

An Invitation to

Initiatives of Change for Business

8th Biennial International Conference

on

Creating Value by Building Trust

from 3 to 6 February 2020



*ICB is a programme of
Initiatives of Change*

Most of us in business, when talking or thinking about 'growth', invariably think about financial growth — how do we increase our turnover, our profits, our capacity to produce and sell, etc. etc. While this may have done wonders for our balance sheets, it has resulted in a considerable deterioration of our planet, our eco-system, many of our relationships and even our values. The realization is, fortunately, growing among many of us that if we are to remain sustainable, we need to be 'creating value' in our businesses — value for our customers, our employees, our suppliers, our shareholders and all other stakeholders.

Building trust is an essential part of developing any relationship. Without trust one cannot create a meaningful and sustainable relationship with anyone. There are many who think that by laying down very precise policies and procedures they can get the job done, but let's face it, without trust the policy itself becomes suspect and the procedures superfluous.

How do we build trust and create value? To help find some of these answers, Initiatives of Change for Business (ICB), a programme of Initiatives of Change (IoC), is focusing on these issues during its International Conference at Panchgani, Maharashtra, India. We would therefore like to invite you to join us for this event to share experiences, collect ideas and pool wisdom while finding ways to make this possible.



The Conference begins from 3:30 pm on 3 February and concludes at 2:00 pm on 6 February 2020. The theme of is: **Creating Value by Building Trust**. We are expecting eminent Speakers from Europe, Africa and Asia, including India.

The Conference will be held in the beautiful and lush green environment of Asia Plateau at Panchgani, a hill-station in the Sahayadri Hills, 1300 metres above sea level. It is about 100 kms from Pune, the nearest airport. Direct luxury buses and taxis are available from Pune and Mumbai (248 kms). Though the weather is pleasant, light woolen clothes are recommended. We suggest you bring your walking shoes as well. If possible, carry along your traditional costume and musical instruments for a cultural evening soirée.

Asia Plateau is owned by *Friends of Moral Re-Armament (India)*, a registered Educational Charitable Public Trust. To advance the charitable objects of the Trust and to defray some of the expenses of the programme, the following is the subsidized contribution* per delegate for those staying on the campus:

Large Business Houses: ₹ 30,000/-

Medium & Small Industry: ₹ 20,000/-

Individuals: ₹ 15,000/-

Foreign Delegates: US\$ 600/-

For those staying outside the Centre, the cost of accommodation would depend on the hotel's tariff.

* GST as applicable.

Your duly filled online Registration Form available on www.icb.international/register should be sent at your earliest convenience but not later than 31 December 2019. Your conference contribution can be made through online banking after your application has been confirmed.

The generous giving of some helps cover the cost of those who are unable to do so. Limited, part scholarships are available for those in need. The contribution includes programme material, all meals and accommodation.

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