Editorial

Modern business operates in a dynamic and shifting pattern of economic and social values, creating challenges and opportunities. Companies engaged in CSR activities are viewed in their constant efforts to address societal issues and chart out new paths of social development.

A Times Foundation commissioned survey revealed that organizations targeted most of their activities close to home – providing services for people who live in villages, towns and districts, near their operational areas. Education, health and environment are the three thrust areas.

The survey highlights that most companies implement CSR projects through their own CSR project management divisions, with just about 29% involving voluntary organizations and over one-tenth of the companies giving financial support directly to community or community-based organizations.

Innovation is at the heart of India’s progress. Together with scale and speed, it contributes to fulfillment of goals and realization of the dreams of millions of Indians, who struggle with hope and belief that tomorrow will be better than today.
Spotlight

PepsiCo India

PepsiCo entered India in 1989 and has grown to become one of the country’s leading food and beverage companies. One of the largest multinational investors in the country, PepsiCo has established a business which aims to serve the long term dynamic needs of consumers in India. PepsiCo nourishes consumers with a range of products from treats to healthy eats, that deliver joy as well as nutrition and always, good taste. PepsiCo India’s expansive portfolio includes iconic refreshment beverages. PepsiCo’s foods company, Frito-Lay, is the leader in the branded salty snack market.

PepsiCo's Global Vision of CSR: Commitment to Performance With Purpose

PepsiCo believes that its performance represents the commitment to give back, as the company grows. Its CSR agenda, titled Performance With Purpose, encompasses the areas of Human Sustainability, Environmental Sustainability and Talent Sustainability.

Human Sustainability reflects PepsiCo's goal of nourishing consumers with products that range from treats to healthy eats. PepsiCo partners with governments, health officials and non-governmental organizations to help address obesity concerns as it continues to provide consumers with new product choices and innovations. In this domain of CSR, PepsiCo India continues to strengthen its Get Active programme.

Environmental Sustainability is based on PepsiCo's commitment to strive to replenish the resources used and minimize the impact on the environment. Across the world, PepsiCo has re-used water from its processing plants, converting waste to wealth. It has worked with local communities to provide access to clean water, while supporting farmers to deliver “more crop per drop.”

Talent Sustainability is founded on PepsiCo's belief that cherishing its extraordinary group of people is crucial to building an empowered workforce. PepsiCo pursues diversity and creates an inclusive environment which encourages associates to bring their whole selves to work. Creating HIV awareness across the country forms the last pillar.

Replenishing Water

PepsiCo India provides support to creating basic infrastructure such as taps, water tanks, bore wells and submersible pumps in villages near PepsiCo's plants. These community initiatives benefit 2,000 village members in Palakkad, 2,500 villagers in Neelamangala, 1,500 people in Mamandur and 6,000 community members in Sangareddy.

The PepsiCo Foundation-TERI Partnership has potential of recharging 300 million litres of water per year. The project in Karnataka provides water, health and sanitation services to 3,000 people residing in 4 villages. In Uttarakhand, the project has converted 4 villages into model villages through the successful rejuvenation of traditional water harvesting structures.

PepsiCo India has achieved significant water reductions through interventions in agriculture. Over the past three years, trials of Direct Seeding versus conventional water intensive transplantation in rice fields have been held. This methodology has helped save 2.25 million litres of water/hectare, amounting to water savings of nearly 900 million litres.

Through a holistic movement to conserve and optimize water used in the manufacturing process, PepsiCo India's plants reduced water usage by more than 55% in the past five years. In just the last three years, water harvesting and recycling initiatives in plants have saved over 2.5 billion litres of water.
Waste to Wealth Initiatives to benefit over 4,00,000 people by the end of 2009

PepsiCo India has strengthened its Solid Waste Management initiatives in partnership with Exnora. By the end of 2009, this award-winning, income generating partnership will benefit more than 4,00,000 community members across Pammal, Nagapattinam, Tenkasi and Cuddalore in Tamil Nadu, Sangareddy in Andhra Pradesh and Panipat, Haryana. This public-private partnership recycles 97% of household waste and was recognized as a model project by UNICEF.

Partnering with more than 20,000 Farmers for Prosperity

PepsiCo India has been a pioneer in contract farming in India and currently works with over 20,000 contract farmers across the country in potato and paddy. PepsiCo has also conducted successful trials in farmer’s...
fields to select oats varieties that are suitable for cultivation in Rajasthan, M.P, and Karnataka. The company initiated contract farming in 1989 through a joint programme with the Punjab Agriculture University and Punjab Agro Industries Corporation. The company offers unique services such as weather insurance and also works with state governments to improve agri-sustainability and crop diversification. The initiative helps farmers refine their farming techniques and has developed customized solutions to suit specific geographies and locations.

Potato Farming in Maharashtra and West Bengal

Partnership with Farmers in Punjab

**PepsiCo’s Green Journey to Adopt Renewable Energy**

The company has embarked on a journey to use three renewable energy sources - Wind, Biomass and Solar Energy - in its manufacturing operations. In 2008, renewable energy met 18% of the company's energy needs. Wind energy meets 75% of the Mamandur plant's energy requirement while 14 company and franchise owned bottling plants use Biomass energy. PepsiCo India’s Foods division, Frito Lay India, has also reduced methane emissions by generating biofuels from waste in its plants and reduced energy used by 14%.
Wind Turbine to reduce energy in Mamandur, Tamil Nadu

Bio-Mass Boiler at Bazpur to reduce energy cost

Healthy Kids

PepsiCo’s Get Active initiative provides children with diverse, healthful and fun treats. Through its Get Active programme focused on school children, PepsiCo India will reach out to 3,00,000 children in 8 cities by the end of 2009. The company supports programmes that encourage kids to lead active lives and balance calories consumed with calories used. PepsiCo has also launched a pilot programme to provide affordable nutrition to directly deliver against the United Nations' Millennium Development Goal to eradicate extreme poverty and hunger by 2015 pregnant women and adolescent girls. This programme will directly deliver against the United Nations' Millennium Development Goal to eradicate extreme poverty and hunger by 2015.
Active Program introduced by PepsiCo in Schools

Activities of children
My Opinion

On the Soldiers of the Earth campaign

Dr R K Pachauri
Director General,
The Energy and Resources Institute (TERI) &
Chairman, Inter-governmental Panel on Climate Change

The concerted effort to combat climate change has reached its quintessence today. I feel that the most sensitive minds in the world must be at the vanguard of an inspired movement to reverse the damage we have wreaked on the environment. To take the mission forward, superstar Akshay Kumar recently launched the TERI-ONGC Soldiers of the Earth—an on-ground environmental awareness programme for children. The campaign includes popular and innovative aspects like books, workshops, and educational learning material to educate and train children and encourage them to act towards saving their planet. There is an urgent need to inform students on the nature of the problem and feasible solutions, so that they get mobilized for action.

The campaign aims at imparting holistic environmental awareness across schools and communities by training teachers and children. The programme will be initiated in Dehra Dun in Uttarakhand and Ankleshwar and Mehsana in Gujarat, which will subsequently spread to other urban and semi-urban centres across India. It soon aspires to become a pan-India movement for the environment.

........ The comics are colourful guides to environmental conservation. They educate as well as entertain. Woven together in the form of a story, the Soldiers of the Earth are environmental crusaders, who take matters into their own hands to save Planet Earth.

A peek into the comics is given below:
TERI strongly believes that only when children understand the environment and the factors affecting it, will they take the initiative to protect it. It was Akshay's idea to initiate the campaign and use comic books to motivate young minds.

I strongly believe that the children are concerned about their future. Environmental damage and natural resource degradation would adversely affect human society, and children would bear the brunt of these problems. Besides, in India, children and the youth make up the major part of the country's population, and their numbers give them the ability to make a difference. The youth are the real 'Soldiers of the Earth', who using the knowledge provided by TERI in easily available form, would lead such a movement.
Micro, Small and Medium Enterprises (MSME)

Praj industries Ltd

Green benchmarking

Corporate Social Responsibility has always been an integral part of Praj Industries, a global leader in biofuels. Starting its journey in 2004, ‘Praj Foundation’ (PF) the Corporate Social Responsibility (CSR) arm of PRAJ has been involved in various social activities in and around the Pune district. Praj Foundation lends expression to the sensitivities of Praj employees and its management in raising the quality of life and social well being of communities where they operate.

Being a part of society, Praj realizes its responsibility towards the society and the environment and has set Specific, Measurable, Achievable, Realistic and Time bound (SMART) goals for creating a sustainable ecosystem. All the Praj Foundation initiatives are undertaken keeping the SMART goals in consideration. Praj Foundation’s CSR initiatives have been prioritized on local needs and have five prime areas under the umbrella of Sustainable Development where it has been actively focusing are:

**Environmental initiatives**

- Ecological Restoration of streams
- Environment awareness & conservation
- Decentralised Waste Management
- Afforestation project

**Ecological Restoration of streams**

Praj Foundation’s collaboration with Ecological Society for restoration of existing streams in three villages - Vavoshi, Dist. Raigad; Manhere, Dist. Ahmednagar; Kapshi, Dist. Satara. The streams in these three villages are being ecologically restored with the help of school children, teachers & villagers. This project will generate a feasible development model to be followed in future, where economic planning and ecological conservation complement each other for betterment of the society. This project was launched in January 2008 and will be operated for next three years.

![School children and teachers helping to ecologically restore the existing stream](image-url)
Environment awareness & conservation

Praj foundation jointly with M. E. S’s Rani Laxmibai Mulinchi Sainiki Shala, a residential school at Kasar Amboli, Mulshi Taluka has implemented a project on Environment awareness & conservation. With a view to manage the biodegradable waste generated from the hostel mess and staff quarters, a composting unit has been set up by 400 students & 50 staffs residing in the school campus. The students are trained in segregating waste at source and also operate the composting unit. They are also growing seasonal Organic Vegetable in the school premises. Thus the biodegradable waste is effectively used without harming environment. 25 commonly used species of medicinal plants are grown in the school premises to impart the traditional Ayurvedic knowledge of India about important medicinal plants and to motivate students to nurture them.

Green scholarship has been instituted for the next year to recognize efforts of a deserving & environment friendly student. The student will be selected on the basis of her level of participation in the Environment awareness programmes and in the Eco friendly activities undertaken by school. These will include activities like competitions, project implementation/ demonstrations, etc.

Decentralized Waste Management

Praj Foundation jointly with INORA is implementing the project of Decentralized Waste Management through Satellite centre.

An informative booklet on methods and process of composting was brought out as apart of project activity to educate the citizens. The message of Waste Management is being spread through 12 Satellite centers located in different parts of the city. Each such Satellite centre is equipped with charts, extension material, inputs and other essential supplies. So far 418 household level composting projects have been established around the satellite centers.
Public Private Partnership

Afforestation project

Praj Foundation has been actively & steadily working towards mitigating global warming & creating a green cover for the city of Pune. Under its Green concept initiatives, Praj Foundation has designed and developed afforestation project on 2 acres area along Pashan Lake allotted by Pune Municipal Corporation.

The project was inaugurated on February 11th, 2009 at the hands of Hon'ble Mayor of Pune Smt. Rajalakshmi Bhosale. On the onset of monsoon season, native trees will be planted at the hands of families of Praj employees. The project will be maintained by Praj Industries for next 10 years.

Health Initiatives

Preventive health care of women & children

Praj foundation is also working comprehensively towards improving the general health and life of the local communities. One of such initiatives is the project for creating awareness on the Health issues and preventing common illnesses among the school children, adolescents as well as women in seven villages in Mulshi Taluka of Pune district. The project is being supported by Praj Foundation and implemented by Rachana Society for Social Reconstruction.
Educational Initiatives

- Support to Livelihood Advanced Business School
- Supplementary education for children

Support to Livelihood Advanced Business School

Imparting education to the underprivileged has also been an important focus area of the Praj foundation. It has supported the LABS (Livelihood Advanced Business School) programme of Dr Reddy's foundation (DFR). LABS programme promotes tailor-made programmes targeted at underprivileged youth in age group of 18-30 years, enabling them to gain access to opportunities for sustainable livelihoods. The essence of the programme is to match market demand and incorporate the requirement into a 3 months customised training package so that the training is far more meaningful. The support by Praj foundation comprised of computer hardware for conducting Program.

Supplementary education for children

Praj foundation is implementing supplementary education programme for children in seven villages of Mulshi taluka since December 2006 with support from Sadhana village an NGO working in Mulshi area. The programme includes use of supportive education tools to make the studies more interesting thereby enhancing the understanding of the subject. The subjects such as Mathematics, Marathi, etc are being taught with the help of teaching aids and play-way method. The programme also aims at reducing the dropout ratio from the school. So far we are able to reach out more than 500 children in 7 villages. Some of the Praj Officers are regularly visiting these villages and participating in these programmes.
Art & cultural Initiatives

Ruturang Musical concert

Promoting art is also an important focus area of the Praj Foundation. Praj foundation has sponsored the entire staging cost of a one hour musical Concert titled ‘Ruturang’. The programme depicts the way in which a Blind person perceives colors and changes in the season. This concert was performed by the Blind Girls from Pune Blind girl’s school. The Musical concert is being staged in major cities in India mainly for raising funds for the school’s infrastructure.

Praj Foundation activities undertaken internally

Praj Foundation believes that the Corporate Social Responsibilities begins internally and expands outwardly. Hence a Green group was formed within Praj to deliberate innovative ideas related to sustainable lifestyle & work out modalities for implementation. The deliberation among the group members lead to the initiation of following activities.

- Energy conservation
- Mobility
- Use of recycled papers
- Green family competition

Energy conservation

Considering the role of energy usage on Global warming, energy conservation was the main activity undertaken by Praj foundation on priority. Energy Audit was conducted at the head office & at the manufacturing units. The Audit recommendations are being implemented to conserve energy. At the individual level simple practices such as switching off Monitors & lights when not in use are also being adopted. Green tips on energy conservation are also being circulated to all the employees.

Mobility

The green group members recommended starting of bus services to the office thereby reducing number of vehicles on the road and conserving fuel. Since January 2008 the bus service is being operated on 5 routes and patronised by 170 employees. In addition to this carpooling has also been initiated. The bus service has completed one year and has benefited all the employees in various ways.

In order to conserve fuel and reduce traffic on the roads many employees are walking / cycling to office on every working Saturday.

Praj employees are walking to conserve fuel and reduce traffic on the roads on a Saturday
Reduce, recycle & reuse

In order to save paper the habit of practicing of back-to-back printing & photo copying is promoted. A shredder is installed to recycle waste paper while scribble pads are made from one-side used papers.

Green family competition

Green family competition has been launched to widen the participation of employees and their families in environment conservation activities addressing Global warming. The employees and their family members are participating in specific measurable and quantifiable activities.

The competition was launched on August 1, 2008 and concluded on March 31, 2009. 266 Praj employees and their families registered themselves in the competition.

Praj has been working towards satisfying the basic needs of the present times and at the same time ensuring that the resources of the future generations are not jeopardized.
NGO – Industry Partnership between Centre for Science and Environment and Indian Industry

Green benchmarking

The Green Rating Project (GRP) is a unique approach towards interaction between the industry and the civil society/NGOs. Initiated by the Centre for Science and Environment (CSE), the project is supported by the United Nations Development Programme (UNDP) and the Ministry of Environment and Forest (MoEF), Government of India.

The project works on an exclusive model wherein it collects information from the group of target companies, verifies the data from independent sources and then rates these companies environmentally. The ratings are very detailed and look at all aspects of life cycle of the company including stakeholder interaction and corporate management system. The project has undertaken four sectoral ratings - cement, chlor alkali, automobile and the pulp and paper.
recognised ITC-Bhadralam Unit as the greenest paper mill in the country while the project awarded Madras Cements’ Alithyur Unit as the greenest cement plant in 2005.

Presently, GRP is undertaking a cross-sectoral rating aimed at developing a sustainability index comparable across sectors. The cross-sectoral rating is rating top 200 corporates of the country from 18 sectors on their sustainable performance. The sectors include – iron and steel, non-ferrous, distilleries, textiles, fertilisers, pharmaceuticals, cement, sugar, pulp and paper, automobile, etc.
The increasing voluntary participation and the presence of names like ACC, Ambuja Cements, Binani, Hero Honda, Maruti Suzuki, Bajaj Auto, Hindustan Copper, ITC, Coromandel Fertilisers, Coal India, Sesa Goa, ONGC, IOC, Kansai Nerolac, Asian Paints, Mawana Sugar, Liberty Shoes, JCT, Neyveli Lignite, Balarpur Industries, EIH, Orchid Hotels, etc., on the list is an indication of increasing environmental concerns among the industry as well and their willingness to address these

The pulp and paper sector was rated twice in 1999 and 2004 to gauge the improvements made by the sector itself and by the various companies. ITC Bhadrachalam that was ranked 8th out of 27 paper mills in 1999, made significant improvements in its environmental performance and went on to become the greenest paper mill in 2004. This was mainly because the unit adopted several of CSE’s recommendations such as increasing percentage of wood sourced from farm forestry, technological upgradation to become first to adopt elemental chlorine free bleaching, increasing wastepaper consumption, and reducing its water consumption. The move to ECF not only reduced its elemental chlorine consumption but also AOX generation (Adsorbable organic halides, a persistent and toxic pollutant found in wastewater due to usage of elemental chlorine). The company scored 47 per cent in the second rating.

Winners of pulp and paper sector under Green Rating Project -
Mr Gautam Thapar, Managing Director (3rd award for BILT Graphics),
Mr Pradeep Dhobale, Managing Director (1st award for ITC Bhadrachalam Unit)
and Mr Harsh Pali Singhania, MD (2nd award for JK Raygada Unit)
CII Round Up

Mumbai
March 24, 2009

Lecture on CSR to post graduate Students of SNDT University

Corporate Social Responsibility is fast catching in the industry. However, not many educational institutions have any structured course around it. SNDT University invited CII to deliver a lecture on Corporate Social Responsibility for its post graduate students. Mr. Ram Vaidya, the Chairman of the sub-committee on CSR in the western region delivered the lecture that was followed by a vibrant discussion.

Jharkhand
April 9, 2009

Workshop on PPP to Combat Anti-Human Trafficking in Jharkhand

CII, Jharkhand Council in association with Action against Trafficking and Sexual Exploitation of Children (ATSEC), Jharkhand Chapter, Department of Industry, Government of Jharkhand, NABARD and United Nations Office of Drug & Crime (UNODC) organized a workshop for building public private partnership to combat human trafficking in Jharkhand. The workshop create a platform to discuss effective livelihood strategies for rescued victims with multiple stake-holders. Dignitaries like Mr. G. Krishnan, Advisor to the Governor, Jharkhand, Mr. G. S. Rath, IPS, Additional Director General of Police, CID, Mr. N. N. Sinha, Secretary of Industries, Government of Jharkhand, Mr. K. C. Shashidhar, CGM, NABARD were present in the workshop. Representatives from leading corporates like Tata Steel, Usha Martin, Jindal also attended the workshop. Suggestions came out from the workshop to form a core action group with the representatives from Government, CII, NGO.

Varanasi
18 March, 2009

Reaching Out

Conserve: Second Phase of CII Colloquium on Water to travel around the Northern Region Launched
A CII Colloquium on Water was held at Varanasi to take immediate measures to contain the immense pressure on limited water resources through resource optimization. Mr Ved Krishna, Past Vice Chairman, CII Uttar Pradesh State Council at session delivered the inaugural address reiterating on water as a major ingredient without which inhabitation on earth is not possible. He also emphasized that water conservation was an equal responsibility of all stakeholders.

As key initiatives of CII Northern Region vis-à-vis water, over the last two years CII has brought out a publication for showcasing the best practices in water management; organised Sensitisation Workshops on Rain Water Harvesting in different states including Uttarakhand; 20,000 students sensitised on water conservation and harvesting through Sensitisation Sessions. Further CII has signed a MoU with Delhi Jal Board to bring about sensitisation on this vital issue. A full fledged Water Institute is likely to start at Jaipur, within this year, In addition to this CII with Central Ground Water Board, North Western Region have organised Regional Ground Water Summit in Chandigarh, which in turn have recommend renewed and specific measures for Ground Water recharging.added Mr Kirshna.

Elaborating on the theme, Mr Praveen Aggarwal, General Manger, Coca Cola India, said that the immediate focus of the project Conserve will be on Watershed based co-management of water by industries and local communities and Water use efficiency in the industry.

The speakers at the session sharing their best practices on water conservation included, Mr Manoj Sinha, CSR, Head, Hindalco Industries Limited, Mr Anand Shekhar, Regional Manager, Water-Aid India Regional Office North,Lucknow , Mr Debashis Mukherjee, President, Indo American Chamber of Commerce, Varanasi, Mr Ravi Patodia, President, All India Carpet Manufactures Association, Prof K K Goswami, Indian Institute of Carpet Technology, and Mr Praveen Aggarwal, General Manger, Coca Cola India, Mr Kalyan Ranjan, Head Public Affairs & Communication (NR),Coca Cola India Limited.

Greater Noida, UP
April 9, 2009

CII & Rotary Blood Bank Initiate Blood Donation & Tree Plantation in Colleges


Dr R Agarwal , Director – GL Bajaj Institute of Management & Research welcomed the CII , Rotary Blood Bank & industry to organize the camp at their institute premises to motivate students towards blood donation . CII was represented by Mr Daman Dev Sood , Convener CII Western UP CSR Panel & Vice President - Business Continuity Management , Steria. Mr Sood also interacted with the students and gave a talk on how to perform in the interviews.

Students were sensitized on the benefits to society and themselves after donating blood. One point of blood can save life of four and the person donating gets a donor card because of which he/ she can get free & easily accessible blood without any hitches in time of need.

The students, college director, faculty and industry representatives were seen donating blood towards the good cause and over 50 units /lttrs of blood were collected

To mark the day and make it a more remembered activity a tree plantation drive was also done in the college premises by the industry and the students to bring about an awareness on social responsibilities towards society and nature.
Blood Donation - Student & Director GLBIT - Greater Noida
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