



HIGHLIGHTS

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From the Editors Desk

WALK THE TALK ON RESPONSIBLE BUSINESS AND SUSTAINABILITY

Growing plastic related environmental pollution and biodiversity loss is a critical problem in an era when business sustainability and sustainable development is increasingly becoming a mainstream concern in society. Businesses experience sustainability related pressures from not just the society, government and non-profit organisations, but also increasingly from their competitors and the diminishing natural resources, which provide all kinds of raw material that businesses require. On the other hand, a new revolution in the form of circular economy is emerging, supported by research, policy advocacy and select practices in leading businesses.

However, business as usual will not work to make the notion and practice of circular economy a mainstream and new paradigm of business. Transformational business models are required to challenge and change the traditional and dominant logic of business profitability. Business leaders and managers both need to play roles in designing and developing these new transformational business models.



Given the policy scenario in India where the Government of India has notified 'Plastic Waste Management Rules, 2016', businesses irrespective of size need to act and engage proactively and take steps such as:

- Take responsibility for plastic waste management within their business strategy and operating systems.
- Plan and introduce systems for reverse logistics for plastic waste.
- Innovations in terms of designing and developing eco-friendly products that substitute plastic in all usage.

Plastic Waste Recycle and CSR

In India, CSR is being seen as great contributor towards complimenting the efforts and resources in achieving the UN Sustainable Development Goals (SDGs). It is hoped that the annual funds available under the CSR from eligible companies will constitute far bigger amount than what governments spend on various social sector schemes in India. Mandatory provisions under the Companies Act have prescribed certain activities also in which companies have to spend their CSR funds. As per the Schedule VII of the Act, environment protection is one of the initiatives companies can take as their CSR intervention. In such scenario, CSR projects on plastic waste recycle or facilitating the process of recycling could emerge as preferred CSR project. These CSR projects need to be open to all without having boundaries recycling the products of a particular brand. Centre for Responsible Business (CRB) together with like-minded partners are in the process of developing a programme to assist companies to strategize plastic waste management and recycling and supporting linking and measuring the impacts of it with SDGs and nationally adopted relevant targets and indicators in environmental sustainability. I invite companies to engage with CRB team and take advantage of this programme.

Cover Story

CSR IN INDIA & REST OF THE WORLD

Corporate Social Responsibility (CSR) in India has some unique features which distinguish it from the CSR practices and models around the world. Sustainable and Responsible Business practices are not different from CSR in many countries around the world. India is one of those few countries who have mandatory provisions with respect to CSR spend by the companies. The Indian CSR model is often termed as 2% CSR model which has its own benefits. In India, Sustainable Business Practices and Corporate Social Responsibility are termed as two different practices in a company. On the one hand many reputed companies have responsible business strategies and practices, they also spend on CSR as defined under the Section 135 of the Companies Act. However, in India voices are being raised to merge CSR with Responsible Business practices of a company and to not segregate it.

Indian CSR model has its own unique features which may be turned into more social, economic and environmental development impacts on the one hand and visibility and competitive advantage in the era of sustainability to the corporates. Most of the middle level companies face difficulty in aligning their CSR initiatives with developmental global goals and to achieve competitive advantage by doing it. These companies need to broaden their horizon of CSR in order to attain this. Aligning CSR initiatives with the globally adopted Sustainable Development Goals (SDGs) and Nationally Determined Contributors (NDCs) is the need of hour. Increasing global pressures and competition on the brands is affecting middle level companies' performance. Aligning CSR to the globally accepted indicators may help these companies to avail competitive advantage.

Activities of the Month

CRB SIGNS MOU IN PRESENCE OF DUTCH PM

Centre for Responsible Business (CRB) has entered into a Memorandum of Understanding under the banner of INDUS Forum for 'Biomass for All' Initiative to reduce the negative environmental, health and social impacts while generating sustainable new business and livelihoods. The objective of the MoU is to establish the first successful circular business model for paddy straw up-cycling in India.

GEC-CRB RESEARCH ON E-WASTE MANAGEMENT IN INDIA

Green Electronics Council (GEC), has undertaken a field study in India with CRB to learn about producers, the various types of initiatives they are currently supporting or implementing to meet e-waste collection targets under the recently revised 2016 E-Waste Rules in India. CRB and GEC have been working to assess current priorities of the government and industry practices in dealing with End of Life (EoL) issues pertaining to the electronics sector in India. A dedicated CRB-GEC Fellow is researching on this issue since late 2017. In partnership with the GEC, CRB explored the feasibility of implementing a set of 'criteria' for end of life management of electronics, specific to India, under an eco-standard for electronic products. CRB envisages developing a criteria that support 'capacity building' to strengthening safe e-waste management across India.

CRB DEVELOPING ROADMAP FOR SUSTAINABLE MICA SUPPLY CHAIN

A team of CRB is in Koderma and Giridih area of Jharkhand these day. Supported by Terre des hommes (TdH), CRB is working to develop a locally owned, stakeholder-led 'road-map' to improve the plight of the mica mining communities in Jharkhand. The prime objective of this endeavour is to set in motion the operationalization of the stakeholder-led 'road-map' with a goal to eliminate child labour in the mica sector in Jharkhand and to develop and operationalize a strategy to engage private sector actors in the Indian part of the global mica value chain.

CONSULTATION TO SYNERGIZE ENVIRONMENTAL SUSTAINABILITY WITH GROWTH IN THE LEATHER SECTOR

CRB recently organised a consultation in Kanpur under its study to explore the alignment between industrial growth and competitiveness in Uttar Pradesh's leather cluster with challenges of environmental sustainability. Given its holistic approach of examining sustainability issues in sectors, CRB closely studied the leather cluster in Uttar Pradesh (Jajmau and Unnao) before the consultation and discussions with key stakeholders at both the state and the national levels as part of the study. Most of the key stakeholders were met and their inputs were analysed and summarized in the form of a SWOT framework. The aim of this SWOT analysis was to assess the opportunities and challenges in aligning sectoral growth and competitiveness in the UP leather sector with the challenges that it faces on environmental sustainability issues, and to use it for developing a road-map for the industry going forward.

APPLICATION OF THE CIRCULAR ECONOMY IN THE INDIAN TEXTILE AND APPAREL SECTOR

A research study is being carried out with multi-stakeholders with objective to promote, understand and build capacities of the Indian suppliers and manufacturers in the apparel and textile industry. In partnership with Novozymes India, CRB has been working with multi-stakeholders to understand and build capacity to reuse, reduce and recycle waste in the apparel and textile sector with the multi-stakeholders approach.

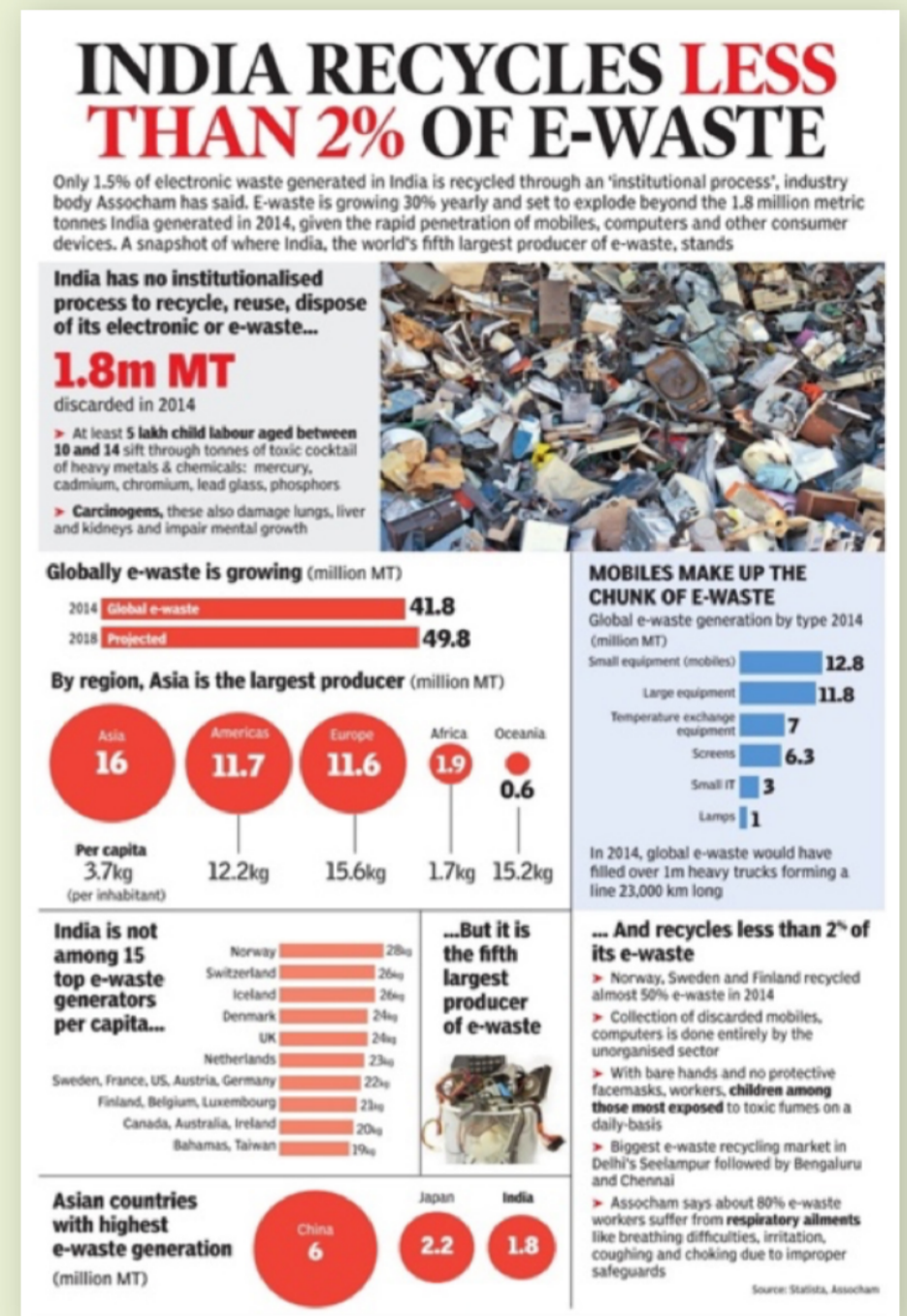
STUDY TO ASSESS THE DISTRICT MINERAL FOUNDATIONS AND HIGHLIGHTING BEST PRACTICES

A research study is being carried out by the CRB in Rajasthan and Chhattisgarh states as a pilot to establish needs for improvements in planning, implementation, monitoring and evaluations of the District Mineral Foundation (DMF) projects and to highlight best practices at district levels. CRB is also closely working with State Mining and other relevant departments along with Ministry of Mines, Government of India. CRB has been working with Social Xleration to assess District Mineral Foundations in India. DMFs were established by the District Administrations of those districts where mining activities are being carried out in India as a result of modifications in the MMRD Act in 2015. DMF funds are supposed to be utilized for the development of mining affected people and communities.

CRB ALIGNING CSR INITIATIVES WITH SDGs & NDCs

CRB is joining hands with UN Agencies, International development organisations, large and mid level corporates in India to develop a framework to align Corporate Social Responsibility (CSR) with Sustainable Development Goals (SDGs) and Nationally Determined Contributors (NDCs) in India. CRB has envisaged an ambitious programme after consultations last year at its annual conference –INDIA AND SUSTAINABILITY STANDARDS 2017, which established that India has potential to influence development process by complimenting Government and Civil Society efforts. Many corporates have been working extensively to achieve SDGs and NDCs while many others making such contributions but are unmeasured in lack of a framework of CSR-SDG-NDC linkages. We solicit your contribution as a partner in this programme to lead the SDG attainment and potential role of CSR in it.

You may write to know more and express interest to associate in this initiative to ravi.atrey@c4rb.org



Partners' Updates



2ND ANNUAL CONFERENCE OF ASTON INDIA CENTRE FOR APPLIED RESEARCH (31ST AUG – 1ST SEPT 2018)

Aston India Centre for Applied Research (AICAR), Aston Business School, Birmingham, UK invites Abstract for Papers for its 2nd annual conference - 'Managing and Organising in the Emerging Indian Context' to be held from 31st August to 1st September, 2018.

For further details please contact:

- Prof. Pawan Budhwar | p.s.budhwar@aston.ac.uk
- Dr. Soumyadeb Chowdhury | s.chowdhury5@aston.ac.uk

India & Sustainability Standards 2018: Conference Updates



Collaboration a key to SDGs: Leveraging CSR & Voluntary Sustainability Standards

Centre for Responsible Business (CRB) is pleased to announce its 5th Annual Conference 'India and Sustainability Standards – 2018 (ISS-2018)' to be held from 14th to 16th November, 2018 at New Delhi, India. Five years is a milestone and we would like to celebrate this occasion together with you, who have supported us over these years. While we shall be sharing details of the programmes with you in forthcoming issues, this is a kind request to you to save the dates in your calendar and join us for this year's discussions and interactions. As an organization working in the areas of sustainable development, CRB believes collaboration is fundamental to achieving SDGs – and it's time now to assess various approaches and efforts in this direction over the last three years. The theme of ISS-2018 is therefore aligned to reviewing/assessing the roadmap to SDGs where the deliberations will focus on collaboration between multiple stakeholders and interventions on CSR, Sustainability and Role of Voluntary Sustainability Standards in India. Though we will be adding few new features this year, the format of the event would not be much different, with plenary sessions featuring well known international and national experts on the inaugural day i.e. 14th November while, sector-specific and thematic parallel sessions would be hosted by various corporates and partners over the following two days (15th & 16th November). We hope you will join us to enrich the discourse and make this year's conference a success as you have done before.

About CRB

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Social Accountability International (SAI) and Business Social Compliance Initiative (BSCI) partnered through a three-year (2010-2013) development partnership project in India to incubate a centre of excellence for development of capacity building initiatives in the domain of business responsibility and voluntary standards. The incubated centre was registered as a not-for-profit entity, Centre for Responsible Business (CRB) in November 2011 under the Indian Societies Registration Act, 1860. The Centre for Responsible Business (CRB) now works as an independent centre of excellence, working with business and stakeholders to promote responsible business strategies, policies and practices. Based out of New Delhi with presence in UK and with global orientation CRB offers strategic solutions in the domain of CSR and Sustainability.

CRB offers to its associate organizations:

- Customized CSR and Sustainability workshops and training programmes
- CSR Impact Assessments and strategy development
- Sustainable Supply Chain Advisory and Co-creation of Sustainability Strategy
- Facilitating Knowledge Forums and relevant Events

Picture of the Month End Plastic Pollution



Photo credit: Caribbean Broadcasting Corporation