

VINEETA DUTTA ROY



DEMONSTRATING
RESPONSIBLE
BUSINESS

Corporate Social Responsibility
and Sustainability Practices of
Leading Companies in India

FOREWORD BY
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The chapter provides an understanding of Human Rights challenges for businesses, implications of modern day slavery in business supply chains and the expectations of United Nations Guiding Principles on Business and Human Rights.

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Prevention of Abuse and Sexual Violence amongst Children and Women, Innovative Preventive Health and Sanitation

The Global Enterprise has a sharp focus on Innovation and reflects it in its operations, strategies and product and service solutions. The Societal Engagement Model of Bayer, aligned with United Nations Sustainable Development Goals extends innovation to designing new approaches to empowering children and women, by helping them combat abuse and sexual violence and working with them towards Preventive Health and Sanitation.

5. **Cairn India Limited** 75

Mitigating Water Woes for its Host Community in Barmer, Rajasthan

In the spirit of nurturing good relationships with its stakeholders, the Oil Giant in India, supports its host community, living in one of the most difficult desert terrains in the world, Barmer in Rajasthan, in its most testing ordeals of day to day life – availability and access to clean and safe drinking water.

6. **Deepak Nitrite Limited** 93

Main Streaming the Marginalised Tribal Women Farmers in Chhota Udaipur in Gujarat

With a 70 percent market share in India in important inorganic compounds, the Group has built a strong relationship with its host community in Gujarat. Deepak Foundation, is today a leading non-profit civil society organisation with a nationwide presence. Its programmes in areas of health care, skills and capacity building,

sustainable livelihoods are well-built with an eye on women empowerment.

7. **GAIL (India) Limited** 117

Corporate Engagement in Natural Disasters' Risk Reduction and Management in Rudraprayag, Uttarakhand

The largest state-owned natural gas processing and distribution company in India has a 'Maharatna' status. While the Public Sector Undertaking has always had a deeply entrenched CSR culture, its Long-Term Rehabilitation programme in the aftermath of the Uttarakhand disaster has unique lessons in Natural Disaster Risk Reduction and its Management.

8. **Hindustan Unilever Limited** 139

Unilever Sustainable Living Plan and Community Led Water Stewardship in the Villages of Maharashtra

With a vision of a 'new way of doing business, one that delivers growth by serving society and the planet', the Global Fast Moving Consumer Goods Company aspires to make its Sustainable Living Plan common place. Its efforts through Hindustan Unilever Foundation (HUF) in India, in the repeatedly draught ridden state of Maharashtra, sets out to demonstrate water stewardship through community participation and ownership.

9. **ITC Limited** 159

Building Livelihood Security for All its Economically Marginalised Stakeholder Communities in India

One of India's foremost multi-business enterprise, the Company is widely acclaimed and admired. With an aim to create societal value through conscious business strategy, the company's Social Investments Programme aspires to usher in 'Sunebra kal', for its economically marginalised stakeholder communities in its agri-operations, and communities in the vicinity of its plants across India.

10. **Mahindra and Mahindra Limited** 181

Educating and Empowering the Underprivileged Girl Child in India

The Multibillion dollar Indian multinational group strongly believes that engaging its employees in social experiences has the potential to drive positive social change. Its group-wide programme of employees volunteering for social and environmental causes is amongst its unique strengths. Project 'Nanhi Kali' started by the Group in the mid-1990s has been touching the lives of thousands of girls every year, is now experimenting with yet higher aspirations.

11. **Maruti Suzuki Limited** 199

Joining Hands with the Government for Swachh Bharat Mission, Adarsh Grams and Skill India Mission

A name synonymous with passenger cars in India, the company has travelled along with its Indian customers since the 1980s and enjoyed remarkable brand loyalty. The thrust of the Indian Government on corporate partnership in its social development programmes has been driving its CSR across the country. The initiatives undertaken with its host community in Manesar, Haryana have interesting insights to offer.

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Building Climate Adaptive and Resilient Livelihood Systems in the Kanha-Pench Corridor of Madhya Pradesh

The 'Supporting Enterprise' programme started by the Bank through its Foundation in India, in 2007, has been actively facilitating enterprise development, for those that are dependent on resources of country's endangered ecosystems. The path breaking work of the Foundation in the Tiger Conservation sites of Kanha and Pench corridor in Madhya Pradesh, gives an insight of how ecological security of a critical ecosystem can be achieved by building climate adaptive capabilities of its communities.

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