



## एनएचपीसी का हारित ऊर्जा नेतृत्व स्वर्ण जयंती वर्ष

- 180 मेगावाट से 8247.18 मेगावाट तक की यात्रा :** अनेक चुनौतियों का सामना करते हुए 30 नवीकरणीय ऊर्जा पावर स्टेशनों के माध्यम से उल्लेखनीय प्रगति।
- सुदृढ़ वित्तीय प्रदर्शन:** अपनी स्थापना के बाद से नियंत्रित सुदृढ़ परिणाम प्रदर्शित कर रही है।
- 16 सक्रिय परियोजनाएं:** संधारणीय भविष्य के लिए, लगभग 10,000 मेगावाट क्षमता का निर्माण कर रही है।
- एनजीट्रांजिशन को बढ़ावा देना:** वर्ष 2032 तक 23,000 मेगावाट और वर्ष 2047 तक 50,000 मेगावाट नवीकरणीय ऊर्जा का लक्ष्य।
- भारत की दो सबसे बड़ी जलविद्युत परियोजनाओं का निर्माण:**
  - दिवांग बहुउद्देशीय परियोजना: 2,880 मेगावाट अलण्णाचल प्रदेश में।
  - सुबनसिरी लोअर परियोजना: 2,000 मेगावाट अलण्णाचल प्रदेश और असम में।
- नवरत्न का दर्जा:** कार्यनीतिक महत्व को मान्यता देते हुए 30 अगस्त, 2024 को प्रदान किया गया।
- भविष्य के लिए विजन:** एनएचपीसी संधारणीय ऊर्जा और वर्ष 2047 तक विकसित भारत के विजन के प्रति समर्पित है।

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हम सब मिलकर हारित ऊर्जा में नेतृत्व की विद्यासत का उत्सव मनाएं !**

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PRASHANT DAS  
EDITOR

## Corporate responsibility is central to India's growth story

As India progresses on its journey to sustainability, November 2025 presents one of those instances when one glances back at how corporate responsibility is changing contours for industry and society. From procurement to production, the concept of a green supply chain is no longer aspirational but is fast becoming the backbone of responsible business. Companies are embedding waste management, recycling, and circular economy principles into operations-turning "waste to wealth"-and proving that efficiency and ecology can go together.

Equally inspiring are grassroots stories. In Hosur, a sustainable dairy ecosystem empowers rural women and, in the process, transforms livelihoods while strengthening food security. Efforts like these remind us that CSR is not only about compliance but also about catalyzing social change. The Avaada Foundation embodies this spirit, working in consensus with marginalized communities and furthering urban development, while Prayas Foundation Day celebrates the power of collective action.

Our annual review of the Top 100 CSR Spenders underlines the scale of corporate commitment, but numbers alone don't tell the story. What matters is the innovation behind these investments-whether in tackling digital waste, pledging a 27-kilometre daily metro ride to cut emissions, or setting bold corporate climate commitments in line with India's Net Zero vision.

CSR is fueling the cultural and sporting renaissance of India. The Sansad Khel Mahotsav, among other initiatives like vibrant sports promotion in Goa, showcases how investment in play builds healthier communities and national pride. Together, they signal an India sporting renaissance where talent is nurtured not just for medals but for empowerment.

This issue speaks to the breadth of CSR-from green supply chains to grassroots empowerment, from climate pledges to sports promotion. It's clear: Corporate responsibility is no longer peripheral. It is central to India's growth story, and with every initiative-big or small-we come closer to a sustainable, inclusive future.

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## PERSPECTIVE

## Net Zero – Carbon Offsetting through Afforestation

Combatting climate change is a top action point in the global community agenda and viewed as a race against time. Achieving *Net Zero* emissions has moved from being a mere environmental buzzword to becoming a moral and strategic imperative. While there are a plethora of alternatives available to achieve this goal, the most natural and effective solution for *carbon offsetting* is *afforestation*.

*Afforestation* which involves the process of planting trees in areas that have not been forested for a long time executes a dual role. Apart from absorbing the atmospheric carbon dioxide it is also key to restoring the ecological balance, enhancing biodiversity, and safeguarding soil and water resources. Trees are an integral part of the planet and act as its lungs. They store carbon and biomass in their soil and thereby compensate for emissions generated by industries, human activity and transportation.

However, the journey to *Net Zero through afforestation* is a complex one and not limited to *afforestation* or the planting of trees. It encompasses *sustainability, accountability* and *inclusivity*.

The role of corporate entities engaging in CSR initiatives becomes more pronounced since they have to ensure the sustainability of their *afforestation* projects. They have to work towards it being community-led, scientifically monitored thus facilitating its long-term maintenance.

If we have to create lasting environmental impact and effective solutions we must look beyond short-term plantations without survival tracking or biodiversity considerations.

*Afforestation* initiatives have the power to transform into powerful climate resilience programs if they are integrated into broader carbon management strategies in conjunction with renewable energy adoption, energy efficiency, and sustainable business practices. If these are clearly and methodically aligned with the UN Sustainable Development Goals (SDGs), particularly Goals 13 (Climate Action) and 15 (Life on Land), they will be truly effective.

India is registering a growth in participation in carbon credit and offsetting frameworks which signals a promising shift. With a planned visionary programme on corporate collaborations and committed local partnerships, *afforestation* can emerge as the green bridge to a carbon-neutral future.

*Net Zero* is not a full stop or a dead end. It is in fact, a continuing promise to heal the planet. With every tree that is planted with intent, we move a step closer to a collective commitment.

Dr Shabnam Asthana  
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# PROCUREMENT TO PRODUCTION – BUILDING A GREEN SUPPLY CHAIN

ASHOK KUMAR



The concept of a green supply chain has moved from being a corporate buzzword to a strategic necessity. From procurement to production, every stage of the supply chain now demands sustainability, efficiency, and responsibility. A green supply chain integrates eco-friendly practices into sourcing, manufacturing, distribution, and disposal, ensuring that environmental impact is minimized while business value is maximized. At the heart of this transformation lies effective waste management, which is no longer a peripheral activity but a central pillar of responsible operations.

Waste in supply chains can take many forms: packaging waste, industrial by-products, e-waste, hazardous chemicals, and even food waste in certain sectors. If left unmanaged, these not only harm ecosystems but

plastics, and metals can be recycled or repurposed, reducing the demand for virgin raw materials. By embedding waste management protocols into procurement and production, organizations can ensure that sustainability is not an afterthought but a built-in process.

Engaging experts in waste management is crucial because the complexity of modern supply chains often exceeds the capacity of in-house teams. Specialists bring knowledge of regulatory frameworks, advanced technologies, and innovative disposal methods. They can design customized solutions for industries ranging from pharmaceuticals to electronics, ensuring compliance and efficiency. Partnering with waste management experts also helps companies track and report their sustainability metrics more accurately, which is vital for ESG disclosures and

also erode brand credibility and invite regulatory penalties. Companies must therefore adopt systematic approaches to waste segregation, recycling, and safe disposal. Proper disposal of hazardous waste, for instance, requires compliance with environmental standards and specialized handling. Non-hazardous waste such as paper,



stakeholder trust.

The idea of a circular economy further strengthens the green supply chain. Unlike the traditional linear model of "take, make, dispose," the circular economy emphasizes reduce, reuse, and recycle. Materials are kept in use for as long as possible, products are designed for durability and recyclability, and waste is treated as a resource rather than a liability. For example, companies can adopt closed-loop recycling systems where production waste is fed back into the supply chain, reducing dependency on new raw materials. Procurement strategies can prioritize suppliers who follow sustainable practices, ensuring that the green ethos extends beyond the company to its entire ecosystem.

The importance of circular economy principles in supply chains cannot be overstated. They reduce costs by minimizing resource consumption, create new business opportunities through recycled products, and enhance resilience against supply disruptions. More importantly, they align with global climate goals and consumer expectations. Today's customers are increasingly conscious of sustainability, and companies that demonstrate commitment to green supply chains gain competitive advantage.

The following initiatives show how companies can:

- Embed **waste management** into CSR strategies.
- Partner with experts for safe disposal of hazardous waste.
- Adopt circular economy models to reuse and recycle materials.
- Align procurement and produc-

## Examples of Organisations Driving Green Supply Chains

### Infosys

- Through its CSR, Infosys rejuvenated Hebbal Lake in Mysuru, investing over '36 crore.
- The project focused on restoring ecosystems, improving water quality, and creating a sustainable urban green space.

### ITC Limited

- Runs a Social Forestry Program that has greened over 1 million acres.
- Integrates agroforestry with rural livelihoods, reducing carbon footprint while empowering farmers.

### Mahindra Group

- Launched the Hariyali Project, planting over 18 million trees nationwide.
- Promotes community participation and awareness, aligning CSR with afforestation and waste reduction.

### Re Sustainability Limited

- A Hyderabad-based company specializing in industrial and biomedical waste management.
- Works on circular economy solutions, ensuring safe disposal and recycling of hazardous waste.

### Buffindia – Cigarette Waste Management

- India's first end-to-end cigarette waste management company.
- Collects, recycles, and transforms hazardous cigarette waste into usable products, pioneering niche circular economy practices.

### MuddleArt

- Focuses on textile waste recycling, turning discarded fabrics into new products.
- Supports sustainable fashion and reduces landfill burden.

### Wipro

- Invests in urban biodiversity parks and afforestation projects.
- Enhances urban ecosystems while embedding sustainability into its supply chain.

tion with sustainability goals.

Together, they demonstrate that green supply chains are achievable when corporates treat waste not as a liability, but as a resource for innovation and community impact.

Ultimately, building a green supply chain from procurement to production is about rethinking business models. It

requires integrating waste management into every stage, collaborating with experts for safe disposal, and embracing circular economy principles to close the loop. By doing so, companies not only reduce their environmental footprint but also future-proof their operations, ensuring that growth and sustainability go hand in hand.



# EMPOWERING RURAL WOMEN: Transforming lives through a Sustainable Dairy Ecosystem in Hosur

Early mornings in Hosur, Tamil Nadu, often begin with the same routine - women walking long distances with metal cans of milk balanced on bicycles or carried in their hands. For years, this milk was sold to private traders at whatever price they offered, often as low as ₹20 per litre. Payments were delayed, records unclear and many small farmers remained trapped in a cycle of low income and uncertainty.

The Srinivasan Services Trust (SST), the social arm of TVS Motor Company, works across 145 villages in Hosur cluster, Krishnagiri district, where livestock and dairy form a key source of livelihood. As part of its ongoing rural village development efforts, SST undertook detailed field surveys covering 130 villages in Hosur, Thally block, through which it identified a potential scope of about 1,800 milk pourers collectively

producing nearly 25,000 litres of milk each day.

The surveys revealed a range of interconnected challenges: low milk prices despite good quality, over dependence on middlemen who earned higher profits, neglected quality testing, delayed receipt of payments, poor road and transport connectivity in hilly and tribal areas restricting market access and limited competition that left farmers with no

choice but to sell to the same buyers at undervalued rates.

Recognising these systemic gaps, SST launched the *Dairy Value Chain Project* as part of its larger goal of holistic rural development. The initiative sought to help farmers, particularly women, shift from individual selling to a structured value chain offering stability and better returns.

## Why SST Works with Women's Groups

SST's rural development philosophy is rooted in the belief that sustainable change begins within the community itself. Over the years, the organisation has found that *women's collectives*, particularly *Self-Help Groups (SHGs)*, are the most effective entry point for building trust, participation and accountability at the grassroots. SHGs enable women to save, access credit and take collective decisions, skills that extend into leadership, community problem-solving and society building.

Across Tamil Nadu, southern Karnataka and Andhra Pradesh, SST has facilitated the formation of 5000 SHGs covering 60,000 women, many of whom now lead micro-enterprises and are actively involved in community development. In Hosur, where women are deeply involved in livestock but often excluded from financial and market decisions, strengthening SHGs provided a natural foundation for the dairy initiative.

## Women Leading a Dairy Transformation in Hosur

To strengthen the dairy ecosystem in Hosur, SST identified Shreeja Mahila



Milk Producer Company Limited, Andhra Pradesh - India's first all-women shareholder milk producer company promoted and supported by the National Dairy Development Board (NDDB), Government of India - as a strategic partner. Shreeja has a proven record of working successfully with rural communities across Andhra Pradesh and Tamil Nadu and operates in partnership with Mother Dairy, Tirupati for milk processing and marketing. Its membership has grown from 41,000 to over 1.2 lakh women within a decade, demonstrating the strength of a women-led cooperative model that combines transparency, professionalism and grassroots ownership.

Recognising the potential of this approach, SST facilitated the inclusion of SHG women and other dairy farmers from Hosur into the Shreeja network. The initiative began in Kuppatti and Dinnur villages, where women were organised to strengthen dairy livelihoods and gradually expanded across the district. SST planned the establishment of 68 milk collection centres across Hosur based on needs identified through the field survey. Under Phase I, 30 centres were set up with an investment of ₹ 32 lakhs. In Phase II, 16 centres have been completed and 20 are underway, with the investment by Shreeja. SST continues to anchor the initiative on the ground identifying villages, facilitating infrastructure setup, linking farmers to credit and strengthening each stage of the dairy value chain to ensure sustainability and farmer ownership. So far, 1,080 dairy farmers have registered with Shreeja, with an average of 700 active pourers each day.



As of October 2025, the **total revenue generated from 2023 - 2025 by all milk pourers across the 48 milk collection centres stands at ₹16.3 crores, with an additional income of ₹2.3 crores** earned through fair pricing and direct market access compared to what farmers would have received from conventional channels. The collection centres are staffed by dairy women farmers and SHG members, who also work as milk collectors and receive an honorarium of ₹1 per litre transported. This not only provides them with additional income but also strengthens community ownership and operational sustainability.

At each collection centre, milk is tested, weighed and recorded digitally before being transported to a Bulk Milk Chilling Unit established by Shreeja, following SST's facilitation and identification of the need for local cooling infrastructure. Payments are made directly to farmers' bank accounts every 15 days, ensuring full traceability and fairness. Prices are determined by fat and SNF content, encouraging better livestock care and improved milk quality.

### On-Ground Interventions and Capacity Building

SST's role went beyond facilitation. The organisation's Village Development Officers (VDOs) and agronomists, trained by the NDDB, provide technical guidance and farmer training to improve livestock health and milk yield.

To promote sustainable dairy practices and improve livestock productivity, SST implemented a



range of awareness and demonstration programmes across Hosur. The interventions focused on enhancing breed quality, feed efficiency and animal health - critical elements for ensuring consistent milk yield and income stability throughout the year. Awareness sessions on quality breed selection were conducted across 48 villages, increasing the total cattle population from about 1,100 to 1,500, with a notable rise in crossbred HF and Jersey cows that contributed to higher productivity. To address the recurring challenge of feed shortages during the dry months, SST promoted Azolla cultivation, chaff-cutter usage and silage making as cost-effective strategies for maintaining a year-round fodder supply. These efforts resulted in the preparation of 23,000 kg of silage and the purchase of 70 chaff cutters by farmers, significantly reducing feed costs.

Alongside this, veterinary awareness programmes were organised to improve cattle health and prevent disease through regular

vaccination (FMD, HS, BQ, etc.), hygiene, deworming and balanced nutrition. With support from ICAR, SST distributed cow mats, mineral mixtures, milk cans and first-aid kits to farmers, ensuring better animal comfort and care. The organisation also launched an extensive artificial insemination drive across 47 villages, benefiting 800 cattle and achieving a conception success rate of over 60 percent. This intervention, which previously required farmers to travel up to 18 km and spend ₹200–₹500 per insemination, is now available at their doorstep for just ₹20, making the service both affordable and accessible. Further, to ensure feed security and fodder availability during summer, SST introduced maize cultivation across 17 acres involving 37 farmers, paving the way for sustained silage production and better livestock nutrition.

Together, these interventions have strengthened the foundation of Hosur's dairy ecosystem, ensuring that farmers have healthier cattle, access to affordable inputs and a steady milk supply throughout the year. As these technical and institutional efforts took root, the results soon began to reflect on the ground.

### Empowerment, Stability & Impact

Between 2023–24 and 2025–26, the dairy initiative recorded significant progress. What began with 140 milk producers in 2023 has expanded to 1,080 registered farmers contributing about 8000 litres of milk per day. The average milk production per farmer

rose from 9 to 13 litres per day - a 44 % increase from 2023–24 to 2025–26, while the average milk price increased from ₹28 to ₹36 per litre, a 29 % rise.

As a result, the average monthly income per farmer grew from around ₹19,000 to ₹27,000, a 40 % increase. Smallholders with 1–2 cows saw earnings rise by 60 %, while large-herd farmers recorded a 70 % growth. Across all beneficiaries, total monthly income nearly doubled, from ₹43 lakh to ₹81 lakh.

Stable pricing, year-round collection irrespective of seasonal variations and transparent payments have given women the confidence to invest further. Encouraged by this success, about 70 farmers, facilitated by SST, who earlier didn't own livestock bought cows and began milk production. Many others reinvested earnings to buy higher-yield cattle, reflecting their growing trust in dairy as a steady livelihood. SST also facilitated in procurement of loans and credit assistance to strengthen dairy activities.

For most women, the most significant change has been the shift from irregular earnings to stable monthly income. The assurance of digital payments every 15 days has improved financial discipline and household planning.

*"Earlier, we sold milk for ₹20–25 a litre. Now we receive ₹32–36 directly in our accounts," The system is fair and gives us the confidence to plan for the future and not just the next day.*" - says Deepa, a milk producer from Kuppatti village, Hosur, Tamil Nadu

Beyond income, the project has



strengthened community cooperation and leadership. Women now actively participate in training, record keeping, collection-centre operations and community mobilisation, demonstrating how economic empowerment can evolve into stronger, self-managed community institutions.

### Building Ownership and Sustainability

A key outcome has been the deep sense of ownership the initiative has fostered among women. Members of SHGs and other farmers are now shareholders in Shreeja Mahila Milk Producer Company,

receiving dividends and patronage-based incentives proportional to their milk contribution. Equity participation ensures women have a genuine stake in the enterprise's success.

Under Shreeja's inclusive framework, any woman dairy farmer can become a member and even be elected to the board, reinforcing democratic participation and local governance. The 48 milk collection centres managed by women

have become hubs for planning, savings

and community dialogue - spaces where women engage directly with cooperative representatives, veterinary officers and financial institutions.

This women-led model, anchored in transparency, professional management and grassroots governance, has turned beneficiaries into active stakeholders of a sustainable value chain.

The success of this initiative has inspired other communities in Hosur to form groups and request similar support, signalling the model's potential for wider replication and long-term sustainability. By integrating fair pricing, scientific livestock management and women-led operations, SST and Shreeja have together built a self-sustaining, community-owned dairy ecosystem that continues to grow in strength and scale.

### Way Forward

The experience of this project shows how access to fair markets and collective strength can transform traditional livelihoods into sustainable enterprises. What began as an effort to improve milk production has evolved into a model of women-led economic participation.

SST now plans to expand this dairy value-chain model across its operational areas, aligning it with its integrated village development approach. The organisation remains focused on building self-reliant, community-led systems where women lead planning, implementation and leadership.

This initiative reaffirms a simple truth: when rural women are trusted with the right opportunities and support structures, they strengthen not only their families' income but also the social and economic fabric of their communities.



# Net Zero CARBON OFFSETTING THROUGH AFFORESTATION

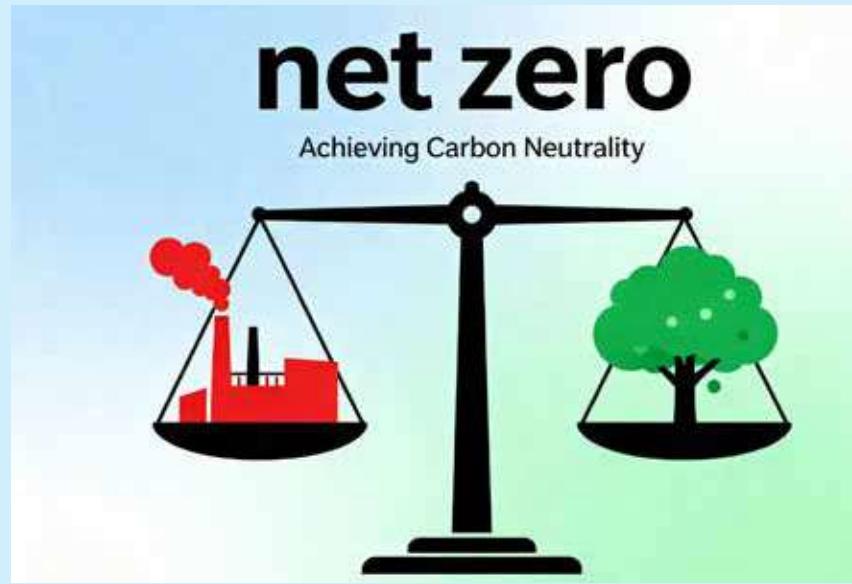
CSR TIMES BUREAU

**N**et Zero is no longer a distant aspiration; it has become a defining challenge for nations, industries, and communities worldwide. For India, the pledge to achieve net-zero emissions by 2070 is both a responsibility and an opportunity. At the heart of this mission lies afforestation, one of the most effective and natural strategies for carbon offsetting. Trees act as powerful carbon sinks, absorbing carbon dioxide and restoring ecological balance, while also providing co-benefits such as biodiversity conservation, soil enrichment, and livelihood creation. In a country where rapid urbanization and industrial growth have reduced green cover, afforestation projects are emerging as a critical pathway to mitigate climate change and align corporate social responsibility with national priorities.

CSR initiatives in afforestation not only mitigate climate change but also generate co-benefits: rural employment, water conservation, and community development.

The importance of achieving Net Zero cannot be overstated. If the world fails to act decisively, the consequences will be catastrophic: rising global temperatures, extreme weather events, biodiversity loss, and threats to food and water security. For India, with its vast population and growing economy, inaction

Afforestation — planting trees where none existed before — is a proven method of carbon sequestration. Forests absorb nearly 2.6 billion tonnes of CO<sub>2</sub> annually worldwide. In India, where deforestation and urbanization have reduced green cover, afforestation projects are vital to restore ecosystems, improve soil health, and enhance biodiversity.



## Top 5 Afforestation CSR Projects in India

### 1. ITC Limited – Social Forestry Program

- Over 1 million acres greened across India.
- Provides sustainable livelihoods to farmers while sequestering millions of tonnes of carbon.
- Recognized as one of the largest corporate-led afforestation programs globally.

### 2. Mahindra Group – Hariyali Project

- More than 18 million trees are planted nationwide.
- Focuses on community participation and awareness, encouraging citizens to join plantation drives.
- Aims to plant 1 million trees annually.

### 3. Infosys – Carbon Neutrality Drive

- Large-scale afforestation projects in Karnataka.
- Millions of trees planted to offset corporate emissions.
- Integrates biodiversity restoration with community development.

### 4. Tata Steel – Plantation Drives in Jharkhand & Odisha

- Afforestation is linked with livelihood programs for local communities.
- Focus on restoring degraded land and improving soil health.
- Supports India's Net Zero commitment through long-term forestry projects.

### 5. Wipro – Urban Biodiversity Parks

- Creation of green lungs in Bengaluru and other cities.
- Promotes urban afforestation and ecological awareness.
- Enhances biodiversity while improving air quality in metropolitan areas.



would mean jeopardizing livelihoods, public health, and long-term sustainability. Afforestation offers a practical and scalable solution, and corporate India has begun to recognize its potential. Several companies are already investing in large-scale plantation drives and community-led forestry programs as part of their CSR commitments.

Case studies highlight the transformative potential of afforestation. ITC's Social Forestry Program has not only sequestered millions of tonnes of carbon but also empowered farmers by providing sustainable livelihoods. Mahindra's Hariyali Project has created awareness among urban citizens, encouraging them to participate in plantation drives. Wipro's biodiversity parks in Bengaluru have become community hubs, blending

environmental restoration with public engagement. "Afforestation is not charity; it is an investment in resilience," remarked Anand Mahindra, Chairman of Mahindra Group, underscoring the business case for sustainability.

Infosys, for instance, has pledged carbon neutrality and invested in afforestation projects across Karnataka, planting millions of trees to offset emissions. "We see afforestation not just as a carbon offset, but as a way to restore ecosystems and empower local communities," said an Infosys sustainability officer in a recent interview. Tata Steel has undertaken plantation drives in Jharkhand and Odisha, integrating afforestation with livelihood programs for local communities. ITC Limited runs its Social Forestry Program, which

has greened over a million acres, benefiting farmers while sequestering carbon. Mahindra Group launched the Mahindra Hariyali Project, planting over 18 million trees across India, while Wipro has supported urban

afforestation and biodiversity parks, creating green lungs in cities. These initiatives demonstrate how CSR can align with sustainability goals while delivering tangible social impact.

The risks of ignoring Net Zero targets are severe. Without urgent afforestation and carbon offsetting, India faces increased frequency of floods, droughts, and heatwaves, declining agricultural productivity due to soil degradation, worsening air pollution, and loss of biodiversity. These challenges will directly affect economic growth and social stability.

## Risks of Inaction

- Without urgent afforestation and carbon offsetting, India faces:
- Increased frequency of floods, droughts, and heatwaves.
- Declining agricultural productivity due to soil degradation.
- Severe air pollution and health crises in urban areas.
- Loss of biodiversity and ecosystem services critical for survival.

Recognizing this, the Government of India has taken significant steps. At COP26, India committed to achieving Net Zero by 2070 and reducing emissions intensity of GDP by 45 percent by 2030 compared to 2005

## Government Schemes at a Glance: Afforestation & Net Zero

### National Mission for a Green India (GIM)

- Launched under the National Action Plan on Climate Change.
- Targets increased forest/tree cover and ecosystem restoration.
- Focuses on biodiversity, water, and livelihood enhancement.

### Compensatory Afforestation Fund (CAMPA)

- Channels funds from diverted forest land into afforestation projects.
- Supports large-scale reforestation and ecological restoration.

### Nationally Determined Contributions (NDCs)

- India pledged to reduce emissions intensity of GDP by 45% by 2030.
- Commitment to achieve Net Zero by 2070.

### Indian Carbon Market (ICM)

- Introduced in 2023 under the Carbon Credit Trading Scheme.
- Enables voluntary carbon offset projects, incentivizing afforestation.

### Future Plans

- Expansion of carbon markets to include private sector afforestation.
- Incentives for CSR-linked forestry projects.
- Integration of afforestation with livelihood, biodiversity, and climate resilience goals



Photo: Shekhar Ghosh

levels.

The government has launched the National Mission for a Green India, which aims to increase forest and tree cover, restore ecosystems, and enhance livelihoods. The Compensatory Afforestation Fund Management and Planning Authority (CAMPA) channels funds into forest restoration, while the recently introduced Carbon Credit Trading Scheme establishes the Indian Carbon Market, enabling offset mechanisms for voluntary climate projects. Future plans include expanding carbon markets, incentivizing private sector afforestation, and integrating CSR with national climate goals.

Net Zero is India's defining challenge and opportunity. The time to act is now. By aligning CSR with afforestation, organizations can transform climate

pledges into living forests, and citizens can turn awareness into action. Together, we can plant the seeds of a greener tomorrow and ensure that India's growth story is also a sustainability story.

India's Net Zero journey is not a solitary mission of government policy

or corporate pledges — it is a collective responsibility that demands synergy. The government has laid the foundation through ambitious schemes like the Green India Mission, CAMPA, and the Indian Carbon Market, while corporates have stepped forward with landmark afforestation



## CSR Opportunities for Organisations

Companies can design impactful CSR projects around:

- **Community-led afforestation:** Partnering with local communities to plant and maintain forests.
- **Urban greening:** Developing biodiversity parks and green belts in cities.
- **Agroforestry:** Integrating trees into farming systems to improve yields and sequester carbon.
- **Mangrove restoration:** Protecting coastal ecosystems while offsetting carbon.
- **Carbon offset partnerships:** Collaborating with NGOs and government programs to scale afforestation.

Such projects not only offset emissions but also strengthen brand reputation, stakeholder trust, and compliance with ESG frameworks.

projects that restore ecosystems and empower communities. Together, these efforts demonstrate that sustainability is no longer a choice but a necessity.

Yet, the road ahead requires more than scattered initiatives; it calls for scale, transparency, and purpose-driven collaboration. Afforestation must be seen not merely as tree planting, but as an investment in resilience, livelihoods, and the integrity of our environment. Every sapling nurtured today is a promise to future generations — a promise of cleaner air, fertile soil, and thriving biodiversity.

# TOP 100 CSR SPENDERS 2024-25

## India's Corporate Champions of Social Impact

In a time when corporate responsibility is more than a mandate — it's a movement — CSR TIMES proudly presents its exclusive research-based feature: **Top CSR Spenders**. This story is a tribute to the companies that are not just investing in business, but in India's future.

### Why This Matters

This feature is more than a ranking — it's a benchmark for transparency, intent, and impact. It celebrates companies that go beyond compliance to create lasting change in education, health, environment, livelihoods, and more.

### Methodology at a Glance

Our editorial and research teams reached out to CSR divisions across India via:

- Direct emails and newsletters
- Social media and magazine out-

- reach
- Follow-ups with corporate communications teams

### Disclaimer

This compilation is presented in no particular order. Some data is provided directly by companies; other entries are based on independent research. CSR TIMES maintains a neutral editorial stance and thanks all contributors for their support.

### We also analyzed:

- ROC filings and annual reports
- Sustainability disclosures
- Government CSR databases
- Verified public sources

### Featured Sectors

This edition of Top CSR Spenders includes organisations from:



### Call for Participation

If your organization isn't featured this time, we invite you to share your CSR figures and the stories behind them for our next edition. Let your impact be seen, measured, and celebrated.

- Manufacturing & Infrastructure
- Information Technology
- Energy & Utilities
- Banking, Finance & Insurance
- FMCG & Retail
- Healthcare & Pharma

### Here we go...

Alphabetically arranged list of organisations who have been featured in this edition of Top CSR Spenders:

S/n	Organisation	CSR Spend (In Cr)	Sector	Category
1	AADHAR HOUSING FINANCE LIMITED	₹10.07	BFI	Corporate
2	ADANI ENTERPRISES LIMITED	₹47.07	MFG	Corporate
3	ADANI TOTAL GAS LTD	₹15.50	MFG	Corporate
4	ADITYA BIRLA CAPITAL LIMITED	₹42.15	BFI	Corporate

5	AGEAS FEDERAL LIFE INSURANCE	₹2.12	BFI	Corporate
6	APOLLO TYRES LIMITED	₹19.99	MFG	Corporate
7	ASIAN PAINTS LTD.	₹109.26	MFG	Corporate
8	AXIS BANK LTD.	₹286.92	BFI	Corporate
9	BAJAJ AUTO LIMITED	₹23.58	MFG	Corporate
10	BAJAJ FINSERV LIMITED	₹257.50	BFI	Corporate
11	BHARAT COKING COAL LIMITED	₹23.55	E&U	PSU
12	BHARAT ELECTRONICS LIMITED	₹81.88	E&U	PSU
13	BHARAT HEAVY ELECTRICALS LIMITED	₹2.01	E&U	PSU
14	BHARAT PETROLEUM CORPORATION LIMITED	₹93.71	E&U	PSU
15	BRITANNIA INDUSTRIES LIMITED	₹50.33	MFG	Corporate
16	CENTRAL COALFIELDS LIMITED	₹62.26	E&U	PSU
17	CGI	₹11,844	IT	Corporate
18	CIPLA LIMITED	₹75.32	H&P	Corporate
19	COAL INDIA LIMITED	₹850.17	E&U	PSU
20	COLGATE PALMOLIVE (INDIA) LIMITED	₹33.67	FMCG	Corporate
21	CROMPTON GREAVES CONSUMER ELECTRICALS LIMITED	₹13.37	FMCG	Corporate
22	DLF LIMITED	₹9.40	INFRA	Corporate
23	DR. REDDY'S LABORATORIES	₹77.44	H&P	Corporate
24	ELECTRONICS CORPORATION OF INDIA LIMITED	₹9.12	E&U	PSU
25	ENGINEERS INDIA LIMITED	₹4.35	E&U	PSU
26	ESAB INDIA LIMITED	₹3.29	FMG	Corporate
27	EXL SERVICE (INDIA) PRIVATE LIMITED	₹8.03	IT	Corporate
28	GARDEN REACH SHIPBUILDERS & ENGINEERS LIMITED	₹6.95	MFG	PSU
29	GOA SHIPYARD LIMITED	₹4.84	MFG	PSU
30	GRASIM INDUSTRIES LIMITED	₹88.54	MFG	Corporate
31	HCL TECH	₹281.34	IT	Corporate
32	HDFC BANK LIMITED	₹1,068	BFI	Corporate
33	HERO MOTOCORP LIMITED	₹80.54	MFG	Corporate
34	HINDALCO INDUSTRIES LIMITED	₹64.33	MFG	Corporate
35	HINDUSTAN AERONAUTICS LIMITED	₹167	MFG	PSU
36	HINDUSTAN COPPER LIMITED	₹6.4	MFG	PSU
37	HINDUSTAN PETROLEUM CORPORATION LIMITED	₹87.35	E&U	PSU

38	HINDUSTAN UNILEVER LIMITED	₹254	FMCG	Corporate
39	HINDUSTAN UNILEVER LIMITED	₹254.02	FMCG	Corporate
40	HINDUSTAN URVARAK & RASAYAN LIMITED	₹11.24	E&U	PSU
41	HINDUSTAN ZINC LIMITED (HZL)	₹268.89	MFG	Corporate
42	HONDA INDIA FOUNDATION	₹47.23	MFG	Corporate
43	HOUSING AND URBAN DEVELOPMENT CORPORATION LIMITED	₹52.72	INFRA	PSU
44	HYUNDAI MOTOR INDIA LTD	₹120.61	MFG	Corporate
45	ICICI BANK LIMITED	₹8,00.93	BFI	Corporate
46	INDIAN OIL CORPORATION LIMITED	₹583.04	E&U	PSU
47	INFOSYS LIMITED	₹526.26	IT	Corporate
48	ITC LIMITED	₹461.50	MFG	Corporate
49	JINDAL STEEL LTD.	₹267.42	MFG	Corporate
50	JSW STEEL	₹189.27	MFG	Corporate
51	KOTAK MAHINDRA BANK LTD	₹241.20	BFI	Corporate
52	LARSEN & TOUBRO LIMITED	₹3.29	MFG	Corporate
53	LTIMINDTREE LIMITED	₹92.8	MFG	Corporate
54	LUPIN LIMITED	₹246.5	H&P	Corporate
55	MAHINDRA AND MAHINDRA LIMITED	₹152.36	MFG	Corporate
56	MANGANESE ORE (INDIA) LIMITED	₹15.26	E&U	PSU
57	MARICO LIMITED	₹25.13	MFG	Corporate
58	MARUTI SUZUKI INDIA LTD.	₹158.47	MFG	Corporate
59	METAL SCRAP TRADE CORPORATION LIMITED	₹481	MFG	PSU
60	METALLURGICAL & ENGINEERING CONSULTANTS (INDIA) LIMITED	₹1.4	MFG	PSU
61	MISHRA DHATU NIGAM LIMITED ( MIDHANI)	₹3.99	MFG	PSU
62	MUTHOOT FINANCE LTD	₹102.9	BFI	Corporate
63	NATIONAL ALUMINIUM COMPANY LIMITED (NALCO)	₹61.30	MFG	PSU
64	NATIONAL HYDROELECTRIC POWER CORPORATION	₹167.93	E&U	PSU
65	NATIONAL MINERAL DEVELOPMENT CORPORATION LIMITED	₹191.14	E&U	PSU
66	NATIONAL MINERAL DEVELOPMENT CORPORATION LIMITED	₹191.14	E&U	PSU
67	NATIONAL THERMAL POWER CORPORATION LIMITED	₹450.72	E&U	PSU
68	NESTLÉ INDIA LTD.	₹76.62	FMCG	Corporate
69	NEYVELI LIGNITE CORPORATION INDIA LIMITED	₹110.79	MFG	PSU

70	NORTH EASTERN ELECTRIC POWER CORPORATION LIMITED	₹11.77	E&U	PSU
71	NORTHERN COALFIELDS LIMITED	₹192.19	E&U	PSU
72	OIL AND NATURAL GAS CORPORATION LIMITED	₹929	E&U	PSU
73	OIL INDIA LIMITED	₹129.53	E&U	PSU
74	PETRONET LNG LTD	₹90.03	E&U	Corporate
75	PIDILITE INDUSTRIES LIMITED	₹50.94	MFG	Corporate
76	POWER FINANCE CORPORATION LIMITED	₹270.28	BFI	PSU
77	POWER GRID CORPORATION OF INDIA LIMITED	₹360.19	E&U	PSU
78	RAILTEL CORPORATION OF INDIA LIMITED	₹2.72	MFG	PSU
79	RASHTRIYA CHEMICAL FERTILIZERS LIMITED	₹16.14	MFG	PSU
80	REC LTD	₹288	MFG	PSU
81	RELIANCE INDUSTRIES LIMITED	₹2,156	MFG	Corporate
82	RELIANCE JIO INFOCOMM LIMITED	₹483	MFG	Corporate
83	SATLUJ JAL VIDYUT NIGAM LIMITED	₹31	E&U	PSU
84	STATE BANK OF INDIA	₹610.77	BFI	PSU
85	STEEL AUTHORITY OF INDIA LIMITED	₹137.63	MFG	PSU
86	SUN PHARMACEUTICAL INDUSTRIES LTD.	₹508.3	H&P	Corporate
87	TATA CONSULTANCY SERVICES LIMITED	₹960	IT	Corporate
88	TATA CONSUMER PRODUCTS LIMITED	₹21.67	FMCG	Corporate
89	TATA MOTORS LIMITED	₹26.31	MFG	Corporate
90	TATA POWER COMPANY LTD	₹13.96	E&U	Corporate
91	TATA STEEL	₹585	MFG	Corporate
92	TECH MAHINDRA	₹95.44	IT	Corporate
93	THDC INDIA LIMITED	₹21.9	E&U	PSU
94	TITAN COMPANY LIMITED	₹80	MFG	Corporate
95	ULTRATECH CEMENT LIMITED	₹165	MFG	Corporate
96	VA TECH WABAG LIMITED	₹35.73	IT	Corporate
97	VEDANTA LIMITED	₹123	MFG	Corporate
98	VOLTAS LIMITED	₹10.05	FMCG	Corporate
99	WIPRO LTD.	₹202.6	IT	Corporate
100	YES BANK	₹23	BFI	Corporate

Key: BFI - Banking Finand & Investment; MFG - Manufacturing; E&U - Energy & Utilities; H&P - Healthcare & Pharmaceuticals; INFRA - Infrastructure; IT - Info-Tech

# CSR's Next Act (2025): From Compliance to Conscience to Collective Good

**C**orporate Social Responsibility (CSR) is like the proverbial elephant – vast, multidimensional, and perceived differently by each observer. Environmentalists view it through the lens of **climate action and planetary balance**; social activists see it as a **tool for justice and inclusion**; policymakers interpret it in terms of **governance, ethics, and accountability**; international institutions associate it with **peace, cooperation, and global solidarity**; while businesses relate it to **prosperity and inclusive growth**. Each perspective is partial, yet together they reveal the true essence of CSR: a collective commitment to create value for people, planet, and society. No single view is absolute; it is in the convergence of these perspectives that the spirit of responsible business truly emerges.

## Years (2014-15 to 2017-18)

When CSR became mandatory under Section 135 of the Companies Act, 2013, India's companies collectively spent about **₹10,064 crores in the very first year, 2014-15**. What began as a cautious compliance exercise has, over twelve years, evolved into a sizable parallel stream of social investment.

## Phase 1 – The Take-off

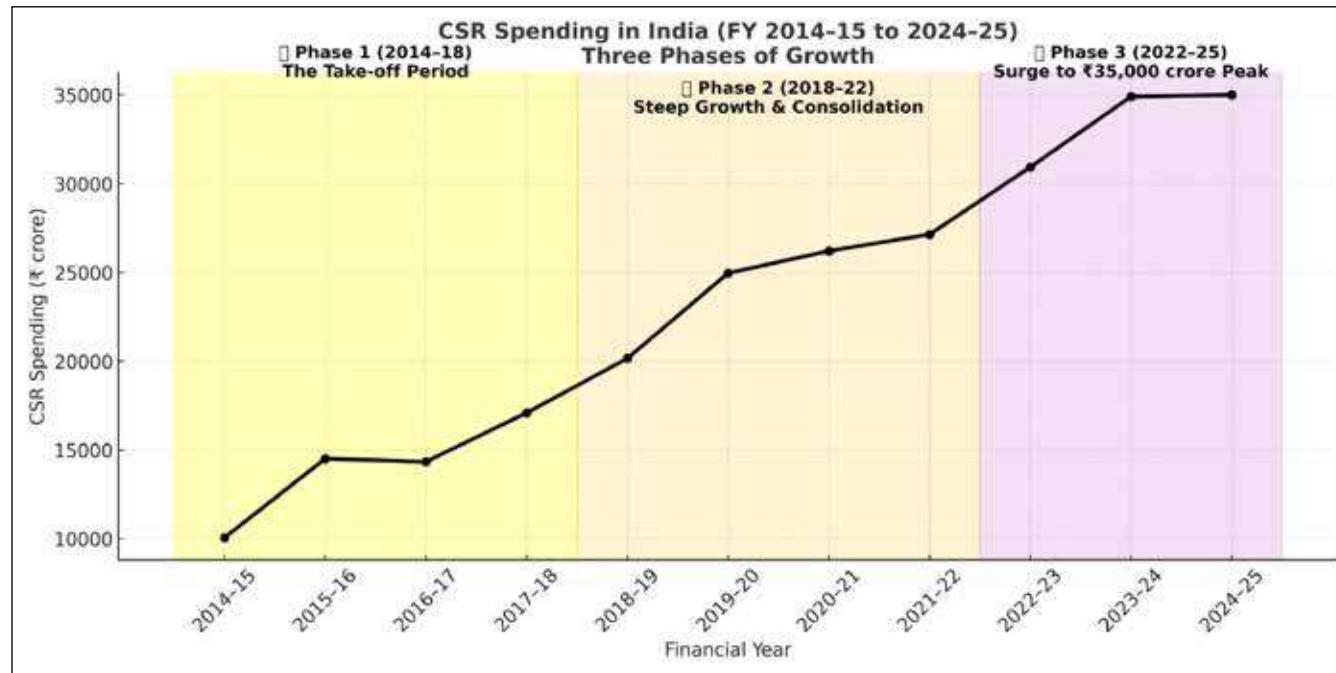


DR. K. K. UPADHYAY



DR. K. K. UPADHYAY

DR.



Source: MCA- National CSR Portal. Please note Spending for 2024-25 is based on estimates.

with time shaped by terrain, season, and the needs of those it nourishes, the flow of CSR in India has continually evolved, adapting to new realities and expectations. When **Section 135 of the Companies Act, 2013** first came into force in 2014, its intent was participatory, not punitive. The government invited companies to join hands in inclusive development, trusting transparency to drive responsibility. The initial phase was aptly described as "**Name or Shame**" firms disclosed their CSR policies and spending in the public domain, and visibility itself became a moral nudge.

By 2019, the current deepened. CSR moved from the periphery of communication to the heart of corporate deliberation under the "**Comply or Explain**" framework, where companies that fell short of the 2 % mandate had to justify their reasons in board reports. This

**In 2021, the river gathered force. The law became "Comply or Pay Penalty," marking CSR's transition from moral persuasion to managerial accountability.**

was when CSR truly entered the boardroom not as an act of charity, but as a matter of governance.

In 2021, the river gathered force. The law became "**Comply or Pay Penalty**," marking CSR's transition from moral persuasion to

managerial accountability. Unspent funds were now required to be transferred to designated accounts or attract penalties, signalling that corporate responsibility had matured into a statutory discipline. While many companies rose to this challenge, others struggled. According to the *India CSR Outlook Report 2024* (CSRBOX), of 301 large listed companies, nearly half (48 %) spent less than the prescribed amount, and 68 reported unspent funds, citing partner identification issues, project delays, and staffing constraints.

Through these tides of change, the spirit of CSR has not been lost, it has found new depth. What began as voluntary goodwill has transformed into a structured partnership for national progress. The journey from "**Name or Shame**" to "**Comply or Explain**" to "**Comply or Pay**" mirrors India's own evolution from

intent to institution, from empathy to efficiency. Today, CSR flows not as a tributary of goodwill but as a mainstream current of governance, aligning corporate purpose with the nation's larger aspiration of *Viksit Bharat 2047*.

### Emerging Directions in CSR Practice

A decade into India's CSR journey, the narrative has shifted from compliance to conscience, and now toward coherence where purpose, performance, and policy increasingly align. Over time, CSR has matured from fragmented philanthropy into a strategic pillar of nation building. Corporates now design multi-year, impact-driven programmes in education, health, livelihoods, and the environment, viewing them as long-term social investments rather than annual obligations. Education remains the anchor, yet with a forward-looking lens on employability and digital skills. Healthcare is expanding beyond hospitals to preventive and mental health, and environmental stewardship once peripheral has moved to the centre of corporate action.

The scale and ambition of CSR in India are expanding rapidly. With the corporate sector's profitability rising and compliance tightening, annual CSR spending is projected to cross **₹1,00,000 crores** within the next few years positioning CSR as one of the largest organised development funding streams outside the government. This quantum shift demands strategic depth and institutional rigour. Tier-II and Tier-III towns are emerging as new CSR frontiers, and implementation is

## Emerging Trends in CSR Practice



**Education** remains the anchor, nurturing tomorrow's workforce and bridging socio-economic divides.



**Healthcare** spending has surged, especially in Tier II and Tier III towns



**Environment-focused CSR** is on the rise—corporates are investing in clean energy, water conservation, and carbon neutrality



**Collaborations** between companies, NGOs, and government-linked agencies are increasing, with growing emphasis on impact assessment and

increasingly professionalised through corporate foundations, universities, hospitals, and social enterprises. As highlighted by *Sattva Consulting's 2025 analysis*, CSR and ESG priorities are steadily converging, with companies

**A decade into India's CSR journey, the narrative has shifted from compliance to conscience, and now toward coherence where purpose, performance, and policy increasingly align.**

merely in the magnitude of spending but in the maturity of intent in how India's corporations internalise their social role as long-term partners in the journey toward *Viksit Bharat 2047*.

### The Bigger Picture

India's CSR is no longer about how much is spent, but how meaningfully it is aligned with purpose, people, and performance. The next decade will belong to intent-led, data-driven CSR that builds ecosystems, not just projects. India's CSR landscape has matured into a **strategic instrument for nation-building**; one that combines *corporate intent with social innovation*. What began in 2014 as a legal obligation has evolved into a moral movement. CSR today is not merely about how much companies give, but **how meaningfully they engage**.

*"When business becomes a bridge between profit and purpose, CSR transforms from a line item in balance sheets to a lifeline for society."*

# Waste to Wealth: Redefining the Future of Sustainability



(RETD.) AIR MARSHAL VPS RANA

The issue of waste generation has emerged as a critical challenge in today's society, necessitating a comprehensive understanding of its magnitude and the urgent need for sustainable waste management. With the increasing population, urbanisation, and industrialisation, the volume of waste generated has reached unprecedented levels, resulting in severe environmental, health, and socio-economic consequences. The world generates over 2 billion tonnes of municipal solid waste annually, most of which is not managed in an environmentally friendly manner. Overflowing landfills, polluted rivers, and plastic-choked oceans are daily reminders of humanity's growing footprint and agonising depletion and pollution of resources. In India, almost 69 million tonnes of waste is created annually, out of which only approxi-

mately 14 tonnes of waste is treated. This is likely to increase to 165 million tonnes annually in the coming decade. Yet, amid this grim reality, a powerful idea of "Waste to Wealth" is emerging. Around the world, innovative minds are proving that sustainability can also mean profitability, environmental stewardship can drive economic growth, and garbage can be converted into huge wealth.

## Waste to Wealth: A New Economic Revolution

The "Waste to Wealth" approach is transforming cities and industries alike. Instead of viewing waste as an end, it treats it as the beginning of something new, a raw material, an opportunity, a resource. Governments, entrepreneurs, and communities are discovering that what we throw away can, in fact, become the cornerstone

of a cleaner and more prosperous future. India offers some of the most compelling examples of this transformation. The city of Indore, repeatedly hailed as India's cleanest, has turned waste management into an art and a business. Through strict segregation at source, composting of organic waste, and recycling of plastics, Indore now operates with near-zero landfill use. Organic waste becomes compost for farmers, while non-biodegradable waste is repurposed as fuel for cement factories. What once cost the city crores to manage now generates revenue, a shining example of how environmental vision can yield economic gain. With a multi-pronged approach of citizen participation, strict monitoring, and public policy, the IMC successfully manages in excess of 1000 metric tons of waste daily, with a 95% waste recovery rate. The IMC now generates revenue through products like bio-CNG from wet waste, and also sells the segregated dry waste and compost. Indore's transformation through an integrated approach into a clean, sustainable city serves as an inspiration.

Meanwhile, rural India is also witnessing its own revolution through the Gobar-Dhan (Galvanising Organic Bio-Agro Resources Dhan) scheme. Villages across the country are converting cow dung and agricultural residue into biogas and



Landfills: The Eyesore and Environmental Challenge Across the Cities



Indore Model of Waste Management: Image Credit EARTH5R

organic manure. This clean energy fuels homes, enriches soil, and provides farmers with an additional income stream, a perfect marriage of ecology and economy. One of the most promising and unique initiatives in this regard is by the Sri Sri Rural Development Programme Trust of Art of Living, which is preparing bio paint out of cow dung. The paint has all the shine and quality of a chemical paint without the typical paint odour and toxicity. The trust has started making the **Gaudhan Paint** at the commercial level and produces an entire range of construction-related paints in a highly sustainable manner. This initiative has tremendous potential to change the rural economy and reduce carbon footprint.

## Municipal Waste and Innovative Technologies

The biggest challenge the world faces today is the municipal waste, its transportation and huge landfills that contaminate the soil and groundwater. To manage this waste in an environmentally friendly manner is a new technology of thermal treatment

through 'Integrated Thermolysing and Calcination'. In this process, the Municipal Solid Waste (MSW) is converted into RDF Fluff through a Thermolyzer without segregation at an elevated temperature of 151 degrees. This fluff is further either processed into charcoal through advanced calcination torrefaction at 700-800 degrees Celsius or into electricity by RDF gasification and steam-based turbine. The same electricity can be used to run the MSW plants. Since this



plant can be put at the source itself, the transportation cost to landfill can be saved, and there would be no landfills if such treatment is put in place. Besides creating wealth, this will also fulfil the ever-increasing energy demand.

Many other thermochemical techniques are promising and sustainable for converting diverse waste materials into valuable products. These include Hydrothermal Liquefaction (HTL), which uses high temperature and high pressure to convert wet biomass like sewage sludge and agricultural residue into valuable energy-dense products. Another such technique is Hydrothermal Carbonisation (HTC), which converts organic waste into hydrochar. Pyrolysis is another technique that uses extremely high temperatures (400-800 degrees) to convert biomass and waste into biochar, bio-oil and bio-gas.

The industrial sector is also



discovering the hidden value in its by-products. Tata Steel, for instance, has pioneered the reuse of slag, a byproduct of steelmaking, to manufacture construction materials such as tiles and pavers. This innovation not only minimises waste but also reduces dependence on natural resources. Similarly, cement giants like ACC and UltraTech are using fly ash from thermal power plants to make blended cement, cutting emissions and costs at the same time.

### The Plastic Paradox

Few materials illustrate the waste problem as vividly as plastic. Durable and cheap, yet devastating to ecosystems, plastics pose a global challenge. The accumulation of plastic waste in oceans has garnered significant attention due to its detrimental effects on marine life and ecosystems. The problem of waste generation extends beyond environmental concerns, impacting society and the economy.

In Tamil Nadu, Professor R. Vasudevan, affectionately known as India's "Plastic Man," developed an ingenious technique to use shredded plastic waste in road construction. His method not only strengthens roads but also reduces plastic pollution, turning a problem material into a national asset. Startups are joining this movement with cutting-edge technology. Banyan Nation, for example, uses data analytics and advanced sorting methods to produce high-quality recycled plastics, which major brands now use in their packaging. Such ventures are closing the loop on plastic



Healing Himalayas' Cleanliness Drive: Image Courtesy NDTV.Com

use and proving that recycling can be both high-tech and high-impact.

A large number of NGOs are working in the field of getting the Earth rid of plastic pollution. One such NGO is 'Healing Himalayas', who undertake

cleanliness drives through organised treks of volunteers to collect the garbage, mainly plastic, strewn by the trekkers and tourists all over the Himalayas. They have done over 1000 such drives and have collected over 1700 tonnes of waste. The collected waste is then stored in Material Recovery Facilities and recycled, which employs many. In Pune, the SWaCH Cooperative, a self-managed group of waste pickers, has

also empowers some of the city's most marginalized communities, proving that the "waste to wealth" journey can be both ecological and social.

### Global Lessons in Circular Innovation

The "Waste to Wealth" movement isn't confined to India. Across the world, countries are redefining waste as opportunity. In Sweden, less than 1% of household waste ends up in landfills. The rest is recycled or used to generate energy. So successful is their model that Sweden actually imports waste from neighbouring countries to power its waste-to-energy plants, an almost paradoxical but inspiring reality. In Kenya, social entrepreneur Nzambi Matee and her company Gjenge Makers transform plastic waste into colourful, durable paving bricks. Her innovation not only reduces waste but also provides employment and affordable building materials, turning discarded plastic into a foundation, quite literally, for a better future.

### The Road Ahead

"Waste to Wealth" is more than an environmental initiative; it's a mindset, one that reimagines waste as potential, not pollution. It reminds us that in nature, nothing truly goes to waste; everything transforms, renews, and reinvents itself. Humanity, too, must learn to mirror that cycle. The journey from waste to wealth is not just about managing garbage; it's about redesigning and redefining the future. If we can turn our waste into wealth, we can turn our challenges into change, and our dreams of sustainability into a living, breathing reality.

# TRANSFORMING LIVES AND ADVANCING URBAN DEVELOPMENT

## AVAADA FOUNDATION

### Walking Beside Villages, Until They Walk on Their Own

Few organizations embrace entire villages the way Avaada Foundation does — working, learning, and growing alongside communities until they become self-sufficient. From tribal hamlets to remote Himalayan settlements, Avaada's holistic model weaves together education, health, livelihood, environment, and culture to create ecosystems of change.

Rooted in the spirit of Seva, not CSR, Avaada believes transformation begins where compassion meets commitment.

### Sports, Spirit, and Holistic Growth

The Foundation has developed sports systems power schools, community grounds, conducted sports programs, and organized marathons that promote teamwork, health, and self-belief. Children in urban slums are trained in chess, archery, and athletics, discovering discipline and direction. Summer camps, excursions, and cultural fests nurture



method. These dense forests foster biodiversity, cool micro-climates, and serve as carbon sinks.

The Foundation's "Hug a Tree" campaign rewards communities for nurturing saplings for three years, creating a sense of ownership and long-term stewardship.

Its solar micro-grids and rooftop systems power schools, community centers, and health units with clean energy — enabling 12 hours of reliable electricity in off-grid villages. Streetlights illuminate pathways for women and children, proving that sustainability can be both green and humane.

### A Green Revolution: Powering Progress with Purpose

With more than 1,75,000+ trees planted and nurtured, Avaada has turned barren landscapes into thriving green zones using the Miyawaki afforestation

### Sustainability. Scalability. Replicability.

Each Avaada foundation initiative follows a seven-phase CSR implementation model, starting with deep socio-economic research and culminating in measurable impact.

Its projects are modular and replicable — what begins in one village scales effortlessly to others. Partnerships with over 17 NGOs and government programs such as NRLM and Ayushman Bharat multiply reach and effectiveness.

By empowering communities with knowledge, capacity, and ownership, Avaada ensures sustainability long after project completion.

### The Avaada Ethos: Seva with Science

Guided by the Vedic concept of Bhuta Rina — the debt to nature and society — Avaada Foundation blends ancient wisdom with modern innovation.

From school renovation and health care, to green zones, ambulances, buses, and digital classrooms, every initiative reflects a singular vision — to make progress inclusive, equitable, and enduring.

*"Each child educated, each woman empowered, each tree nurtured, and each life uplifted is a step toward a self-reliant India."*

Avaada Foundation stands today as a living testament that when service meets science and compassion meets innovation; transformation is not an event — it's a way of life.

# 27-Kilometre Metro Pledge: A Daily Choice to Save the Environment



DR. KULDEEP SINGH

**A personal story of choosing civic responsibility over private comfort — and how one commute can shape a greener Delhi.**

I still remember Delhi in 1985 — a city where mornings began with dew on the grass, not dust in the air. I'd start my day with a walk in the neighborhood park, under bodhi trees, breathing freely, watching squirrels dart across paths and children play without masks. The air was clean, the skyline visible, and pollution was a distant worry.

Fast forward to 2025: I wake up early, still committed to my morning walk, but now I check the AQI before stepping out — today it reads 351, marked *very poor*. The sun rises behind a veil of smog, and every breath feels like a compromise. I am saddened. This isn't the Delhi I knew. It's a city gasping — and it's a wake-up call for every informed citizen.

Before returning to Delhi, I spent two years near Varanasi, leading children's programs and living close to nature. The air was pure, the silence healing, and every breath felt like a gift. That experience grounded me — it taught me that environmental health isn't a luxury, it's a necessity. It was there I realized that clean air isn't a privilege — it's a right we've forgotten to protect. So when I came back to Delhi and felt the pollution in my lungs and conscience, I knew I couldn't ignore it.

At the intersection of personal comfort and civic responsibility, I made



a radical decision: I sold my car.

My one-way commute is 27 kilometers. Not short. Not easy. But I made a pledge: I would no longer contribute to the emissions choking my city. I chose public transport — metro, buses, shared rides — not for convenience, but for climate

responsibility.

And surprisingly, it worked. What used to be 90 minutes of crawling through traffic became a predictable, efficient ride. No jams. No stress. Just movement. The Delhi Metro became my lifeline — not just for mobility, but for meaning.

## Metro vs Mileage: The Climate Math

Transportation contributes nearly 20% of global CO<sub>2</sub> emissions. In cities like Delhi, private vehicles are a major source of pollution. A petrol car emits about 2.3 kg of CO<sub>2</sub> per litre — adding up to over 1.5 tonnes annually for a daily 20–30 km commute.

Metro travel slashes those emissions by up to 90%. One study estimates that



switching to mass transit can reduce 0.8–1.2 tonnes of CO<sub>2</sub> per commuter per year. If just 10% of Delhi's car users made the switch, it would be equivalent to planting 8 million trees annually.

This isn't a distant crisis. It's the breath we take, the choices we make.

## From Carbon Footprint to Climate Footprint

My decision wasn't just about emissions. It was about reclaiming my role as a responsible citizen. We've normalized comfort at the cost of community. But who pays the price?

- Children with weakened lungs
- Informal workers exposed to roadside toxins
- Elderly people with cardiac conditions
- Families living near congested corridors

This is where SDG 13 — *Climate Action* — becomes personal. SDG 11 — *Sustainable Cities and Communities* — reminds us that urban resilience begins with citizen choices. And SDG 3 — *Good Health and Well-being* — is impossible without clean air.

As Jane Goodall said: "You cannot get through a single day without having an impact on the world around you."

## Greener Mobility: The Most Direct Climate Action

Transportation is one of the most immediate climate actions individuals can take. Greener mobility cuts emissions, reduces toxins, saves lives, and shifts culture.

India is already feeling the heat — literally. Rising temperatures, erratic rainfall, falling water tables, and crop



failures are no longer warnings. They're realities. Experts warn of a 5% GDP loss annually by 2050 if climate action lags.

But we are not powerless. Every kilometre we travel, every watt we consume, every product we choose — they shape our shared future.

Three years without a car have simplified my life. My expenses are down. My stress is lower. And every metro ride reminds me: I'm contributing, not consuming blindly.

This isn't about sacrifice. It's about ownership.

## Climate Responsibility: A Daily Practice

Climate action isn't a corporate statement. It's not an NGO slogan. It's not a trending hashtag. It's a personal responsibility — lived daily, one choice at a time.

My 27-km commute is no longer just a journey. It's a statement. A practice. A promise.

I'm proud that a simple decision — repeated every day — can protect the planet, inspire others, and improve my own life. Climate responsibility is no longer abstract. It's a lived reality.

Every commuter has the power to

choose differently. Each train ride, bus journey, and step walked can shape a more sustainable, equitable future.

For me, the metro isn't just how I get to work — it's how I show up for the planet.

## Green Delhi: Not a Dream, But a Decision

I wish to see a Green Delhi — not just in parks and policies, but in the air we breathe, the choices we make, and the lives we protect.

Green Delhi is not a dream. It's a decision — repeated daily, by all of us.

## A Personal Appeal to Fellow Citizens

If you're reading this, you're already informed. But information without empathy is incomplete. Let today's AQI be more than a headline — let it be a call to conscience. Let's not wait for policy to catch up. Let's lead with practice.

Mother Nature is pleading — not with words, but with smog, heatwaves, and floods. She's asking us to walk lighter, breathe cleaner, and live wiser.

So I ask you: *What will your next commute say about your climate commitment?*

# A JOURNEY OF RESILIENCE, HOPE AND TRANSFORMATION

## Prayas Celebrates 37 Years of Impact

Prayas marked its 37th Foundation Day with a deeply inspiring celebration at the Stein Auditorium, India Habitat Centre, Delhi, bringing together leaders from government, policing, civil society, arts, and social development. What made the evening truly special was not only the presence of dignitaries such as acclaimed actor Randeep Hooda, former Police Commissioner Raja Vijay Karan, legal luminary Salman Khurshid, and Dr. Kalyan Sachdeva, but the powerful expression of innocence, talent, and resilience displayed by Prayas' children.

The ceremony began with a warm welcome by Dr. Kalyan Sachdeva, Vice President of Prayas, who traced the organization's remarkable journey since its establishment in 1988. He described Prayas as a "full-grown tree today," nurtured by the vision of early leaders like Raja Vijay Karan and Mr. Amod Kanth, its Founder and Mentor.

A defining moment of the evening was the felicitation of Raja Vijay Karan, the first Founder President of Prayas, recognized for his pioneering leadership in shaping the organization's identity and mission. Speaking on the occasion, Mr. Amod Kanth reflected on Prayas' evolution into a national movement for child rights, juvenile justice, rehabilitation, education, and community upliftment. He credited Prayas' growth to the collective support



of visionary leaders and the perseverance of its children and co-workers.

Randeep Hooda, Patron Ambassador of Prayas, received a heartfelt welcome from the children, who see him as a source of warmth and encouragement. Commending their spirited performances, he urged them to continue nurturing their dreams with confidence and dedication. His presence added both glamour and genuine emotional resonance to the celebration.

Adding to the significance of the event, former Union Minister and senior advocate Salman Khurshid applauded the children for their confidence and talent while congratulating Prayas for its unwavering commitment over the decades.

Over 37 years, Prayas has expanded its footprint across 12 States/UTs, directly supporting nearly 50,000 vulnerable individuals every day through its

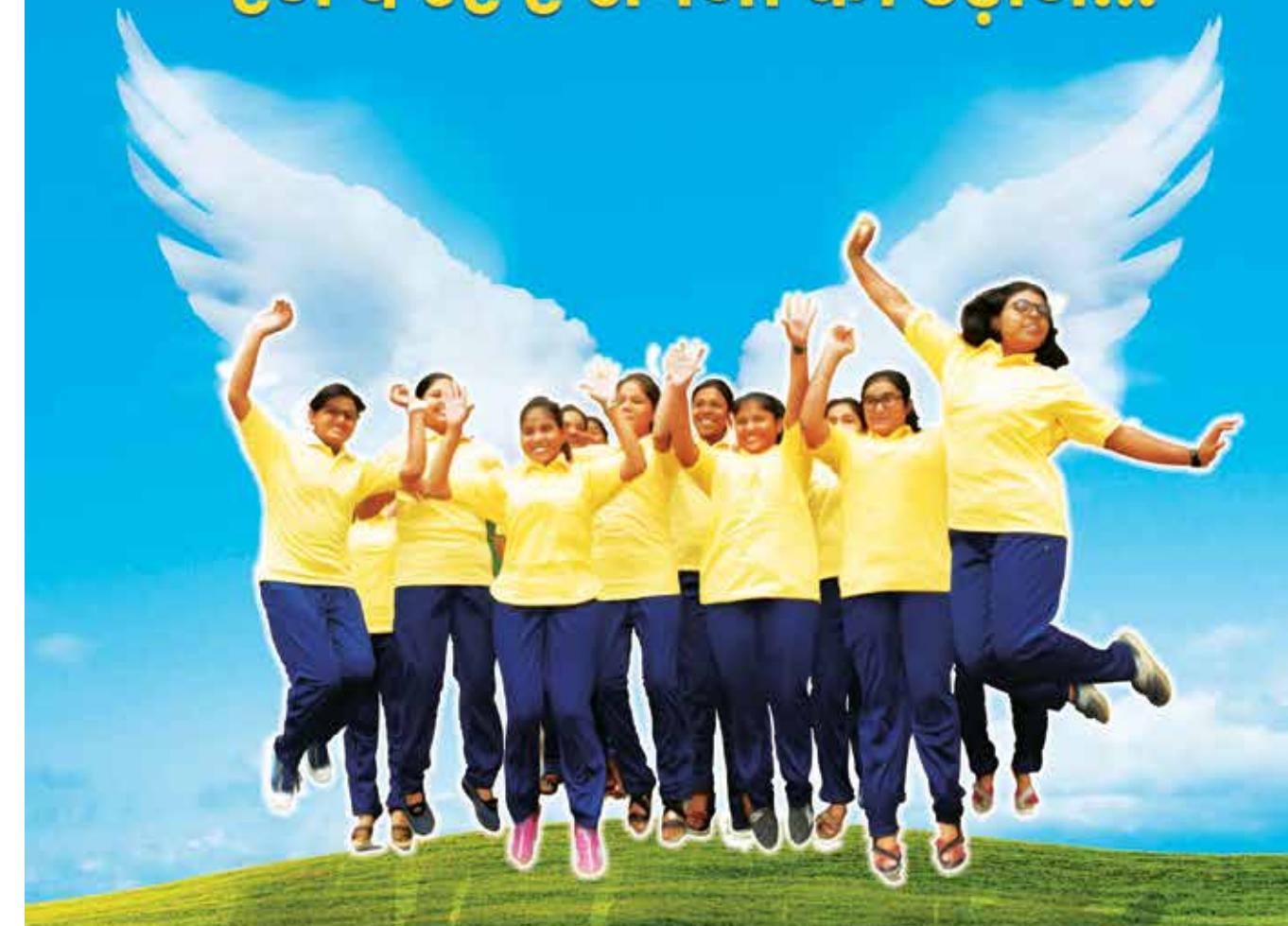
diverse initiatives in education, skilling, child protection, health, nutrition, and crisis intervention. With 789 dedicated co-workers, Prayas has become a vital force for those whom mainstream systems often overlook.

The cultural performances by Prayas children centered on themes like social justice, women's empowerment, environmental protection, and unity were the heart of the celebration. Outstanding achievers were later honored by dignitaries including Mr. Khurshid, Prof. Sonjoy Roy, Mr. Gyanendra Srivastava, Ms. Rashmi Singh, and others.

As Prayas celebrates 37 years of service, the Foundation Day stood as a powerful reaffirmation of its mission: to protect every child, empower every youth, and uplift every marginalized community with dignity, opportunity, and hope.



## ਹਮ ਦੇ ਰਹੇ ਹੈਂ ਸਾਪਨੋਂ ਕੋ ਤੜਾਨ...



ਸਤਤ ਕੋਯਲਾ ਖਨਨ



ਤਕ੍ਰਿਅਤ ਪਾਰਿਵਾਰਿਕ ਪ੍ਰਬੰਧਨ



ਸੌਰ ਪਾਰਿਵਾਰਿਕ ਪ੍ਰਬੰਧਨ

• ਵਿਸ਼ਵ ਕੀ ਸਾਬਕੇ ਬੜੀ ਕੋਯਲਾ ਉਤਪਾਦਕ ਕੰਪਨੀ • ਤਕ੍ਰਿਅਤ ਕੀ ਆਰ ਬਢਤੇ ਕਦਮ...

# Driving the Transition to a Sustainable Future



DR. SOMNATH SINGH



The global climate crisis has moved far beyond scientific projections and is now an undeniable reality affecting societies and economies across continents. Extreme weather events, rapid biodiversity loss, resource scarcity, and rising temperatures are reshaping how businesses operate and how communities survive. In this environment, the corporate sector finds itself at a defining moment. Companies are not only part of the climate challenge but also central to the solution. Corporate climate commitment has therefore evolved from being a voluntary gesture to a strategic necessity—one that influences investments, consumer expectations, supply chain stability, and long-term resilience.

Forward-thinking organizations today understand that climate responsibility is not a financial burden but an opportunity to innovate and grow. Businesses that integrate sustainability into their core operations are attracting responsible investors, entering emerging green markets, and gaining the trust of consumers who increasingly associate brand value with environmental leadership. Corporate climate commitment now encompasses reducing greenhouse gas emissions, improving energy efficiency, investing in clean technologies, adopting circular economy models, and ensuring stronger climate governance and disclosures. These efforts reflect the broader recognition that climate

stability underpins business continuity and long-term development.

The business case for climate leadership is stronger than ever. Global research warns that continued climate inaction could cost the world trillions of dollars through disrupted supply chains, infrastructure damage, productivity loss, and food system instability. Conversely, transitioning to a green economy could create millions of jobs across renewable energy, climate-smart agriculture, sustainable mobility, and advanced digital solutions. For companies, strong climate action supports risk management by protecting operations from heatwaves, floods, and resource shortages that can halt production. It also enhances investor confidence at a time when ESG considerations are central to lending and investment decisions. Climate leadership further drives innovation, prompting industries to redesign products, optimize resource use, and harness digital tools that reduce emissions. These steps help organizations maintain a competitive edge while preparing for more stringent climate regulations.

Across sectors, companies are adopting comprehensive climate initiatives that are shaping the global transition to a low-carbon pathway. **Science-based targets aligned with**

**the Paris Agreement** are becoming the benchmark for credible emissions reductions. Large corporations are rapidly expanding renewable energy adoption through power purchase agreements, rooftop solar integration, and on-site wind and green hydrogen projects. Circular economy approaches are reducing waste, extending product life cycles, and minimizing dependency on virgin resources. Businesses are strengthening supply chain sustainability through responsible sourcing, supplier outreach, and carbon accounting. Financial institutions are supporting this shift through green bonds, sustainability-linked loans, and climate-focused investment funds. At the same time, digital technologies—AI, IoT-driven monitoring, and blockchain—are enabling real-time carbon tracking, energy optimization, and greater operational transparency.

India's climate commitment landscape has also been rapidly evolving, positioning the country as an influential player in global climate governance. India has pledged to achieve **Net-Zero by 2070**, reduce emissions intensity by **45% by 2030**, and source **50% of its electricity from renewable energy**. Major national missions—including the Green Hydrogen Mission, large-scale solar and wind expansion, sustainable mobility initiatives, and strengthened ESG compliance frameworks—are driving robust corporate action. Indian industries across manufacturing, healthcare, IT, infrastructure, and logistics are increasingly adopting science-based targets, renewable

energy solutions, circular business models, and digital climate tools. The strong alignment between national policy, corporate ambition, and societal expectations has positioned India as a leading force in climate innovation and responsible industry transition in the Global South.

As we look ahead, the next decade represents a crucial window for accelerating climate action. Advancing corporate climate commitment requires embedding sustainability into core business strategy, board governance, investment planning, and

ISSB will further strengthen credibility and investor trust. Collaboration among governments, civil society, academia, MSMEs, and youth networks will be essential to scale climate action and ensure widespread awareness.

Ultimately, corporate climate commitment is not just an environmental obligation—it is a defining leadership imperative that will shape the future of business and society. Companies that embrace sustainability today will help build a greener, more resilient, and more



equitable world tomorrow. As India and the global community move toward climate-resilient development, the corporate sector will remain central in driving innovation, influencing policy, and mobilizing collective action. By championing climate responsibility, businesses are securing their own future while contributing to a sustainable and prosperous future for all.

## BRINGING SPORTS CLOSER TO COMMUNITIES

Sansad Khel Mahotsav is a sports and fitness festival aimed at promoting a sporting culture and leadership among youth. A key objective is to bring the community together through sports and fitness and promoting **Fit India Movement** and **Khelo India Mission**. The festival features a three-level competition, including games at the village, block/ward, and parliamentary constituency levels, organized under the guidance of Members of Parliament (MPs) within their respective constituencies, serving as a localized platform for identifying and nurturing sporting talent while encouraging youth participation in physical and recreational activities.

- **Start Date:** August 28, 2025
- **End Date:** December 24, 2025
- **Grand Finale:** December 25,



Photo: PIB



2025 (in some constituencies)

Launched in 2022, the Sansad Khel Mahotsav was conceptualized to bring sports closer to communities, especially in rural and semi-urban areas, where access to organized sporting events is often limited. Sansad Khel Mahotsav stands to identify grassroots talent, encourage mass participation, and promote healthy lifestyles. Moreover, the initiative plays a crucial role in bridging the urban-rural divide in sports infrastructure

and opportunities. Many young athletes in rural areas lack platforms to showcase their abilities; and this platform serves as a steppingstone for them to move up to district, state, and national-level competitions.

Each Member of Parliament is encouraged to organize the Sansad Khel Mahotsav in their constituency. The event usually spans **7 to 10 days** and includes a wide variety of sporting disciplines such as athletics, kabaddi, volleyball, football, kho-kho, badminton, wrestling, and cricket, depending on local interests and infrastructure. The event also includes fun activities like tug of war, lemon spoon race, and sack races to invite wider participation. Apart from competitive sports, the festival often includes cultural events, yoga sessions, awareness drives on nutrition and fitness, and interactive sessions on the importance of sports in holistic development. Winners from the Mahotsav are often recommended for further training under schemes like **Khelo India** or linked to district sports authorities for continued support.

The Sansad Khel Mahotsav has significantly contributed to reviving India's traditional sports and games while creating enthusiasm for modern athletic disciplines. By transforming each constituency into a mini sporting hub, the Mahotsav is shaping India's sports ecosystem from the bottom up. It represents a model of "**Sports for All, Development for All**", reinforcing the idea that true sporting excellence begins at the grassroots.

## INDIA'S SPORTING RENAISSANCE

MAANISA DAS



Photo: International Cricket Council (ICC)

India's win at ICC Women's world cup has sparked a new spirit for women's participation in sports and the nation's sporting consciousness. Amongst recent wins include 2025 Asia Cup (Hockey), the Indian men's hockey team beat South Korea 4-1 in the final to lift the title after an eight-year gap. Amongst recent wins include the 2025 Asia Cup (Hockey), where the Indian men's hockey team beat South Korea 4-1 in the final to lift the title. At the 2024 Summer Olympics in Paris, India secured six medals (1 silver, 5 bronze) including a silver by Neeraj Chopra in javelin and Indian shooter Manu Bhaker claiming two Olympic bronze medals in Paris to become the first Indian woman shooter to do so. At the 2024 Summer India's recorded highest achievements with 29 medals – seven gold, nine silver, and 13

bronze. India clinched the Champions Trophy 2025 by defeating New Zealand. In chess, young Indian Grandmaster Gukesh D. became the youngest world champion.

When Harmanpreet Kaur lifted the World Cup trophy, the moment defined women's win, India's win and a victory of sports faith, no campaign or policy could have engineered. The athletes and sportspeople carry stories of relentless perseverance pushing through pain, doubt, and exhaustion, long before the world ever learns their names. Along with their grit, it's the emotional, institutional, and economical investment in sports that brought visibility, and structure to sports. Efforts speak through winning. A part of our team's success at ICC Women's world cup goes to BCCI engaging more in women's cricket, introducing equal

match fees to bring parity with their male counterparts, and the launch of the Women's Premier League (WPL).

Recognising the need to nurture a wider spectrum of talent, the government has strategically tapped in developing infrastructure, training, and policy frameworks for multiple disciplines. Government-backed initiatives like the **Ministry of Youth Affairs & Sports (MYAS)** and the **Sports Authority of India (SAI)** pushed over the last few years to strengthen policy, infrastructure, and talent pipelines. The synergy of national sports federations, proactive state governments, and the private sector through CSR and public-private partnerships (PPPs) has expanded the horizon for sports altogether. With flagship programmes like *Khelo India* and *Target Olympic Podium Scheme (TOPS)*,

and the forward-looking *National Sports Policy 2025*, India's sporting ecosystem now stands as a symbol of progress.

This spirit of inclusivity and fitness extends beyond elite sport. On the occasion of National Sports Day 2025, Union Minister of State for Youth Affairs & Sports, **Smt. Raksha Khadse**, launched "*Khelo Raver – Sansad Khel Mahotsav*" in her Lok Sabha constituency, a grassroots initiative encouraging local participation in sports. **Union Minister for Youth Affairs & Sports and Labour & Employment, Dr. Mansukh Mandaviya**, recently felicitated the newly appointed *Fit India Icons*: Bollywood producer Rohit Shetty, World Cup-winning cricketer Harbhajan Singh, and Olympic medallist Saina Nehwal, to celebrate India's growing fitness and wellness movement under the *Fit India Mission*.

## National Sports Policy 2025

The Union Cabinet chaired by the Prime Minister Shri Narendra Modi approved the **National Sports Policy (NSP) 2025** also referred to as *Khelo Bharat Niti*, in July this year, aimed at reshaping the country's sporting landscape and empowering citizens through sports. The new policy supersedes the existing National Sports Policy, 2001, to position India as a strong contender for excellence at international sporting events, including the 2036 Olympic Games. The NSP 2025 is the outcome of extensive consultations involving Central Ministries, NITI Aayog, State Governments, National Sports Federations (NSFs), athletes, domain experts, and public stakeholders. India is one of the youngest nations in the world, with a fifth of the global youth population (i.e., between the age group



Photo: PIB

15–29), India harnessing an immense potential to leverage sports as a catalyst for "*Viksit Bharat*". The policy takes into account India's performances in major international competitions, including the *Olympic Games, Paralympic Games, Commonwealth Games and Asian Games*.

### The *Khelo Bharat Niti* is built upon five key pillars:

**Nation's Excellence on the Global Stage** Strengthening the sporting culture and ecosystem from the block level to the national level is a key focus to integrate sports deeply into the fabric of Indian society, ensuring access and opportunities for all, starting from the grassroots levels. Block-level sports



Photo: Olympics.org

programs need to be established to promote mass participation, targeting schools, local clubs and community centers. Regular sports festivals, talent scouting camps and competitions encourage widespread participation and help identify promising athletes at an early stage.

**Sports Programs:** The *Khelo Bharat Niti – 2025* advocates for the implementation of inclusive sports programs across all participation groups, starting from the unit level and extending to educational institutions like schools, colleges, universities, etc. National Sports Federations (NSFs) will facilitate to create robust program frameworks at various levels of the sports development pyramid, promoting a seamless progression from grassroots to elite levels.

**Sports Leagues & Competitions:** The policy emphasizes the establishment of sports competitions and leagues at the community, educational institution, and district levels to foster a competitive spirit and provide regular opportunities for athletes to showcase their skills.

**Physical Literacy:** In alignment with the National Education Policy 2020, sports and physical literacy will be developed as major subjects in educational institutions, ensuring that students develop a lifelong appreciation for physical activity and well-being.

**Major Sporting Events:** A roadmap for organizing major sporting events, involving key stakeholders such as the Indian Olympic Association (IOA), Paralympic Committee of India (PCI), various NSFs, state governments and other relevant organizations recognized by the Ministry of Youth Affairs and Sports (MoYAS) and private organizations will be prepared.

**Strengthening Funding Mechanism for Sports Development:** The policy proposes



Photo: Paraolympic.org

a revamped funding mechanism, including innovative initiatives such as "Adopt an Athlete", "Adopt a District", "Adopt a Venue", "One Major–One Sport", "One PSU–One Sport" etc. wherever feasible. An oversight body or mechanism, if required, may be formed to strategize, execute and supervise funded activities, ensuring a collaborative approach to sports development involving CSR.

**Districts & States:** States and districts will be encouraged to strengthen their sporting ecosystems, with initiatives such as Model Sports State and Model District programs designed to enhance local sports capabilities.

**Excellence in Para-Sports:** Athlete pathways and programs will be formulated and implemented for excellence in Para-Sports. The major focus domain will include physical literacy for the differently-abled, grassroots sports development in para-sports, elite para-sports development, para-sports compliant sports infrastructure, etc.

**Sports for Economic Development** The initiatives for promoting economic development through sports encompass various measures including tourism,

entrepreneurship, manufacturing, etc.

**Sports Tourism through Major Sporting Events:** To position India as a global sports tourism hub, it's essential to capitalize on major sporting events. By attracting international participants and spectators, India can significantly boost its tourism sector, create jobs, and stimulate local economies.

**Strong Sports Equipment Manufacturing Ecosystem:** Developing a robust sports equipment manufacturing sector is crucial for economic growth. Integrating this sector with national schemes such as "Make in India" and "Atmanirbhar Bharat" will be emphasized which can drive innovation and create significant job opportunities.

**Strong Sports Startup & Entrepreneurship Environment:** Government initiatives such as procurement programs, innovation hackathons, sports incubator programs, etc. will provide the necessary support for startups. A *Sports Startup & Entrepreneurship Accelerator Program* shall be established to further promote ventures that contribute to sports development, providing them with mentorship, resources, and networking opportunities.

**Operational & Financial Sustainability of Hard & Soft Sports Assets:** Ensuring the

financial sustainability and operational excellence of sports infrastructure is essential for their long-term success. Both hard (stadiums, arenas) and soft (digital platforms, community programs) sports assets shall be considered to monetize to attract private investment through Public–Private Partnership (PPP) model and increase participation.

**Global Sports Destination:** Leveraging India's diverse geographic and climatic conditions can transform it into a premier global sports destination. Regions with unique attributes shall be promoted — such as Himalayan States for winter sports, the coastal States for beach sports and hill states for adventure sports. By this, global athletes and tourists will be attracted.

### Sports for Social Development

By leveraging sports as a unifying force, global awareness and mutual understanding can be promoted. Emphasizing inclusivity ensures that all individuals, regardless of background, have equal opportunities to participate and excel.

**Reduced Barriers for Participation of Underrepresented Population Groups:** To foster inclusivity and increase participation in sports among underrepresented groups such as women, economically weaker sections, tribal communities, and those with physical or psychological challenge, dedicated sports facilities and regular sporting leagues will be established along with services tailored to their unique needs.

**Promotion of Indigenous Sports and Games:** Expanding the recognition and support for indigenous games from various states can enrich India's sports

landscape and preserve its cultural heritage. Research will be promoted for documenting the historical roots and development of various games in India.

*Underrepresented Population Talent Development Initiatives* tailored for underrepresented groups shall be established with a special focus on tribal talent development initiatives, considering anthropometric, genetic, and other factors that may influence performance in specific sports.

*Peace & International Cooperation Activities through Sports:* International sports exchange programs will be promoted to allow knowledge sharing, capacity building, and collaborative development. Sports can serve as a powerful bridge between India and other nations and India, fostering enduring emotional, cultural and social connections.

*Sports Volunteering Programs* can enhance community involvement and support various sporting schemes. Robust sports volunteering mechanisms, such as the Khelo India Sports Activator and FIT India Volunteer programs, encourage active participation, and recognizing and rewarding volunteers through incentives like course credits, event passes and opportunities to meet champion athletes will further motivate young individuals to contribute to the sports sector.

#### **Sports – A People's Movement**

Sports can transform into a powerful people's movement by addressing key aspects of physical and mental well-being while serving as a major leisure and entertainment activity. Prioritizing physical health through sports improves

overall fitness, reduces healthcare costs and promotes a healthier lifestyle. Mental health benefits are also significant, as regular physical activity can reduce stress, anxiety and depression, while fostering a sense of community and belonging.

To support this movement, a *Fitness Ranking & Indexing system* will be implemented to incentivize educational institutions and workplaces to excel in their sports and physical education programs. Mechanisms like the School Fitness Index and Fit Workplace Index will be developed to drive excellence and innovation in fitness initiatives. Furthermore, a robust *Personnel Training & Certification* program will be established for equipping trainers and educators with the skills necessary to deliver effective sports and Physical Education programs, enhancing health outcomes and talent identification.

*National Sports Federations (NSFs)* shall be actively engaged with educational institutions to promote their disciplines and formulate frameworks focusing on physical and mental well-being. This will be achieved through initiatives such as School Soccer Programs and Tennis for Tots. Standard Operating Procedures (SOPs) would be created for fitness programs at schools, colleges and workplaces which will ensure structured and consistent delivery of fitness activities, supported by a resource repository like the FIT India Information & Knowledge Hub.

Model sports programs and events, such as Family Sports Weekends and periodic community engagement activities will be encouraged to promote regular participation and foster a culture of active living. National-

level programs and digital initiatives, like the Yoga Challenge and 10,000 Steps a Day Challenge, will be conducted which will drive large-scale engagement and cement sports as a central element of community life, transforming it into a true people's movement.

#### **Harmonize Khelo Bharat Niti - 2025 with NEP 2020**

To achieve alignment between the Khelo Bharat Niti -2025 and the National Education Policy (NEP) 2020, several key focus areas will be addressed. A framework and delivery of sports modules for the holistic education program will be facilitated to ensure that sports and physical education are integrated seamlessly into the overall curriculum. This approach will promote a balanced development of students, combining academic learning with physical fitness and personal growth.

- A framework for the active engagement of sports groups and circles in educational institutions will be formulated to enhance the presence and impact of sports in schools.
- A sports and physical education skill development program for teachers will be framed and facilitated for the effective delivery of sports education.
- Liaising with various stakeholders to develop an action plan and timeline will be encouraged to address the infrastructure and resource needs for effective sports program delivery. This will include ensuring adequate manpower, securing necessary resources such as playgrounds, and implementing school-level programs on a regular basis.

*Sources: Khelo Bharat Niti - 2025*

*PIB: Cabinet approves National Sports Policy 2025*



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# GOA - A VIBRANT HUB FOR SPORTS PROMOTION



From mere government initiatives to corporate social responsibility projects, Goa has now emerged as a vibrant hub in the promotion of sports, nurturing talent, and strengthening infrastructure. Such efforts by the state bring out the role that can be played by public-private partnerships in transforming grassroots sports into vehicles for empowerment and community development.

The sporting culture of Goa is entrenched in football, which is often referred to as the state's second religion. The Government of Goa has responded to this by continually investing in infrastructure and youth development. The state is home to the Goa Professional League, one of the oldest football leagues in India, and has been one of the main venues for the Indian Super League, which gave Goan football international attention. It has also supported training centers, stadium upgrades, and school-level competitions so young athletes

have access to structured opportunities.

In the last few years, Goa has attempted to bring its sports promotion in line with the national priorities. The Khelo India scheme has been implemented in the state, targeting the identification and grooming of talent right at the grassroots level. Goa is getting ready to host the National Games, a development that has hastened investments in multi-sport infrastructure, from athletics tracks to swimming pools and indoor arenas.



This drive reflects the government's vision of positioning Goa not as a football state but as a multi-sport destination.

Corporate involvement has added significant impetus. **Vedanta Sesa** Goa's flagship CSR intervention, the **Sesa Football Academy**, was born to become a cornerstone for grassroots football development. Established to offer world-class training and all-round development, SFA nurtures the young talent from rural Goa. The senior men's team of the academy is engaged in the playoffs of the I-League, showcasing how the academy has been successfully working as a bridge between grassroots training and professional opportunities. The academy was also recognized at the **CSR Times Awards 2024** under the Sports Promotion category for its contribution at the national level.

Other corporates have also contributed through various CSR initiatives that indirectly support sports by improving health and community

welfare. For example, **Colorcon Asia Pvt Ltd** sponsored the "Vision for All" program in Goa, which conducted eye checkups for more than 2.37 lakh school children and provided free surgeries to 253 patients. Although this is more of a health initiative, such projects ensure that young athletes have access to necessary healthcare, which is important for sporting performance. Similarly, **Power Grid Corporation** of India Ltd supported medical infrastructure in Goa, including ambulances and automation of blood banks, thereby strengthening the ecosystem that supports both athletes and communities.

The promotion of sports in Goa is not limited to competitive events. It covers an important aspect of youth development, social integration, and tourism enhancement. Events related to football academies and tournaments bring guests into local economies; programs involving sports bring discipline, teamwork, and careers to the young. Furthermore, sports initiatives led by CSR are well aligned with the UN SDGs, especially on health, education, and community development.

One such initiative is **The Goa Badminton Association**, under the leadership of its chairman **Mr. Manoj Patil**. This initiative has been a pivotal force in promoting badminton across the state. Mr. Patil, an active community leader, took charge as the president of the Goa Badminton Association (GBA) in 2024, bringing fresh energy and vision to the sport's development in Goa.

Under his stewardship, the GBA has initiated several key programs aimed at nurturing young talent and



Manoj Patil, President of the Goa Badminton Association (GBA) with budding Badminton players.

expanding badminton's reach. Notably, the Federation has announced plans to establish a Centre of Excellence in Goa, a move strongly advocated by Mr. Patil at the Badminton Association of India's Annual General Meeting in June 2025.

This Centre aims to position Goa as a regional hub for badminton training and talent development, attracting athletes from across the country.

The GBA also actively supports local tournaments and grassroots initiatives, fostering competitive opportunities for players at various levels. In recognition of emerging talent, the GBA has committed to rewarding outstanding players, such as providing cash awards

to promising Badminton players like Tanisha Crasto, who qualified for the Paris Olympics.

These initiatives contribute to Goa's vision of becoming a multi-sport destination, promoting youth



empowerment and community engagement through badminton.

The challenge ahead for Goa will be sustaining that momentum through diversification of sports beyond football. Investment in athletics, swimming, and indigenous sports will broaden the choices for the youth. Corporates can expand their CSR portfolios to include multi-sport academies, women's sports promotion, and inclusive programs for differently-abled athletes. The government, on its part, has to ensure transparency in funding, long-term maintenance of infrastructure, and integration of sports with education.

The model of sports promotion in Goa thus shows how government vision and corporate CSR can come together to create a lasting impact. From the grassroots success of the Sesa Football Academy to the state's preparation for the National Games, Goa builds a sporting ecosystem that empowers youth, strengthens communities, and improves India's sporting identity. As sports become a powerful vehicle for social change, Goa stands as a shining example of how CSR and public policy can come together in nurturing talent and inspiring future generations.



## NURTURING CHAMPIONS Empowering Rural & Tribal Youth Through Sports

### JINDAL STEEL

Jindal Steel Ltd., through its CSR arm Jindal Foundation, is rewriting the story of rural and tribal youth in India, harnessing the power of sports as a catalyst for social empowerment and transformation. Over 30,000 young athletes have benefited from its initiatives, securing more than 720 medals at national and international levels—proof that when opportunity meets talent, extraordinary outcomes emerge. By aligning with India's "Khelo India" mission, the Foundation has created a sustainable model that combines training, mentorship, and world-class infrastructure, ensuring underprivileged athletes receive the support they need to thrive. From developing playgrounds and sports complexes to establishing stadiums and a dedicated sports hostel, Jindal Foundation provides not just coach-

ing but holistic care, including nutrition and sports equipment, to nurture talent from the grassroots.

In hockey, as a Global Partner of FIH, the Foundation has extended its reach to 5,000 tribal and rural players, including 172 girls in Tensa who receive professional coaching and nutritional support, opening doors to new opportunities. Football has flourished through the OP Jindal Football Tournaments in Odisha and Chhattisgarh, impacting 6,500 young players, while the OP Jindal Cricket Academy in Raigarh trains over 300 boys and girls, facilitating participation for more than 2,000 athletes in over 200 matches, including 15 visually impaired players, 13 of whom have advanced to state and district teams. Martial arts have seen remarkable success, with more than

2,000 Wushu athletes like Swetarani Mahanta, Prem Munda, Raj Kumar Munda, Ramnesh Munda in Keonjhar winning 11 international in Barzil, Moscow, Brunei, China, and 721 national or state-level medals. In archery, 50 girls in Tensa are fully supported with training, equipment, and nutrition, producing national medalists such as Sanjali Oram, who won bronze at the 2025 Open National Archery Championship. Inclusive sports initiatives further demonstrate the Foundation's commitment to equity, as 50 para-athletes at Jindal ASHA centres in Chhattisgarh and Jharkhand achieve global recognition in arm-wrestling, bocce, cycling, football, and powerlifting.

The Foundation's "Nourishing Sports Talent of Rural and Tribal Youth" project is underpinned by a robust monitoring framework that combines surveys, stakeholder engagement, real-time tracking, and participatory evaluation to ensure transparency, measure impact, and continuously enhance outcomes. Recent achievements include the establishment of a sports hostel in Barbil, Odisha, for 60 tribal children, the creation of a world-class stadium in Raigarh, the development of 20 playgrounds, three additional stadiums, and 15 rural gyms, as well as the expansion of cricket and multi-sport platforms across Odisha, Chhattisgarh, and Jharkhand. These efforts have enabled hundreds of young athletes to excel in disciplines including football, hockey, cricket, badminton, Wushu, archery, kabaddi, kho-kho, and para-sports.

Bina is one of the backward areas of Bundelkhand region. The children/youth are unaware of the different avenues which can blossom their lives. They are reluctant to move out of their areas. They are having the potential and energy, but not channelizing the same in a positive direction. BPCL Bina Refinery (BR) observed that there exists talent in the villages which when given opportunity and nurtured will encourage talent in sports. BR recognized that rural sports can be a definitive field of excellence for many young and talented individuals. With the right exposure and training, it can become the key change agent and a means of inclusive development.

BR included **Rural Sports as a major thrust area and was actively involved in providing regular training by expert trainers in Wrestling, Chess and Athletics in the nearby villages from FY 2017-18**. As the quote describes, '*Healthy Mind in a Healthy Body*', and '*Healthy Body in a Healthy Mind*', BR planned the Sports Project to establish the quote through creating a sports ecosystem in the region.

### MAJOR PROJECT OUTCOMES

- Selection in State Sports Academy (SAI) - Astha Rajak and Kajol Rajak (The RAJAK Sisters) daughter of a marginalized farmer. Both are athletics & won at various State level competitions and represented State at National level. She won at State Level Cross Country Athletics Meet and represented State at National level at Bodh Gaya. Kajol Rajak won Gold Medal in 400mtr & 800mtr at State Level Race Competition organized by MP Govt. Education Dept.



## PROJECT LAKSHYA Gender Parity And Social Change Through Promotion Of Rural Sports

### BPCL

Both athletes has been selected at Sports Authority of India (SAI) Bhopal.

- Level Wrestling Competition at New Delhi. He reached Semi-finals.
- Represented State at National Level - Suhani Ghoshi daughter of a labour from village Agasod. She participated at MP School Level Sports Competition in 33 kg free-style wrestling. She won at Block, District, Division Level & reached State Level Competition at Bhopal. She won Gold Medal in Bhopal & got selected for State Team. She represented MP Team at National School Level Wrestling Competition in under 14 yrs, 33 kg freestyle category. Suhani Ghoshi won the State Level Men's/Women's Dangal organized at Vidisha under Girls Category of under 53kg.
- Selection in State Sports Academy (SAI) - Ruchi Sahu daughter of a labour from village Agasod. She is a wrestler, who has participated & won medals in different competitions across the State. She participated in the selection trial of State Sports Academy, Bhopal in wrestling under 14yrs 49kg weight category and has been selected.
- Represented State at National Level - Sandeep Bansal son of a labour from village agasod. He participated at MPSchool Level Sports Competition in 110kg category in Greco-Roman wrestling style. He reached State level after winning at Block/District & Division level. He won Gold Medal at State School Level Wrestling and represented State at National School

# BUILDING AN INCLUSIVE AGRI-FUTURE: PepsiCo India's Voices of Harvest 2025 Honors Farmers and Industry Innovators



From Left to Right- Mr Jagruti Kotecha, CEO, PepsiCo India & South Asia, Shri Shivraj Singh Chouhan, Minister of Agriculture and Farmers Welfare of India, Ms Pavitra Singh VP and People Leader, PepsiCo India and South Asia and Mr Harish Chandra, Managing Editor, CSR Times.

PepsiCo India reaffirmed its long-standing commitment to India's farming community with the second edition of the Voices of Harvest Awards 2025, held on 18 November 2025 in New Delhi. Celebrating innovation, sustainability, and community leadership, the event recognized farmers whose work reflects the future of Indian agriculture. Rooted in PepsiCo India's Partnership of Progress philosophy, the initiative underscored how meaningful change emerges when farmers, corporations, NGOs, and policymakers collaborate to address real agricultural challenges.

This year's awards highlighted 10 inspiring farmers and collectives, chosen from more than 200 nominations across India. Their stories illustrated advancements in digital agriculture,

regenerative practices, water conservation, crop diversification, and livelihood enhancement

The ceremony was graced by Shri Shivraj Singh Chouhan, Union Minister of Agriculture and Farmers Welfare, who lauded farmers as the nation's "jeevandata", the lifeblood of India's progress. He emphasized the government's focus on soil health, productivity, food security, and stable incomes, reaffirming India's mission to become the world's food basket while safeguarding natural resources for future generations.

PepsiCo India and South Asia CEO, Jagruti Kotecha highlighted the company's deep engagement with more than 27,000 farmers across the country. He expressed optimism about the growing adoption of technology

and regenerative techniques, calling it a cultural shift that aligns with the national ambition of positioning India as a global hub for sustainable agriculture.

The external jury for the awards brought together prominent agri-experts, including, Dr. M.L. Jat – Director General, Indian Council of Agriculture Research and Secretary, Development of Agriculture Research and Education, Government of India, Mr. Debaranjan Pujahari – Partner and Head for Agriculture Practice Area, Sattva Consulting, Dr. Swati Nayak, SouthAsia Lead, SeedSystem & Product Management and India Country Manager (Interim), International Rice Research Institute, Mr. Aniket Doegar, Founder & CEO, Haqdarshak, Mr.

Harish Chandra, Managing Editor, CSRTIMES, and Dr. Satbir Singh Gosal, Vice Chancellor, Punjab Agriculture University. Grant Thornton Bharat served as the independent validation partner, adding credibility and rigor to the selection process. Winners included champions of agri-entrepreneurship, digital excellence, regenerative agriculture, water stewardship, climate resilience, women's leadership, and youth innovation.

Building on last year's RevolutioNari Awards, Voices of Harvest 2025 deepened PepsiCo India's mission to champion farming communities and inspire pride in India's agri-sector. By expanding the platform, the company reaffirmed its belief in being an "Agri-at-Heart" organization committed to honoring the communities that nourish the nation from seed to harvest.

# 13th National CSR Summit: Shikhar Organisation Champions Youth-Led Social Innovation in Partnership with UNGCNI

Theme: Empowering Young Changemakers – CSR for Social Innovation & Sustainable Development

The 13th National CSR Summit 2025, organized by Shikhar Organisation for Social Development in partnership with the UN Global Compact Network India, and supported by the PHD Chamber of Commerce and Industry, concluded with inspiring discussions and powerful insights from CSR leaders, industry experts, and social impact professionals. The summit emphasized India's evolving CSR landscape, youth-led innovation, and the role of businesses in accelerating sustainable development.



A panel discussion on **CSR for Youth Entrepreneurship & Employment** moderated Prof. (Dr.) R.K. Suri, Director, Centre for Innovation, Jamia Millia Islamia, Dr. Bhaskar Chatterjee, IAS (Retd.), Former DG & CEO, IICA & Senior Advisor, Deloitte India, Armstrong Pame, IAS, Joint Secretary, Department of Higher Education, Ministry of Education, GOI. The session was graced by Padma Jaiswal, IAS, Secretary, Government of UT of Puducherry, as the Chief Guest.

The session set an inspiring tone for the day, underscoring the role of CSR-driven innovation, youth empowerment, and collaborative nation-building. Speakers emphasized how CSR initiatives in education, health, environment, and employment are transforming grassroots communities and acknowledged Shikhar's enduring commitment to empowering young changemakers across India.

The second session, moderated by Dr. Somnath, Deputy Director of the UN Global Compact Network India, focused on **CSR for Planet and People**, addressed urgent global priorities such as climate resilience, sustainable agriculture, and access to quality healthcare. Key Speakers

were Arun Arora (Chetak Foundation), Sanjeev Kumar (Grasim Industries), Sindhu Sharma (Nxtra by Airtel), Prashant Gautam (SuperHuman Race), Dr. Karan Thakur (Apollo Hospitals Group), Dr. Pushpendra P. Singh (Logotrust Global Solutions)

The summit concluded with a distinguished Valedictory Session graced by senior leaders and experts who emphasized the need for deeper collaboration, measurable CSR outcomes, and youth-driven innovation.

The speakers appreciated the meaningful discussions held throughout the day and highlighted the growing importance of CSR-led social transformation, ethical leadership, and community engagement. The session closed with a collective commitment to advancing sustainable development across India.

## Believe It or Not

*Believe it or not, every sapling planted, every acre greened, and every renewable megawatt generated is pushing India closer to its Net Zero dream. Corporate India is proving that sustainability is not just policy—it's practice, innovation, and responsibility in action.*

- India ranks 6th globally with 127 companies committed to Net Zero targets, despite contributing nearly 7% of global emissions.
- Reliance Industries Limited (RIL) has pledged to achieve Net Carbon Zero by 2035, investing heavily in renewable energy and green hydrogen.
- Infosys became the first Indian company to achieve carbon neutrality in 2020, offsetting emissions through afforestation projects and energy efficiency programs.
- ITC Limited's Social Forestry Program has greened over 1 million acres, sequestering millions of tonnes of carbon while empowering farmers.
- Mahindra Group's Hariyali Project has planted more than 18 million trees, aiming to plant 1 million trees annually as part of its Net Zero commitment.
- Vedanta Sesa Goa's CSR initiative, the Sesa Football Academy, integrates sports with sustainability, while Vedanta itself has pledged Net Zero by 2050 through renewable energy and afforestation.
- Tata Steel has reduced its CO<sub>2</sub> emissions intensity by 20% since 2005, with afforestation drives in Jharkhand and Odisha complementing its industrial decarbonization.
- Wipro supports urban afforestation and biodiversity parks, creating "green lungs" in cities like Bengaluru, directly contributing to carbon offsetting.
- Over the last decade, Indian companies have invested ₹2.21 lakh crore in CSR projects, with a growing share directed towards environmental sustainability and Net Zero initiatives.

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## Goa honored as most accessible state as Svayam Marks 25 Years of Advocacy with Accessibility Awards and Scholarships at National Summit 2025

The National Summit on Accessibility 2025, organized by Svayam in collaboration with CII and UNESCO, celebrated 25 years of Svayam's pioneering work in promoting accessibility and inclusion. The event, held at the Taj Palace, featured the unveiling of Svayam's new logo, screenings, and the prestigious Svayam Accessibility Awards 2025, where Goa was honored as the Most Accessible State for its exemplary efforts in integrating accessibility across beaches, hotels, and public infrastructure.

**Union Ministers Mansukh Mandaviya** and **Kinjarapu Ram Mohan Naidu** praised Svayam's contribution to national accessibility initiatives like *Sugamya Bharat Abhiyan*, while **Goa CM Dr. Pramod Sawant** reaffirmed the state's commitment to inclusive tourism. Lifetime Achievement Awards were conferred on Avanish Kumar Awasthi, KK Muhammad, and



Murlikanth Petkar, alongside the announcement of the Prithvi Raj Jindal Visionary Scholarships with O.P. Jindal Global University. Founder Ms. Sminu Jindal reflected on Svayam's journey, emphasizing that the next phase will focus on "building results" to create a truly inclusive India.

## Vedanta Aluminium Expands Low-Carbon Portfolio with Restora Production at BALCO

Vedanta Aluminium, India's largest aluminium producer, has expanded its low-carbon product portfolio by launching Restora at its Bharat Aluminium Company Limited (BALCO) plant in Korba, Chhattisgarh. Manufactured using renewable energy, Restora has a verified greenhouse gas (GHG) emission intensity below 4 tonnes of CO<sub>2</sub> equivalent per tonne of aluminium, well within global standards for low-carbon aluminium. This milestone reinforces Vedanta's commitment to achieving Net Zero Carbon by 2050 and strengthens BALCO's role in advancing sustainable manufacturing.



Building on the success of Restora and Restora Ultra at Vedanta's

**CEO and Director of BALCO**, emphasized its role in enabling greener value chains. The expansion of Restora production to BALCO is part of Vedanta Aluminium's strategy to reduce carbon emissions across every stage of its value chain. Through sustained efforts in operational efficiency and clean energy adoption, the company has achieved 8.96% reduction in GHG intensity since FY21. With Restora, the company continues to deliver aluminium that not only meets the demands of a climate-conscious world but also drives India's leadership in sustainable industrial transformation.

## Hinduja Foundation empowers 1,000+ young lives through its Type 1 Diabetes initiative; aims to expand a holistic care model nationwide

Hinduja Foundation, the philanthropic arm of the 110-year-old Hinduja Group, on World Diabetes Day, announces that it has transformed the lives of 1,000+ underprivileged children across Mumbai, Pune and Chennai through its Type 1 Diabetes Initiative (T1DI), a unique model that provides comprehensive medical, nutritional and emotional care to the children free of cost.

Launched in 2019, the programme provides free insulin, diagnostics, counselling, nutritional guidance and peer-learning support to children from low-income families. Over six years, T1DI has significantly reduced hospitalisations and improved average HbA1c levels from 10.4% to 7.8%, strengthening both health and family well-being. The initiative has also enabled children to excel in academics and sports, and provided over 40 young patients with insulin pumps, including advanced automated delivery systems. Platforms like ClubOne in Pune further nurture resilience and confidence among children. "Type



1 Diabetes is not just a medical condition, it's a lifelong journey of courage, discipline, and hope," said **Raman Kalyanakrishnan**, CEO, **Hinduja Foundation**. In collaboration with leading medical institutions and global partners such as Harvard University's CDIC, the Foundation continues to advance research and is exploring nationwide partnerships to make diabetes care more accessible and digitally enabled.

## Honda India Foundation launches Career Progression Program for General Duty Assistants (GDAs) in partnership with Amrita Hospital, Faridabad

Honda India Foundation (HIF), the CSR arm for all Honda group of companies in India has announced the launch of a Career Progression Program for General Duty Assistants (GDAs) trained under its flagship CSR initiative, *Project Pragati*. *Project Pragati*, launched in 2023, empowers disadvantaged youth by training them as General Duty Assistants (GDAs) and ensuring job placements, reflecting Honda's "Care for Community" vision in healthcare and skill development.



The newly launched GDA Career Progression Program, introduced in partnership with Amrita Hospital, Faridabad and implemented by KEDMAN SkillEd India Foundation aims to help healthcare workers move into specialized technical roles through structured training and assured employment at Amrita

Hospital. The program follows an employment linked model that ensures both learning and livelihood. It aims to create a sustainable career pathway by offering the HIF-trained GDAs

an opportunity to build on their foundational learning and transition into higher-skilled roles. Under this pilot project, these GDAs from underserved backgrounds will undergo a one-year advanced certificate program at Amrita Hospital, Faridabad in fields such as Plastic Surgery Technician, Central Sterile Supply Department (CSSD) Technician, Hair Transplant Technician and Scrub Technician. Participants will receive full-time employment at Amrita Hospital offering competitive compensation and long-term career growth opportunities.



### Sanjay Agrawal

CTO and Head of Presales, India and SAARC, Hitachi Vantara

"At Hitachi Vantara, we view the green energy transition as a pivotal opportunity that redefines how technology and sustainability can work together for a better world. In FY2024, we consumed 78,211 MWh of energy, with 35 percent coming from renewable sources, and achieved a 50 percent energy reduction at our Denver facility, improving power usage effectiveness from 1.6 to 1.3. Our Virtual Storage Platform One Block, certified by ENERGY STAR, has helped reduce CO<sub>2</sub> emissions by nearly 40 percent between generations. We are on track to achieve carbon neutrality for Scope 1 and 2 emissions by FY2030 and across our value chain by FY2050. Through

data-driven solutions, circular design, and partnerships that promote shared progress, we are helping industries unlock the full potential of green innovation while creating a resilient, inclusive, and prosperous net zero future for all."

### K Ganesh

Director - Sustainability & Corporate Affairs, Bisleri International Pvt Ltd

"At Bisleri, sustainability is central to how we innovate, operate, and create impact. Our Sustainability 2.0, under the Bisleri Greener Promise, reflects this commitment by integrating circular economy principles, renewable energy adoption, and water stewardship across our value chain. Through initiatives such as Bottles for Change and Project Nayi Umeed, we are driving recycling, resource recovery, water conservation, and community engagement to build a more sustainable future. As India advances toward its Net Zero ambitions, corporate responsibility lies in turning intent into measurable action through emission reduction, resource conservation, and ecosystem resilience. By investing in solar infrastructure, lightweight packaging, and reverse logistics for post-consumer plastic, we are continuously reducing our carbon footprint while creating long-term environmental and social impact. The journey to a greener future is one we must walk collectively, guided by innovation, integrity, and inclusion."



### Manoj Lohia

Director at Merino Industries Ltd

"Our shift toward green energy is shaped by disciplined action across our operations. Over the past year, we met close to 80 percent of our total energy needs through non-fossil sources. Biomass, solar, and process-waste-based systems helped us achieve an estimated GHG emission mitigation of 215,186 tons of CO<sub>2</sub> equivalent through replacing fossil fuels. These results matter because they show what steady, focused effort can achieve when industry accepts its responsibility toward the planet. Our work with farmers strengthens this transition. More than 10.5 million saplings were planted across 6,952 acres, supported by an ecosystem of nurseries, composting units, and agroforestry practices. This approach improves soil health, raises rural incomes, and builds long-term supply strength for bio-based fuels. It proves that environmental and economic progress grow well together when the right partnerships are in place. For India to move toward a green energy future, corporate action has to be practical, measurable, and continuous. The energy transition will accelerate when more industries adopt cleaner inputs, reduce waste intensity, and invest in circular systems. We are devoted to this cause & will keep raising the bar on responsible growth and work toward an energy model that strengthens both business and society."



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# CONTRIBUTORS



**Dr. KK Upadhyay**

An IRMA alumnus mentored by Dr. Verghese Kurien, Dr. Upadhyay has over four decades of experience shaping India's CSR and sustainability landscape. He currently serves as Professor & Chairperson, Centre for Sustainability & CSR, BIMTECH. With over 39 plus years of experience across government, not-for-profit, academia and corporate, he has pioneered several innovative and outstanding social enterprises – Safal, Aapni Yojana, Bastar Integrated Development Program and Health of the Urban Poor.



**Dr. Kuldeep Singh**

Dr. Kuldeep Singh is a specialist in resource mobilization, CSR grant writing, strategic partnerships, and inclusive development. He began his career in East Champaran, Bihar- one of India's most backward district, leading initiatives in maternal and child health, skilling, sustainable livelihoods, and WaSH (Water Sanitation & Hygiene) and Over time, his impact expanded to social justice, climate change adaptation, disability inclusion, and empowerment of marginalized communities.



**(Retd.) Air Marshall VPS Rana**

Air Marshal Vijay Pal Singh Rana, PVSM VSM (Retd), CEO & Chief Advisor Himalay Unnati Mission, had an illustrious career in the Indian Air Force and retired as the 'Air Force Officer in Charge Administration' (AOA) after serving for nearly 37 years in the IAF. During service he held many important operational as well as administrative appointments. Apart from the security and strategic matters, Air Mshl Rana has special interest in the field of water security and disaster management an area that he had handled extensively at the helm of administration in IAF.



**Dr. Somnath Singh**

Dr. Somnath is an accomplished development leader and academic practitioner with over 24 years of impactful experience spanning Public Health, Sustainability (ESG), Gender Equality, Child and Youth Development, Business Integrity, Policy Advocacy, Public-Private Partnerships, and Stakeholder Engagement. His expertise extends to working with governmental bodies, private sectors, NGOs, and renowned UN organizations, where he has successfully delivered transformative results.



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