

## Environment



### Water & Environmental Sanitation Network (WES-Net India)



## Solution Exchange for WES-Net India Consolidated Reply

**Query: Corporate Social Responsibility in Water Resource Management, from Independent Consultant, New Delhi (Experiences).**

Compiled by Jyotsna Bapat, Resource Person and Moderator; additional research provided by Ramya Gopalan, Research Associate  
21 March 2006

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### Original Query: Divya Sehgal, Independent Consultant, New Delhi

Posted: 6 March 2006

I am an independent consultant and a professional social worker. I am working on issues related to water conservation particularly of river basins like Yamuna, waste-water treatment and drinking water supply.

Our businesses draw heavily from rural resources, in terms of wood, water minerals etc and in this context I am interested in knowing about environmental perspectives in honoring corporate social responsibility particularly relating to the water sector so that the rural residents from the nearby villages have better access to the natural resources, which usually forms the base of their livelihood. Since citizens bear the brunt of environmental deterioration particularly in domestic water sector affecting drinking water supply, sanitation and common water bodies, what I would like to know is:

Are there any instances where industry/corporates have honored their responsibility in areas such as

- creating village ponds
- cleaning up water bodies
- conserving water sheds
- providing safe drinking water and sanitation
- support activities in the sector

I look forward to members responses

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### Responses received with thanks from:

1. [Bharati Joshi](#), Ashoka-Innovators for the Public, Jaipur
2. [Digbijoy Bhowmik](#), GoI - UNDP project 'National Strategy for Urban Poor', New Delhi
3. [V. Kurian Baby](#), Socio-Economic Unit Foundation (SEUF), Kerala
4. [R. Santhanam](#), Indian Society of Agribusiness Professionals, New Delhi
5. [Lak Tewari](#), India-Canada Environment Facility (ICEF), New Delhi
6. [V.V. Damle](#), Confederation of Indian Industries (CII), Pune
7. [Prabhjot Sodhi](#), UNDP GEF SGP, New Delhi

*Further contributions are welcome!*

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### Summary of Responses

The responses from members to the query on corporate social responsibility in water resource management provided examples of corporate and industry involvement in the water sector and their subsequent impact on the livelihoods of communities living within. Corporate social/environmental responsibility, members stated, has been largely limited to a company's efforts in minimizing its own

impact on the environment of the particular area in which it operates. But, as some responses indicated, there are a few examples of organizations engaging in development efforts where it has no business interests.

Members shared examples of organizations focusing on different areas, using a variety of methodologies or strategies – for instance, [West Coast Paper Mill \(WCPM\)](#), **Karnataka** contributing towards the construction of a drinking water pipeline to villages nearby. Members alluded to other corporates which have set up non profit organizations or trusts to implement development interventions – namely, [Tata Steel](#), **Jamshedpur** setting up the Tata Steel Rural Development Centre, involved in activities of health and hygiene (by constructing new and repairing old tube wells, wells, low cost toilets), empowerment and income generation (by repairing old and constructing new rainwater harvesting structures, assisting rural farm families etc., the Srinivasan Services Trust set up by the [TVS Group](#), **Tamil Nadu** engaging in activities of income generation, health, education, infrastructure building, etc. Direct examples of corporate involvement include **Chambal Fertilizers**, **Kota** initiating programs on water (watershed management) and other livelihood issues, [HINDALCO](#)'s getting involved in rural water and rural technology programs in all its plants. Members pointed out typical instances of [Coca Cola](#), **Kerala** which cross subsidized 15% beneficiary contribution in the capital investment for drinking water supply in the adjacent panchayat in the same watershed, and a similar cross-subsidization by **UK Managala**, Karnataka, a fertilizer company.

Members referred to two instances, both in Rajasthan, one, being community led participatory initiatives of the [PHDCCI & PHDRDF](#) project, establishing water harvesting structures, and the second, being win-win business models initiated as a pilot by [CII](#) for backward regions, which was appreciated by members. Additionally, in their responses, members' advocated methodologies such as [check dams](#) for creating village ponds; [biosanitiser](#) applications for cleaning up water bodies and recycle technologies such as the [Krofta brand](#) for providing safe drinking water and sanitation.

Sharing an example of corporate establishing trusts to take forward development interventions, a member elaborated on the Krishi Gram Vikas Kendra set up by [Usha Martin Group](#), **Jharkhand** together with ICEF, working on the key concerns of environment restoration and sustainable utilization of resources, apart from gender mainstreaming, poverty alleviation, agri produce processing and marketing etc. Spread over 19 villages the project rehabilitated and renovated old ponds and dug new ponds, executed soil and water conservation methods, increased water availability for domestic and non domestic needs, created sanitation facilities especially for women, etc. As the member reveals, this was achieved through the establishment of village development committees, self help groups and special interest groups, embracing community involvement and democratic functioning in an effort to ensure sustainable management.

Members largely reiterated the generation of a win – win scenario or business models, wherein private interests are in equal significance with public good, an essential condition to ensure greater corporate involvement in CSR initiatives. Members also emphasized the scope for cross learning between industries involved in such initiatives and processes building social credibility and accountability.

Members, however, highlighted certain aspects that required careful consideration -Diverse views may arise on the effectiveness of a treatment plant set up by the corporate, thus questioning the quality of resource provided by the corporate for meeting requirements of communities. In addition, members opined that the involvement of corporates to minimize its own environmental impact is greater than their development support to local communities, which can sustain and improve the communities' quality of life. On a cautionary note, a [member](#) referred to an instance where a fertilizer plant had adopted or created lakes in order to maintain a watch over the quality of wastewater released by them, while the real motive was to keep its pollution under control, since it was being monitored by the Pollution Control Board. In contrast the example cited by another member of [Lupin Human Welfare Trust](#) providing expertise in livestock management and engaging in various other livelihood activities in Bharatpur Rajasthan is a project identified purely on development intervention basis sans any business interest.

The various examples and experiences emanating from members are provided in greater detail below.

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## **Comparative Experiences**

**From [Bharati Joshi](#), *Ashoka-Innovators for the Public*, Jaipur**

### **Karnataka**

#### **Setting up of treatment plants**

In Dandeli, the 'treated' effluent from West Coast Paper Mill (WCPM), using Kali's water for its business processes meets (and pollutes?) near Dandelappa region. People in at least six villages nearby are dependent on Kali's water for meeting household and productive water requirements and given significance of impact of its activities, WCPM has contributed to constructing a drinking water pipeline. However diverse views exist on the effectiveness of WCPM's effluent treatment plant

*From [Digbijoy Bhowmik](#), [GoI - UNDP project 'National Strategy for Urban Poor'](#), New Delhi*

## Haryana

### **Adopting or creating lakes**

Chakravarty Lake, Panipat is an example of fertiliser plants adopting or creating lakes in their vicinity in order to maintain a watch over the quality of wastewater that they release, since this is subject to monitoring by Pollution Control Board. Steel townships have also been known to use this model.

## Andhra Pradesh

### **Green Business Centres**

In Hyderabad the Pirojshah Godrej Green Business Centre is an example of a zero-overhead building that takes care of all its waste and energy requirements internally. This is one of the two buildings in India with the Platinum 2.0 rating (given to buildings) outside the United States.

*From [V. Kurian Baby](#), [Socio-Economic Unit Foundation \(SEUF\)](#), Kerala*

## Kerala

### **Cross subsidization of capital investments**

Involves the Coca Cola factory located in Parumatty Panchayat, which cross subsidized 15% beneficiary contribution in Pattacherry, an adjacent Panchayat in the same watershed, supporting about 220 households in 5 beneficiary groups. However, communities finally succeeded in refunding the money paid in lieu of direct contribution at the cost of 2 groups eventually dropping out on the issue. This happened at a time when popular agitation was going on against the Company. Another example of this type is a fertilizer company called 'UK Managala in Herur GP in Koppal District, Karnataka.

*From [R. Santhanam](#), [Indian Society of Agribusiness Professionals](#), New Delhi*

### **Creating village ponds**

The water pond can be created out of catchments in another place with gravity run down to village level, if elevation and topography are amenable. Village pond should be nearer to village for minimum trek for women, children and the aged. The methodology of check dams has been pioneered by Anna Hazare in Ralegaon Sidhhi, Bablu & Mary in Timbaktoo, A.P. and many others.

### **Cleaning up water bodies**

This can be done by the Biosanitiser application which may require a more or less one time investment in Biosanitiser purchase, which as a catalyst will have a long usage time not requiring periodic replenishment, unlike chemicals. Biosanitiser can address problems like organic pollutants, heavy metals, brackishness, excess nitrates. Application requires trials for each application and testing by "bio sensors". Sometimes testing is done by independent laboratories such as Coliform count, which was shown to regress on Biosanitiser application.

### **Providing safe drinking water and sanitation**

Recycle technologies may be used like "Krofta brand" clarifiers & spray filters for industrial processes using water. They enable recycle back into process use, substantial quantities of water. "Krofta" is already known to paper and other industries in India particularly in paper industry since fibre recovery enables recovery of investments in the equipments. The final effluents emanating can be treated with "Biosanitiser" which will correct problems areas.

*From [Lak Tewari](#), [ICEF](#), New Delhi and [V.V. Damle](#), [CII](#), Pune*

## Jharkhand

### **Joint collaboration for funding and implementation**

This project in Patratu area, Hazaribagh District, jointly funded and implemented by ICEF, Krishi Gram Vikas Kendra (KGVK – Usha Martin Group) & the beneficiary community, covering 19 villages in key concerns of environment restoration and sustainable utilization of resources. Intervention has been carried based on scientific studies and recommendations. Additionally expertise and resources for financial management, marketing, livelihood promotion etc is provided through training at its various centres. For more details see [Water Resources Conservation and Conjunctive Utilisation for Environmental Restoration in Tribal Area of Patratu Block](#)

## Rajasthan

### **Win-win business models (from [V.V. Damle, CII, Pune](#))**

In Dungarpur District CII has initiated a model for back ward areas, piloted in the backward tribal district of Dungarpur, Rajasthan, in partnership with UNDP and Government of Rajasthan. This is based on win-win business models to be taken to the backward district as a group so that all aspects of rural livelihood can be addressed.

### **Community led participatory initiatives (from [Prabhjot Sodhi, UNDP GEF SGP, New Delhi](#))**

In this project undertaken in Alwar District, the Punjab Haryana Delhi Chamber of Commerce and Industry (PHDCCI) showcased and shared CSR from member partners, mustering the necessary resources and the PHD Rural Development Foundation (PHDRDF) decided to work in the three villages of Gugli, Nirbha and Pada to promote participatory water harvesting technologies benefiting more than 270 households. Additionally double cropped irrigation has been promoted generating additional incomes and high valued cropping system. For more details see [Community Led Participatory Initiatives using local knowledge and skills for Water Harvesting Structures in the Remote Areas of Alwar District in Rajasthan](#)

*From [Ramya Gopalan, Research Associate](#)*

## **Maharashtra**

### **Tanker free villages**

In Pune, in the year 2004, CII in partnership with TATA Motors, Pune has constructed two water reservoirs in Varale and Shive villages in Khed Taluka, Pune, making them "Tanker Free" villages. The villagers have been largely relieved from the drinking water problem and these have been visited and appreciated by the block/taluka level government authorities. This success has led to CII & Tata Motors undertaking water Projects in 14 villages in a period of 7 Years till 2012 in the Khed taluka, aiming to make the entire Block "Tanker Free".

### **Partnering with NGO's and Government Agencies**

CII has been working in another 10 villages in Pune on water issues, by partnering with "*Astha No Kai*" an NGO for deepening of the existing wells and co-ordinating with government agencies to resolve water issues. Godrej Industries, Beck India Ltd has supported these projects.

## **Gujarat**

### **Participatory process for check dams**

In two villages (Lunava and Chadvara) of Kutch, CII has completed a participatory process of identification of sites for building check dams. One check dam has also been constructed near Ahmedabad. These check dams will not only help the villages but also the surrounding villages to increase their agricultural output and better availability of drinking water. CII has been supported in this project by Gujarat Gas Company Ltd, and Gujarat NRE Coke Ltd.

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## **Related Resources**

### **Recommended Organizations**

#### **India-Canada Environment Facility (ICEF) (from [Lak Tewari, ICEF, New Delhi](#))**

<http://www.icefindia.org/subprojects.htm>

*Recommended for its projects aimed at environmental sustainability particularly those catering to the water sector involving multi stakeholders, corporate and communities*

*From [V.V. Damle, CII, Pune](#)*

#### **The Confederation of Indian Industry (CII), Pune**

<http://www.ciionline.org/AboutCII/44/default.asp>

*Recommended for its water management division piloting many efforts in Rajasthan, Pune & also for its overall promotion of corporate social responsibility among its partners*

#### **Krishi Gram Vikas Kendra, Usha Martin Group**

<http://www.indiapartnershipforum.org/pdfs/devissues/ushamartin.pdf> (Size: 46KB)

*A non profit organisation set up by the Usha Martin Group, in health, gender concerns, watershed development, agri produce processing & other livelihoods issues*

**Tata Steel Rural Development Centre, Tata Steel, Jamshedpur**

[http://www.tatasteel.com/corporatesustainability/TSRDS\\_Report.asp](http://www.tatasteel.com/corporatesustainability/TSRDS_Report.asp)

*Recommended for its CSR initiatives presented in its annual report 2004 – 2005, covering projects and partners in several regions of the country*

#### **HINDALCO**

[http://www.hindalco.com/media/features/sustainable\\_model.htm](http://www.hindalco.com/media/features/sustainable_model.htm)

*Recommended for its programmes particularly those focusing on rural water, rural technology, etc. implemented around all its plants in UP, Jharkhand and other states*

#### **The Srinivasan Services Trust, TVS Group, Tamil Nadu**

<http://www.tvsmotor.in/article.asp?id=16>

*Recommended for its involvement in several community development initiatives, to improve the standard of living of people in 51 adopted villages across the country*

#### **The Energy and Resources Institute (TERI) (from [Ramya Gopalan](#), Research Associate)**

<http://www.teriin.org/projectsmain.php>

*TERI is actively involved with corporate partners in various projects promoting sustainable use of the environment and social responsibility towards communities*

### **Recommended Contacts**

**V.V. Damle**, Consultant – Water Management, CII, Pune (from [V. Kurian Baby](#), Socio-Economic Unit Foundation (SEUF), Kerala)

Bungalow No.2., Ganeshkhind Road,  
Near Rahul Cinema, Pune – 411 005  
Phone: 020 25536590.

### **Recommended Websites**

**Toyota Environmental Activities Grant Program** (from [Digbijoy Bhowmik](#), GoI - UNDP project 'National Strategy for Urban Poor', New Delhi)

Toyota Motor Corporation (TMC), Japan  
<http://www.toyota.co.jp/en/environment/ecogrant/>

*A corporate philanthropic activity promoted by TMC to support environmental revitalization and conservation activities both in Japan and overseas*

**TERI Corporate Awards** (from [Ramya Gopalan](#), Research Associate)

The Energy and Resources Institute (TERI), New Delhi  
<http://static.teriin.org/corpawards/corpawards.htm>

*TERI instituted Corporate Environment and Corporate Social Responsibility Awards to provide and encourage the corporate sector to work towards sustainable development*

### **Recommended Documentation**

**Water Resources Conservation and Conjunctive Utilisation for Environmental Restoration in Tribal Area of Patratu Block** (from [Lak Tewari](#), ICEF, New Delhi)

ICEF & Krishi Gram Vikas Kendra (KGVK), Ranchi, May 2002–March 2007  
[http://www.icefindia.org/SP\\_KGVK\\_details.htm](http://www.icefindia.org/SP_KGVK_details.htm)

*The project aims to enable the people in the tribal area to manage their natural resources in a sustainable manner also promoting livelihood activities in 19 villages*

**Community Led Participatory Initiatives using local knowledge and skills for Water Harvesting Structures in the Remote Areas of Alwar District in Rajasthan** (from [Prabhjot Sodhi](#), UNDP Global Environment Facility Small Grants Program, New Delhi)

PHDCCI & PHDRDF, UNDP GEF SGP  
<http://www.solutionexchange-un.net.in/environment/cr/res21030601.pdf> (Size: 22 KB)

*The experience of PHDRDF project promoting water harvesting structures in the poor marginal degraded lands of three villages of Gujli, Nirbha & Pada*

From [Ramya Gopalan](#), Research Associate

**The State of CSR in India 2004 – Acknowledging Progress, Prioritizing Action**

Ritu Kumar, Background Paper, National Seminar on Corporate Social Responsibility, TERI – Europe, London  
[http://www.teri.res.in/test/terieu/docs/csr\\_state.pdf](http://www.teri.res.in/test/terieu/docs/csr_state.pdf) (Size: 595 KB)

***The paper examines the emerging CSR model in India, identifies the case for CSR, recognizes limits and prioritizes strategies for deriving a competitive edge***

### **Development-Driven Public-Private Partnerships in Water**

World Economic Forum (WEF) Financing for Development Initiative, 2005

[http://www.weforum.org/documents/FFDI/OverviewDocument\\_2ndRoundtable.pdf](http://www.weforum.org/documents/FFDI/OverviewDocument_2ndRoundtable.pdf) (Size: 377 KB)

***This paper examines the need for greater coherence between public and private actors to achieve development goals emerging priorities from the Second Roundtable, London***

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## **Responses in Full**

### **[Bharati](#), Ashoka-Innovators for the Public, Jaipur**

With reference to Divya's query, I was recently in Dandeli (Karnataka) where West Coast Paper Mill (WCPM) has contributed towards the construction of a drinking water pipeline in villages near its plant. The 'treated' effluent from WCPM - which uses Kali's water for its business processes - meets (and pollutes?) Kali river near Dandelappa. People in at least six villages near the plant are dependent on Kali's water for meeting their household as well as productive water requirements; hence the impact of WCPM's activities on local lives and livelihoods is potentially significant.

Though this case provides an example of a corporate attempting to fulfil its CSR (as Divya has mentioned), there are diverse views on the effectiveness of WCPM's effluent treatment plant; at the same time, the qualitative aspect of their intervention for meeting the 'safe drinking water requirements' of 'affected communities' is debatable.

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### **[Digbijoy Bhowmik](#), GoI - UNDP project 'National Strategy for Urban Poor', New Delhi**

Corporate environmental responsibility, in most cases has usually been restricted to the organisation's/ entity's own efforts to minimise its own environmental impact the concerned area of operation.

There are instances of fertiliser plants adopting or creating lakes in their vicinity in order to maintain a watch over the quality of wastewater that they release, since this is subject to monitoring by Pollution Control. One such example can be found at Chakravarty lake Panipat, near the NFL town ship. Steel townships have also been known to use this model.

The Pirojshah Godrej Green Business Centre at Hyderabad is an example of a zero-overhead building that takes care of all its waste and energy requirements internally. This is one of the two buildings with the Platinum 2.0 rating (given to buildings) outside the United States. Incidentally, the other is also in India and is in Gurgaon.

Toyota Motor Company (Japan) has the Environmental Activities Grants program (<http://www.toyota.co.jp/en/environment/ecogrant/>). Some of the awardees are from India.

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### **[V. Kurian Baby](#), Socio-Economic Unit Foundation (SEUF), Kerala**

CSR is an emerging area, considered as an integral component of Corporate good governance. Business corporations are increasingly involved in a process building social credibility and accountability.

I had a number of small experiences of mobilization of resources from private sector in drinking water provision, construction of check dams and de-silting and renovation of community water structures, mainly in Northern Kerala. However, these are small localized initiatives lead by small merchant associations or entrepreneurs.

One typical instance perfectly fitting into the CSR is the one involving the Multi-national Coca Cola factory located in Parumatty Panchayat in Kerala. The company has cross subsidized the 15% beneficiary contribution in Pattacherry, which is an adjacent Panchayat in the same watershed, where we have been implementing a demand responsive community based water and sanitation programme. About 220 households in 5 beneficiary groups were supported by the Company. However, as cross subsidization would undermine the project philosophy of demand responsiveness and community ownership we have insisted on the community to refund the money paid in lieu of direct contribution by community, which finally succeeded, at the cost of 2 groups eventually dropping out on the issue. This has happened at a time when a protracted popular agitation was going on against the alleged over exploitation of scarce ground water by the Company. This type of cross subsidization is happening elsewhere in the Country by business groups (eg. Herur GP in Koppal Distrcit, Karnataka by a fertilizer company called 'UK Managala').

The Confederation of Indian Industry (CII) has set up a division for water management head quartered in Pune, the address of which is given below. They have been piloting many efforts in water conservation and management, particularly in Rajasthan.

V.V. Damle, Consultant – Water Management,  
CII, Bungalow No.2., Ganeshkhind Road,  
Near Rahul Cinema, Pune – 411 005.  
Phone: 020 25536590.

I had opportunities to explore the possibilities of potential collaboration in watsan with private sector (PPPs), particularly in hygiene practices (with Indian Soaps and Toiletry Manufacturers Association – ITSMA - HL), marketing, demand generation and quality assurance. My experience in general, if I can borrow from Adam Smith, "we owe our bread not to the benevolence of the baker, but to his self interest". If we can generate a win – win scenario and as long as private interest is in resonance with public good, CSR can go a long way in improving watsan public service delivery.

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### **R. Santham, Indian Society of Agribusiness Professionals, New Delhi**

Regarding Ms. Divya Sehgal's query, Corporates can be 'persuaded' to use these technologies in effluents from paper industry. For the money they spend as CSR, both the beneficiaries and the corporate can get better returns on the spend.

**Creating village ponds** - Methodology of check dams, pioneered by Anna Hazare in Ralegaon Sidhi, Bablu & Mary in Timbaktoo, A.P. and many others. The water pond can be created out of catchments in another place with gravity run down to village level, if elevation and topography are amenable. Village pond should be nearer to village for minimum trek for women, children and the aged.

**Cleaning up water bodies** - "Biosanitiser" application. This may require a more or less one time investment in Biosanitiser purchase, which as a catalyst will have a long usage time not requiring periodic replenishment, unlike chemicals. Guarantee is for 1 year but it has been found to work for many years. Accidental removal, theft are problems, since it is applied in a public place accessible for the entire village. Biosanitiser can address problems like organic pollutants, heavy metals, brackishness, excess nitrates. Application requires trials for each application and testing is by "bio sensors" i.e. taste to the tongue, clarity and such factors. Sometimes testing is done by independent laboratories such as Coliform count, which was shown to regress on Biosanitiser application.

**Providing safe drinking water and sanitation** - If more of industrial inputs of water from "pristine natural resources" is 'recycled' back for industrial process use, equivalent quantity of water from natural resources would be released for drinking water & sanitation. Recycle technologies may be used like "Krofta brand" clarifiers & spray filters. They enable recycle back into process use, substantial quantities of water. "Krofta" is already known to paper and other industries in India and is a popular technology in paper industry since fibre recovery enables recovery of investments in the equipments. The final effluents which come out can be treated with "Biosanitiser" which will correct problems areas.

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### **Lak Tewari, ICEF, New Delhi**

The ICEF project in Patratu area of Hazaribagh district, Jharkhand with Krishi Gram Vikas Kendra, Ranchi is an on- going project, and as such a living example of CSR.

The project titled "Water Resources Conservation and Conjunctive Utilisation for Environmental Restoration in Tribal Area of Patratu Block" is being jointly funded and implemented by ICEF, KGVK & the Beneficiary Community.

The overall project is for Rs 10 crores, out of which KGVK is providing Rs 2 crores as direct support. KGVK is the development wing of Usha Martin Corporate Group and is directly funded by it for this & other development projects.

The ICEF - KGVK (Usha Martin Corporate Group) project is spread over 19 villages. It has

- rehabilitated & renovated / repaired old ponds
- dug new ponds
- executed soil and water conservation measures extensively ( check dams, gabions, gully plugs, trenching & bunding, recharge pits, renovation of irrigation channels, etc.
- greening of the forest area with the State Forest Department ( under an agreement with the Forest Dept- a first for the State)
- horticulture plantation to promote livelihoods & improve nutrition
- increased water availability for non-domestic & domestic needs
- improved agriculture productivity
- created sanitation facilities, especially for women

- conducted health camps for women  
- formation and strengthening of Community organisations ( Village Development Committees, Self Help Groups, Special Interest Groups- for the landless & the poorest of the poor) to partner in project implementation ( including providing Rs 45 lakhs as community contribution in the form of labour) and ensure sustainable management thereafter.

The key concerns were environment restoration and sustainable utilization for an improved quality of life. Gender mainstreaming, poverty alleviation, community involvement and democratic functioning are strong cross cutting operational guidelines.

The project intervention has been carried out on the basis of scientific studies and recommendations of experts. It has achieved much during the last 4 years.

The Usha Martin Group, in collaboration with ICEF, conceptualized the project, & is providing funds for implementation. In addition, it provides expertise and resources for financial management, marketing, livelihood promotion, strengthening capacity of the village communities through training ( at its Ajeevika Centre ) & elsewhere, agriculture demonstration at its Rukka Demonstration Farm, better market access for village produce through its Trade Facilitation Centre, promoting environment education at school level by providing computers to a village school, etc.

The Group had its origins in Ranchi. It has gone ahead with its responsibility of improving the lives of the people in the broad vicinity of its factories, through such projects. As the Group Chairman Shri B.K. Jhawar explained, at the commencement of the ICEF project," in our chosen business, we shall retain market leadership and shall be globally competitive through customer orientation and excellence in quality, innovation, technology with clean & green environment and social commitment for sustainable community development".

Both the Chairman and the Vice Chairman have taken a keen interest in the project through regularly attending Steering Committee meetings & progress reviews. They also visit the project area and obtain first hand feedback through discussion with the village communities.

In case clarifications are required, do let me know.

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**V.V. Damle, CII, Pune**

My response in brief to the query by Divya Sehgal is as follows -

Most, at the least large, industries based in rural, backward areas have substantial and incremental social development programmes. To name a few purely on ad hoc basis, since a large number of CII Members are involved in development initiatives -

Usha Martin Group, involved in mining Steel in Jharkhand and also with processing units in Ranchi and Jamshedpur. They have set up a non-profit organisation called

Krishi Gram Vikas Kendra to carry out this programme. They are involved in health, education, women's empowerment, watershed development, agri produce processing and marketing, renewable energy with focus on household needs as well as livelihood.

Tata Steel in Jamshedpur. Have set up Tata Steel Rural Development Centre, a non-profit organisation. They are also involved in a similar range of activities as KGVK. Initiatives by individual Tata Group companies is separate from what more well known various Tata Trusts such as Ratan Tata Trust, Sir Dorabji Tata Trust, etc..

Lupin Human Welfare Trust. They have a major presence in Bharatpur, Rajasthan. Interestingly, they don't have any business interest in Bharatpur. Bharatpur has been identified on need (for development intervention) basis. They have also a similar range of activities and their expertise in livestock management and various other livelihood activities is well recognised.

Chambal Fertilisers in Kota, Rajasthan has substantial development programme on water and other livelihood issues

HINDALCO has substantial programmes including rural water, rural technology, etc. around all its plants in UP, Jharkhand and other states

TVS Group in Tamil Nadu are also involved in similar range of initiatives.

A number of CII Members have come with win-win business models for rural areas whereby the framers as well as the Corporates benefit, e.g. ITC e-Choupal, ICICI Lombardt Weather Insurance model, HLL I-Shakti Model, Titagarh Biotec Biodiesel Model

CII itself has initiated a model for back ward areas now being piloted at a backward tribal district Dungarpur in Rajasthan, in partnership with UNDP and Government of Rajasthan. This is based on win-win business models to be taken to the backward district as a group so that all aspects of rural livelihood can be addressed.

CII is very actively promoting Corporate Social Responsibility among its members since 1995. CII is also working on frontline issues for developing innovative models on issues such as rural water management, energy management, health, education, also specific issues such as HIV-AIDS, etc.

Let me assure you a very large number of CII partners are involved various types of development programmes. We are often surprised at the depth, spread and variety of initiatives being undertaken by CII Members. Most importantly, there is much cross-learning among industries and therefore the wheel is not necessary to be reinvented. CII is also actively promoting cross learning through networking initiatives.

Please let me know if you require more information.

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**[Prabhjot Sodhi](#), UNDP Global Environment Facility Small Grants Program, New Delhi**

Please find details of a [project](#), the whole purpose being to share and learn of how communities can be instrumental in taking the program forward once their involvement is there at all steps, although it gives rise to other power structures wanting to reap benefits and take hold of the program. In this project the Punjab Haryana Delhi Chamber of Commerce and Industry (PHDCCI) came up showing and sharing CSR from the member partners and have also mustered the necessary resources as is indicated.

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**Many thanks to all who contributed to this query!**

***If you have further information to share on this topic, please send it to Solution Exchange for WES-Net at [se-wes@solutionexchange-un.net.in](mailto:se-wes@solutionexchange-un.net.in) with the subject heading "Re: [se-wes] Query: Corporate Social Responsibility in Water Resource Management, from Independent Consultant, New Delhi (Experiences). Additional Response."***

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