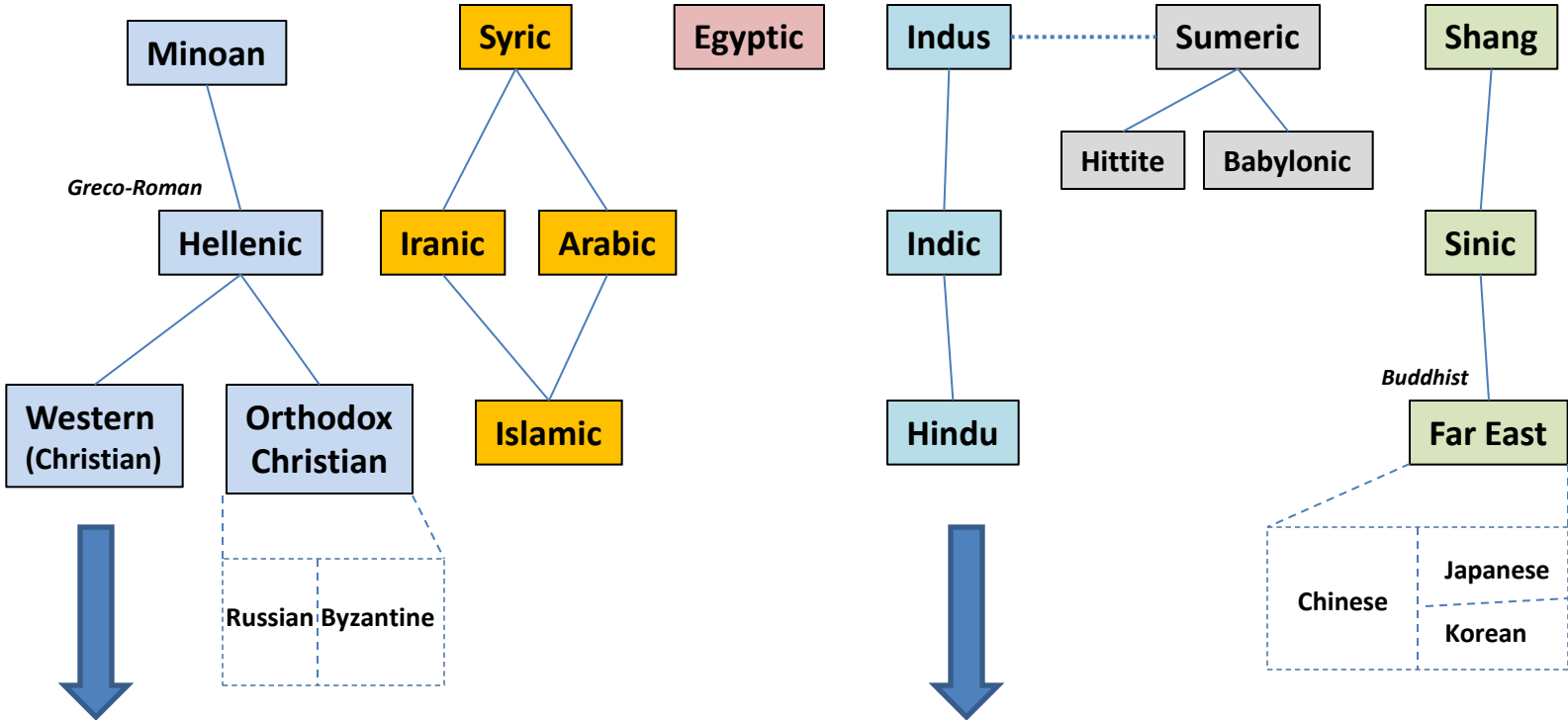
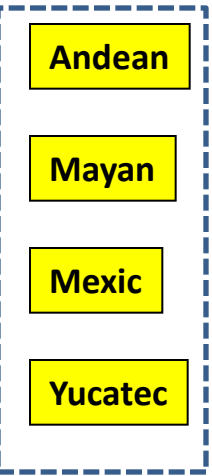
Chris Harrington
VP Strategy & Business Development
Chief CSR Officer
Toshiba America Information Systems

Before I Begin: **An Overview of Toshiba**



Background: The Civilizations of Human History (Arnold Toynbee*)

New World Civilizations

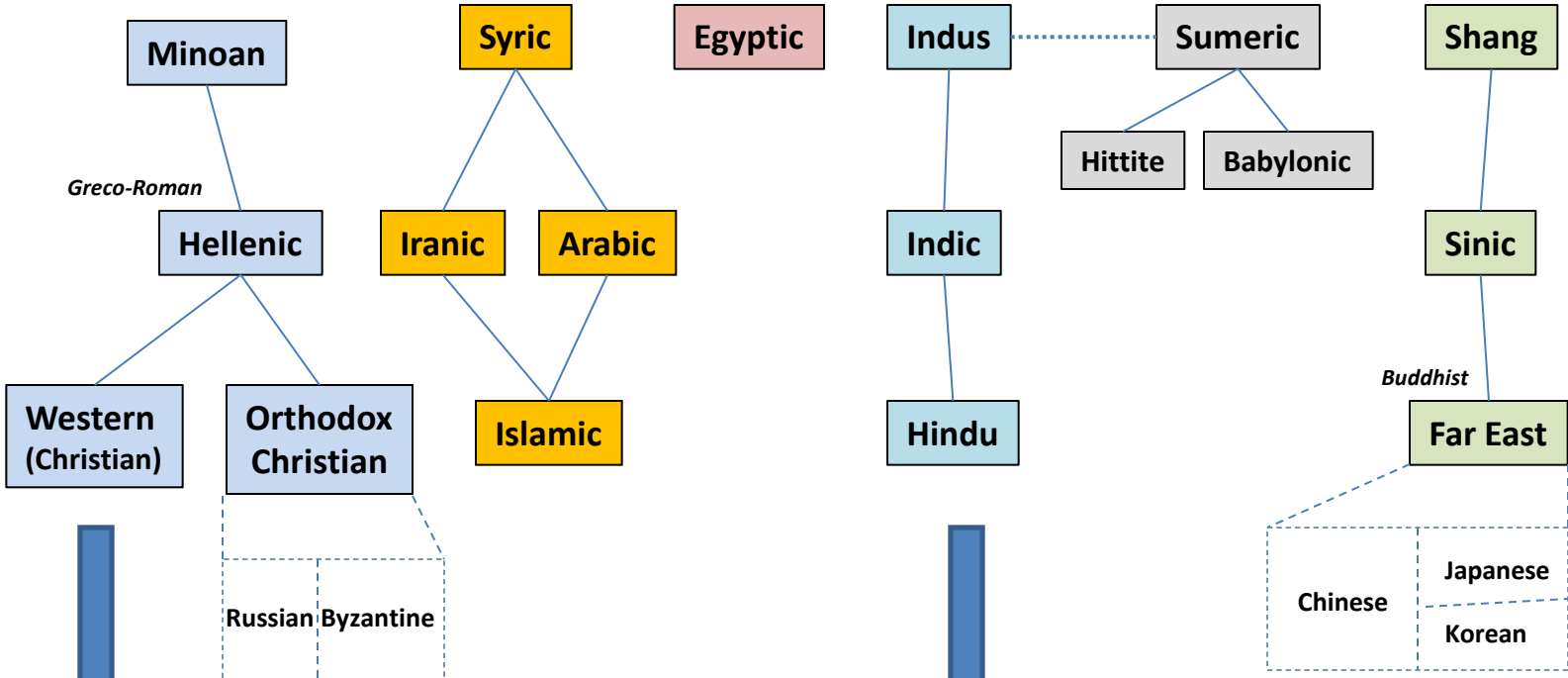
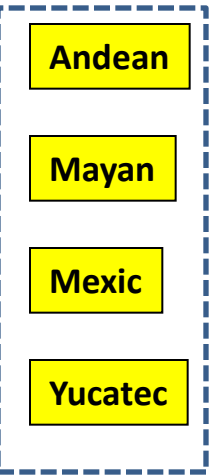


**Two Countries
Widely Separated
In Space and Culture**

* A Study of History, 1934- 1961

An Interesting Point of Commonality

New World Civilizations



Independence: 1776
(236 years)

Independence: 1947
(65 Years)

Why did Christopher Columbus call Native Americans "Indians"?

Where was the U.S. in 1841?

Where will India be in 2183?

ALOOFNESS

“As the [eighteenth] century drew to a close, a change in the social atmosphere gradually came about. ... The formation of intimate friendship with Indians ceased... the days of corrupt Company officials, of ill gotten fortunes, of oppression of ryots [*peasants*], of zenanas [*part of house for women*] and ... illicit sexual connexions, were also the days when Englishmen were interested in Indian culture, wrote ... verses...and forgathered ... on terms of social equality and personal friendship... The tragedy ...was that in uprooting the acknowledged evils of corruption he [Cornwallis] upset the social balance without which mutual understanding was impossible.”

- T.G.P. Spear, *The Nabobs: A Study of the Social Life of the English in Eighteenth Century India* (1932)

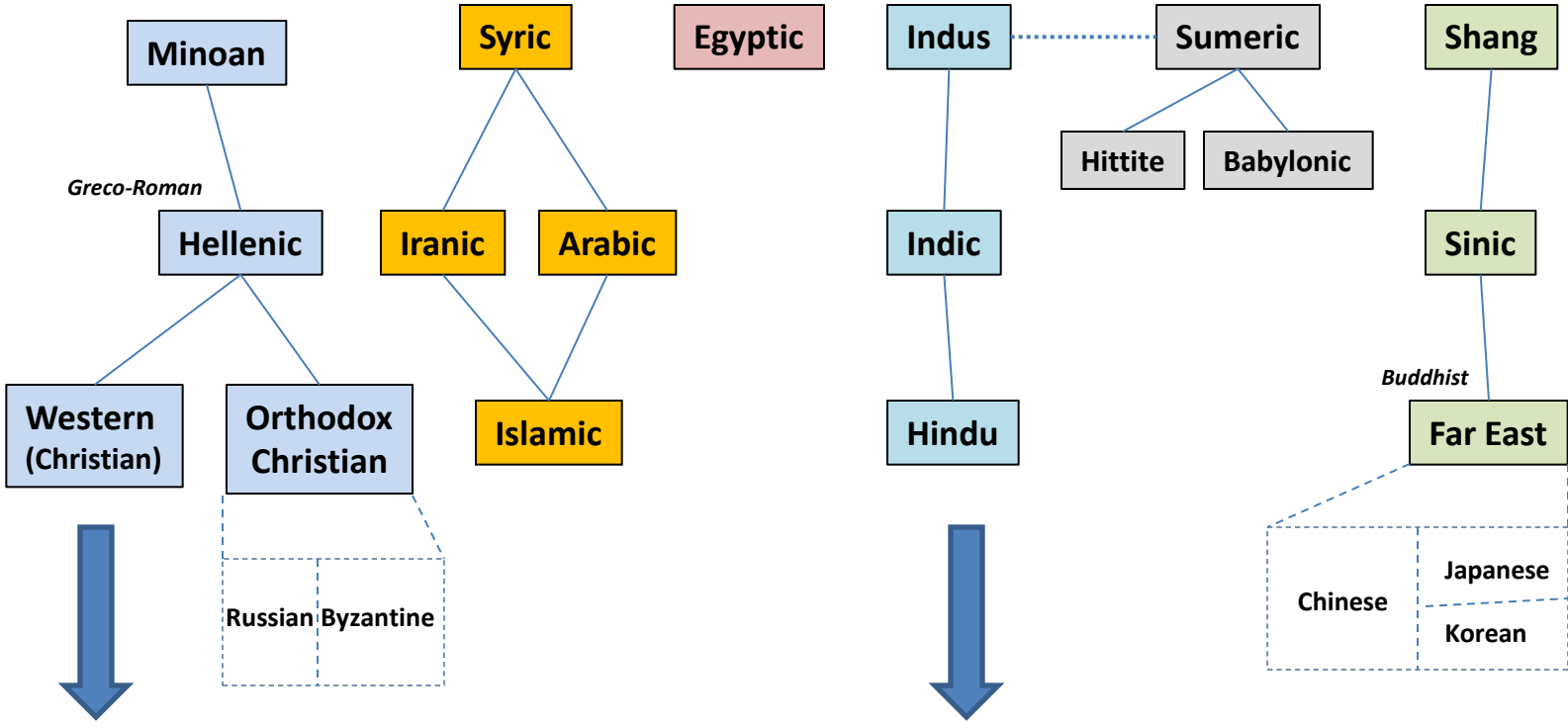
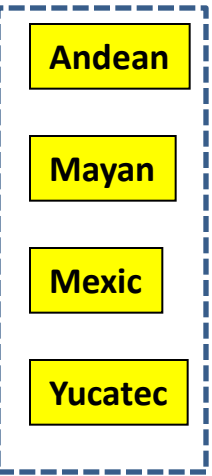
The unyielding spiritual aloofness of Western-educated Hindu minds had been matched by an accentuated spiritual aloofness in the souls of the Western rulers with whom the Hindu intelligentsia had had to do business under the British...(A. J. Toynbee)



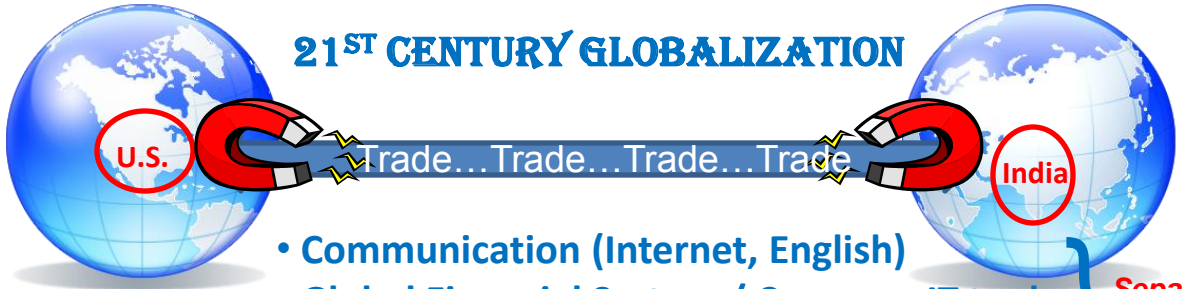
Engaging the
Pyramid

The Attractive Powers of Globalization: Common Framework for Business

New World Civilizations



21ST CENTURY GLOBALIZATION



- Communication (Internet, English)
- Global Financial System / Common IT tools
- Transport: Air Travel & Container Ships
- Behavior Protocols (e.g. Dress Code)
- **Emerging Global Culture: CSR**

*Separation in Space
Much Less Relevant*

*Separation in Culture
Still Quite Relevant*