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Gold Standard NGO

Dr. Veerandra Heggade's NGO proves how well-managed microfinance can make a big impact on sustainability outcomes at the grassroots level. There are several lessons here for 'confused' policy makers

by **Benedict Paramanand**

Dr. Veerandra Heggade with Prince Charles after accepting Asden Golden Award in London recently

AMIDST widespread despondency all around because of failure of several public institutions and inept policy-making, India does spring a few surprises. An NGO promoted by Dr. Veerandra Heggade, Dharmadikari of temple-town Dharmasthala in Karnataka, recently won the coveted Ashden Golden award 'for providing informed choices to the poor in the selection and adoption of renewable energy.'

SKDRDP (Shri Kshethra Dharmasthala Rural Development Project), started in 1982, can easily be a model NGO where the needs of the poor are involved and in any sector. While SKDRDP's brief is dispensing microfinance, it has morphed itself into a full-service NGO dealing in agricultural, health, education, sanitation, renewable energy and even sustainable burial services. The good news is that the NGO is spreading its wings to all parts of Karnataka very soon – much needed in a state that has slipped from being progressive a decade ago to one of the backward states of India today.

Inside

The Dharmasthala temple town may well be the world's most eco-friendly places. SKDRDP has shown how a local approach to solving ecological and livelihood issues have a far greater chance of succeeding than large, public-funded projects. It has also set the highest standard in how an NGO is managed. Here's a glimpse of services the NGO offers across many parts of Dakshina Kannada district and a few taluks in some parts of Karnataka:

Sustainable Cremation

SKDRDP has so far given subsidies to 500 villages to set up Ferro Silicon Body Burning Chambers. Infosys Foundation too has stepped in to support setting up of hundreds of such chambers in North Karnataka. Most cremation grounds in villages are poorly managed and use 800 kilograms of firewood for burning a body. In contrast, SKDRDP's chamber uses only 300 kgs. These chambers are making a significant contribution to village environment by protecting its forests, their ability to deal with issues related to death and also by making cremation affordable to the poor. If such chambers are put up all over India, especially on river banks, they can have a significant impact. It's high time other state governments took note of it.

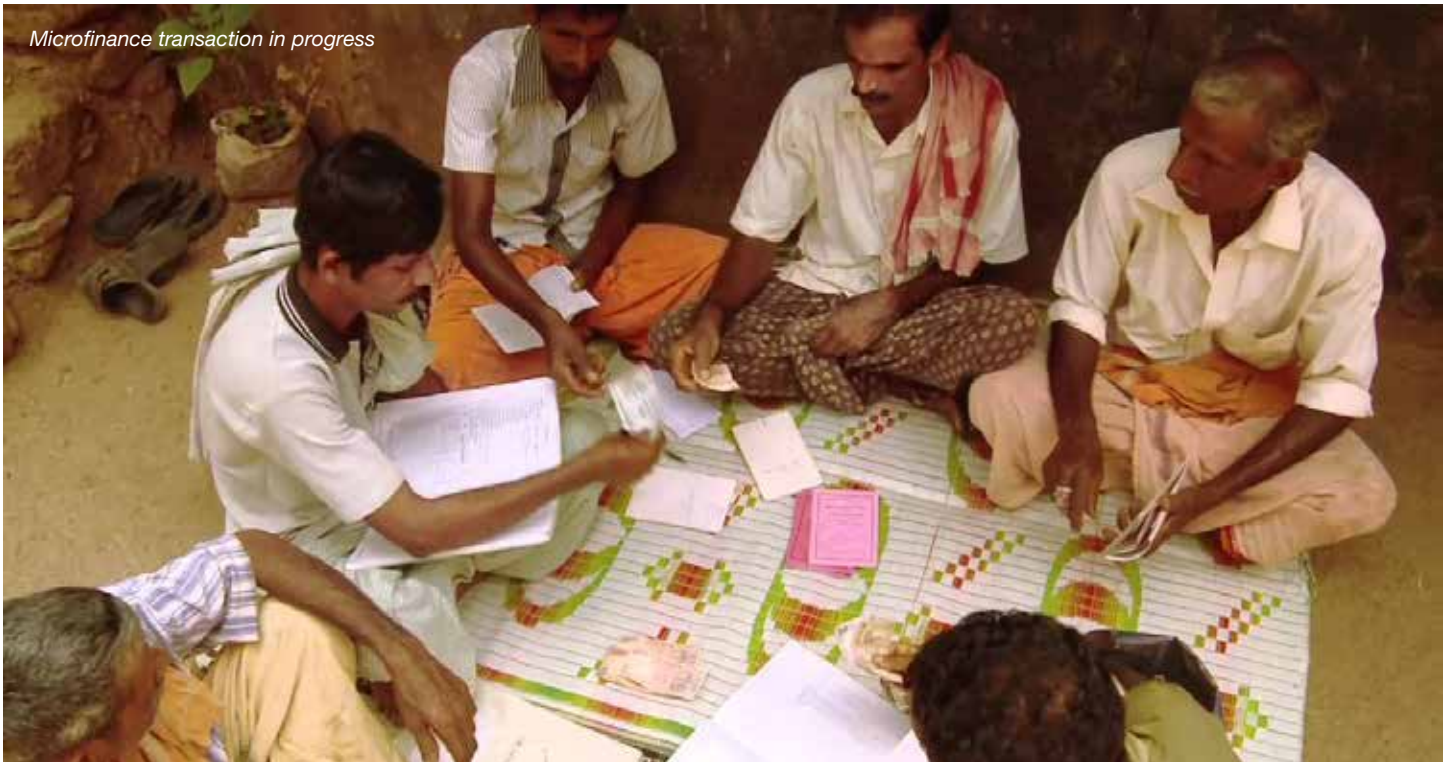
Power from streams

The dream of generating your own power from a nearby stream has indeed come true. SKDRDP has financed more than 200 micro turbines so far in Dakshina Kannada district which have perennial streams coming from the Western Ghats. Each generator provides sufficient energy to a household and costs about Rs. 15,000 to set up. In a country blessed with thousands of streams this can be one of the viable options.

Everyone has a hot water bath

Dharmastala's Sri Manjunatha Temple receives an average of 10,000 devotees a day going up to 50,000 a day during festivals. Unlike in most popular temples, lunch is served here for free to everyone, everyday. The sheer magnitude of serving clean and nutritious lunch has become both an art and a science here. To make the process environment friendly, food is served on banana leaves and the cooking fuel is drawn from giant gobar (dung) gas plants.

There are 40 guest houses in Dharmastala with capacity to accommodate 20,000 people. All the guest houses have solar water heaters. Street lights are lit using solar panels.



Microfinance transaction in progress

Mr. L.H. Manjunath, executive director of the NGO, says Belathangadi taluk created a world record by installing most number of solar street lamps per square feet in a town.

How can such good work be spread to other districts and states? Can they be scaled? Mr. Manjunath is hopeful even though the prospect is daunting. He says: “We are a training institution, if NGOs are interested we can sponsor them; we can collaborate with other vendors as well. For example, we have been training masons for constructing gobar (dung) gas plants and solar home lighting systems. NGOs from north India have started coming to check us out. This is a good sign.”

Affordable micro-finance and targeted subsidies is at the heart of the success of all the above mentioned energy solutions. Even if a small proportion of the current mismanaged subsidy system is directed at solving local needs, there could a visible difference to the quality of rural life in India.

Farm pool

Indian property laws have resulted in the size of farmlands becoming smaller and smaller with each generation resulting in poor productivity and unemployment. Children of such households are forced to migrate to towns or are underemployed. SKDRDP is promoting the ‘Pragathibandhu model’ to address these issues.

This model involves forming self help groups (SHGs) of five to eight members in each group. Every member owns a few cents to two hectares of land. The field workers of SKDRDP train the SHGs on group dynamics, documentation, and handling of cash. They also help prepare a five-year cultivation plan based on the size and cropping pattern of each member. The farm plan involves following sustainable farming, mechanization, sustainable water supply and also ancillary activities such as home management, children's education, house construction and marriage.

Affordable micro-finance and targeted subsidies is at the heart of the success of all the above mentioned energy solutions. Even if a small proportion of the current mismanaged subsidy system is directed at solving local needs, there could a visible difference to the quality of rural life in India.

Mr. L H Manjunath, executive director of SKDRDP (in white kurtha) at a recent conference on microfinance

Compulsory sharing of cost and labor between the members of the group is the highlight of these SHGs. They are addressing the labor shortage problem that is daunting in rural India today. Over a period, SKDRDP has supported more than 170,000 SHG members become almost like a family. It has improved their financial and emotional security which every poor household aspire for.

Impressed immensely with SKDRDP’s work, Ashden judges said: “SKDRDP is a fantastic example of how ethically-managed microfinance can deliver sustainable energy to the poor, demonstrating that providing consumer loans for energy makes sound social, environmental, and economic sense.” Prince Charles gave away the award in London to Dr. Heggade. Perhaps the NGO deserves a bigger award in India so that the message of its good work can spread far and wide.

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Indian Sustainability Congress - 2013

4 - 5 December 2013
Vivanta by Taj,
M.G. Road, Bangalore

www.isustainability.in

Indian Sustainability Congress – 2013 (ISC-2013) envisaged to be an Annual event with facets of Thought Leadership, Recognition and Rewards for Achievers, Products and Technology Demonstrations, Trade Fair, Vendor Development, Collaboration and Networking opportunities.

Towards this, Indian Sustainability Congress intends to engage with the Departments of the Government of India, Government of Karnataka, International Organisations, Research Institutions and Associations working towards growth of Sustainable Technologies and Products. Various Indian and International Enterprises working in building the Sustainable Technologies and Products will exhibit and demonstrate their expertise in the area of Sustainability.

The purpose of the Indian Sustainability Congress is to exchange emerging ideas and explore Technologies towards protecting the environment and optimizing natural resources so as to achieve sustainable development and societal benefits through the generations. The congress will provide a common platform for engineers, researchers, innovators, practitioners, investors to interact and collaborate to achieve overall sustainability from a systems perspective, using engineering & technological innovations.

Themes

- Sustainability for Future Generation
- Using sustainability to drive business innovation and growth
- Government Schemes and Opportunities for Sustainable Technology & Product Development
- Investment opportunities and challenges in Sustainable Technologies & Products
- Opportunities and challenges in Technology transfer and licensing
- Sustainable Technologies and Products last mile implementation
- CSR spend mandate for Public companies and limitations

Parallel Sessions

Connect | Collaborate | Co-create | Cultivate

ISC–2013 starts with connecting the participants well before the scheduled congress in December and enable mutual (pre-screened) interaction and enables collaboration. Provides platform for Investors and Government agencies to engage and establish partnerships with Entrepreneurs in Sustainability space to build alliances for greater good, Commercially and socially.

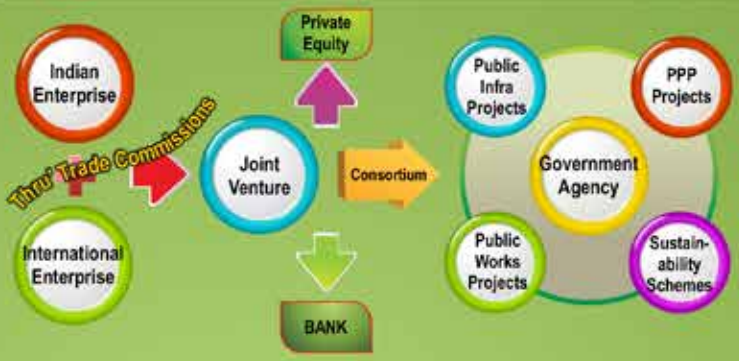
Parallel Sessions

CSR | Government Mandate | NGO

The Mandatory CSR Bill opens up enormous opportunities in the area of social development. The whole landscape of social responsibility is going to change dramatically. ISC – 2013 is facilitating this through a platform for CSR departments of the organizations to reach out to qualified NGO's to share their CSR philosophy, their qualification criterion, engagement terms, working methodology, Project evaluation process and also for NGO's to pitch for CSR support from these Organizations for their Social and Sustainable development efforts.

Sponsorship

Indian Sustainability Congress - 2013 : 4 - 5 December 2013 in Vivanta by Taj at Bangalore is an opportunity for Indian and International sustainability Technology and Product companies, solution providers, consultants, NGOs and government agencies to convene, network, learn and do business to build a better future.



Collaboration to Transaction

Organizer | Supported by | Knowledge Partners | Organizing Partner | CSR Partners | Media Partners | News Distribution Partner | Hospitality Partner

Source Kapital

International Network Partner

Infosys bags 'Corporate Sustainability Stewardship' Award

Infosys Ltd, has won the 'Corporate Sustainability Stewardship' Award at the Parivarthan awards 2013. This Award recognizes organizations for implementing innovative sustainability solutions for efficient energy, waste and water management in their production processes and operations.

In addition, Rohan Parikh, Head - Infrastructure and Green Initiatives at Infosys was declared as a finalist of the 'Sustainability Trailblazer' category. The Award recognizes corporate executives who have made exemplary contributions in the field of sustainability in the past year.

Airtel cuts greenhouse gas emissions by 11%

Bharti Airtel has reduced greenhouse gas emissions by 11% per terabyte in network infrastructure in 2011-12.

"The company has been constantly working along with its partners to reduce Green House Gas (GHG) emissions in its operations. The report discloses an 11% reduction in GHG emissions per terabyte in network infrastructure in 2011-12," Airtel's sustainability report 2011-2012 said.

"India, the world's second-largest telecom market, provides a remarkable growth opportunity for 1.2 billion people, out of which, 900 million people are connected through mobile. Hence, telcos have a huge role to play in bringing a paradigm shift in the lives of millions," Bharti Airtel CEO (India and South Asia) Sanjay Kapoor said.

e-Bay will add waste heat to power Utah data center

Last year, eBay announced it would power its flagship Salt Lake City data center with renewable energy as its primary power source, the first company to do so. It is using fuel cells and biogas and is now adding another source of energy - waste heat.

Ormat Technologies, a leader in waste heat and geothermal systems, will build a 5 megawatt (MW) recovered energy generation (REG) power plant in Utah and sell the electricity to eBay under a 20-year contract. Ormat's REG power plants capture waste heat that otherwise would be released to the atmosphere and converts it to energy using a process similar to that of geothermal electricity generation.

Waste heat, which is produced by every facility, could be the biggest untapped source of energy. It is commonly captured in combined heat and power (CHP) systems. In this case, the waste heat will be coming from e-Bay's data center. It will be turned into electricity and sold back to eBay.

Andhra Government's Energy conversation initiative

The Andhra Pradesh Government is planning to notify implementation of Building Code (ECBC) in the state in November 2013. ECBC, which aims at trimming down electricity bills through energy-efficient building designs, has been proposed for large buildings like shopping malls, multiplexes, and sky-scraper commercial and residential buildings having a load of more than 100 KW.

Indian Institute of Science to launch forum for innovators

A 12-member team of students, alumni and faculty from the Indian Institute of Science (IISc) is all set to bridge the gap between research and business in India.

A student council initiative, EntIISc (read Entice), which stands for Innovation at IISc, was launched recently. "It is a student-run initiative to encourage, promote and support entrepreneurship and innovation at the premier institute," said Pramod Kumar Verma, convener at EntIISc. With this vision, EntIISc is to be a welcoming forum to promote and sustain entrepreneurial spirit and to facilitate ideas and networking by means of events, workshops, and training. Its three goals are represented in the EntIISc triangle - support, spirit and networking towards entrepreneurship.

The team will communicate with official bodies at IISc like the Society for Innovation Development, Entrepreneurship Cell, IP Cell and the Department of Management Studies. "Then, we'll put together a mentors' pool for potential start-ups, besides providing training and holding workshops on aspects of entrepreneurship and innovation," said a team member. The team will also network with national and international organizations.

With the core aim of stimulating the spirit of entrepreneurship and innovation in the campus, EntIISc, the founders believe, will help students, alumni, faculty, research/project staff, associates and collaborators.

International News

Wal-Mart announces policy for green chemicals in consumables

At its Global Sustainability Milestone Meeting in September 2013, Wal-Mart, the US-based retail giant, provided an overview of its new policy on Sustainable Chemistry in Consumables to reduce or eliminate the use of priority chemicals used in consumables products in favor of greener alternatives. The company plans to work closely with its suppliers to achieve the objectives of this policy. Besides chemicals, Wal-Mart also outlined key initiatives in recycling, fertilizers and energy efficiency at the meeting, which highlighted its progress with the Sustainability Index, a measurement system used to track the environmental impact of products.

With respect to implementation of its policy on chemicals in consumables, Wal-Mart will begin with household cleaning, personal care, beauty and cosmetic products, asking suppliers to transition to greener substitutes for priority chemicals. In addition, starting in January 2014, Wal-Mart will begin to label its private brand cleaning products in accordance with the US Environmental Protection Agency's recommended Design for the Environment (DfE) Safer Product Labeling program, and will continue to assess the applicability of DfE as Wal-Mart expands it to broader product areas.

Siemens launches smart city in Vienna

Siemens and its partners are creating a "smart" city in Vienna, Austria -- a living lab that tests designs and systems for intelligent cities of the future.

"Intelligent traffic solutions, green buildings, water management and smart grid infrastructure are just a few of the technologies helping to steer today's urbanization toward sustainability," says Siemens. All of these technologies will be incorporated in this development.

The partners, which include local power companies and real estate developers, created Aspern Smart City Research to govern the project, were slated to begin work in October with a $51 million budget. It will be built in Aspern, a district in northeast Vienna, one of the largest urban development projects in Europe. The goal is to use resources as efficiently as possible by connecting building systems with intelligent power grids and information and communication technologies that interact.

The district, which covers 595 acres on a former airfield, will have apartments, offices and a business, science, research and training center. Half the area will be reserved for public areas, such as plazas, parks and recreation areas. The dense, walkable community sits on the shores of a lake and has easy connections to public transportation.

Step by step, between now and 2030, the district will evolve into a city with 20,000 residents and 20,000 additional jobs. "This project represents an opportunity to develop a long-term integrated concept for an energy-optimized city district using appropriate technologies, products and solutions in a real-world infrastructure," Siemens says. "The goal is to make the whole system 'smarter.'"

Decentralized renewable energy with energy storage will supply Aspern's electrical needs. IT solutions will detect faults in the system, recognize inefficient consumption patterns and identify potential opportunities for savings.

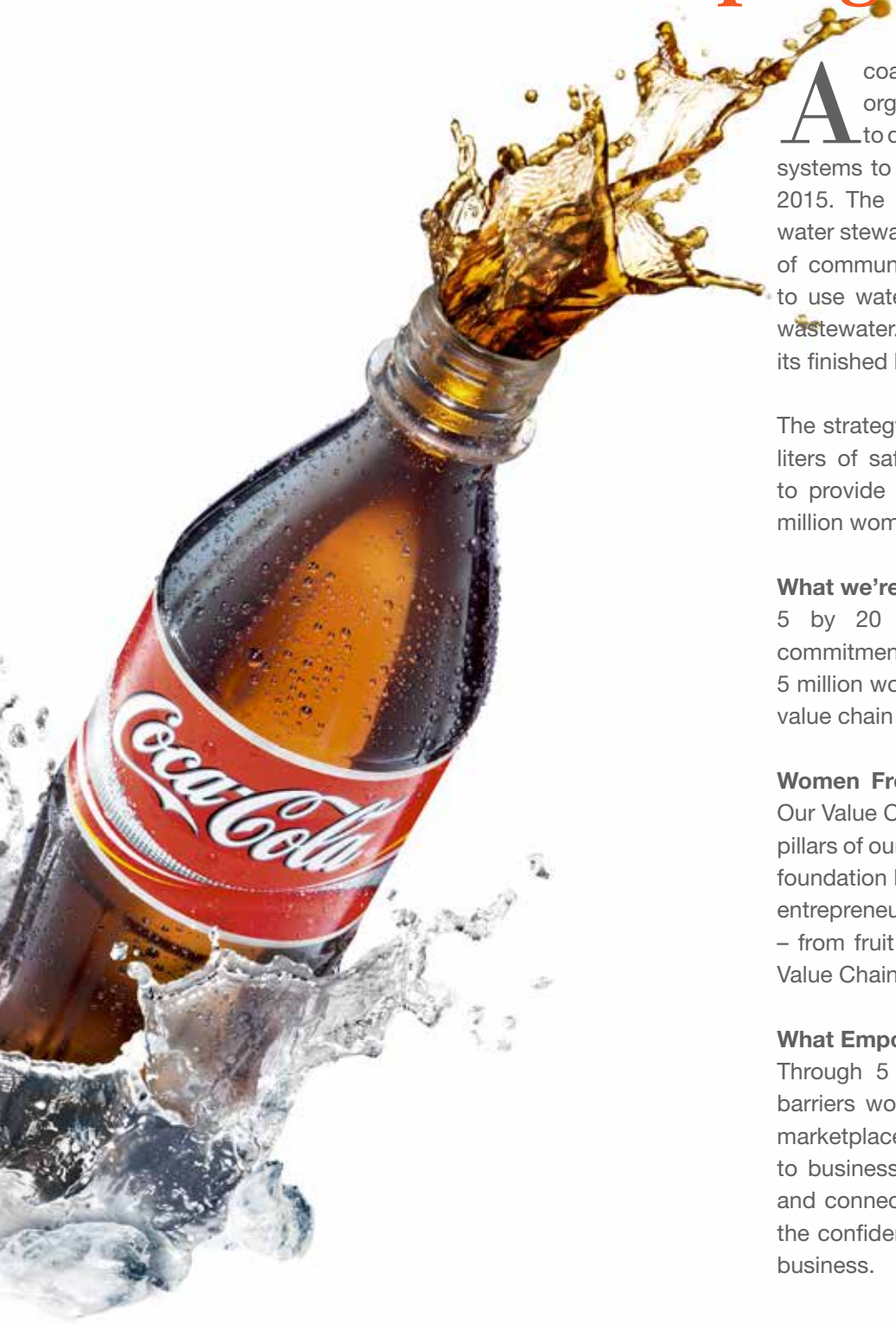
Siemens is among the world's top smart grid service providers in an increasingly crowded field. Others in the Top 10 are ABB, IBM, Cisco, Itron, S&C Electric, Schneider Electric, Opower, Silver Spring Networks and Tendril, according to GTM Research.

New app helps smaller companies rank sustainability

The powerful software that big businesses use to rank themselves on the sustainability ladder doesn't often apply to smaller companies. Now, however, a new mobile app targets small and midsize businesses seeking to measure their sustainability efforts.

The CK Ranker app, released earlier in June, this year, helps companies to assess and compare their own sustainability performance relative to the corporations that Corporate Knights magazine tracks in its annual rankings, including those in the S&P 500.

Coca-Cola rolls out off-grid water kiosks for developing areas



A coalition of businesses and nonprofit organizations led by Coca-Cola has pledged to deliver up to 2,000 off-grid water purification systems to rural communities in 20 countries by late 2015. The company says it is intensely involved in water stewardship across our system and in hundreds of communities throughout the world. It is working to use water more efficiently, treating and recycling wastewater. It aims to replenish all the water it uses in its finished beverages by 2020.

The strategy aims to deliver an estimated 500 million liters of safe drinking water to these locations and to provide entrepreneurial opportunities for up to 5 million women in the process.

What we're doing

5 by 20 is The Coca-Cola Company's global commitment to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020.

Women From All Walks of Life, at Every Point in Our Value Chain Women around the world are already pillars of our business system. We are building on that foundation by implementing programs to help women entrepreneurs throughout the Coca-Cola value chain – from fruit farmers to artisans. View the Coca-Cola Value Chain

What Empowerment Looks Like

Through 5 by 20, we address the most common barriers women face when trying to succeed in the marketplace. This initiative offers women access to business skills training courses financial services and connections with peers or mentors – along with the confidence the comes with building a successful business.

Indian green IT, sustainability spending to touch $29 billion: Gartner

SPENDING on green IT and sustainability initiatives in India is expected to increase 17.6 per cent to reach $29.2 billion in 2013, from $24.8 billion that was spent in 2012, according to NYSE-listed IT research and advisory company Gartner's report titled 'Hype Cycle for Green IT and Sustainability in India 2013'.

"Many Indian organizations still lack the strategic focus that comes with clear understanding of the core issues and key technologies that bring about real change in the vision for sustainability and green IT in an organization," Ganesh Ramamoorthy, research director at Gartner, said in a release recently.

Policy initiatives and regulatory measures of the Government of India will be the key drivers for the implementation of some of the technologies (such as advanced metering infrastructure, carbon capture and sequestration, intelligent transportation system) necessary to usher in low-carbon sustainable growth.

According to the report, a few leading organizations in India are beginning to implement green IT and sustainability solutions and incorporate them into business operations. The report, however, said that this was through a piecemeal approach that relied more on the hype surrounding the solutions than on the real benefit of the solution to the organization's sustainability and green IT vision.

"However, the unique challenges faced by India, such as an unreliable power infrastructure, a growing urban-rural divide and increasing population migration to urban areas, will also provide businesses with the opportunity to innovate and test new cost-effective approaches and green technology solutions that may then be adapted elsewhere — in other developing, or even developed nations," Ramamoorthy said.

In the report, Gartner has included six new technology areas and profiled 41 technologies in all. The new technologies added to this year's Hype Cycle include hybrid electric vehicles, micro-grids, machine-to-machine communication services, liquefied natural gas, biomass electricity and wind power generation.

"The recent policy and regulations announcement by the Indian government with regards to e-waste handling has heightened the hype around this set of technologies, leading Gartner to push this particular technology to the peak of the Hype Cycle. We expect Indian organizations to frame their strategy for e-waste handling in line with the government regulations, leading to mainstream adoption over the next five to 10 years," he added.

FMCG companies banking on specialty chemicals to achieve sustainability

MANY FMCG companies have announced ambitious sustainability plans to reduce their carbon footprint and save environment. Specialty chemicals, with their unique properties, are helping these companies realize their green goals.

Everybody is familiar with Shahrukh Khan featuring 'No VOC No Gadbad' ad of Nerolac paints educating the consumers about the side effects of VOC (volatile organic component) in paints. This is one of many such examples wherein consumer product manufacturers are redrawing their marketing plans with emphasize on the eco-friendly theme. FMCG companies are leaving no stone unturned in their quest to reduce carbon footprint in their supply chain. It is here that specialty chemicals play a big role. Be it fabrics that requires less water to wash, powered shampoo, or paints with low VOC, etc all require new processes and raw material (i.e., specialty chemicals) which can help these companies achieve their sustainability goals.

Growing awareness about the environment has made consumers conscious about importance of eco-friendly products and they are ready to pay the premium. As a result, product manufacturers are incorporating changes to suit the consumer demand. "Today, the customer awareness on health consciousness and eco-friendly products has gone up. Manufacturing companies are looking at specialty chemical additives that help in improving the functionality of the product as well as reduce the environmental load either by achieving the same end product in minimum number of steps or consuming less amount of chemicals than before," says K Jayaraman, Executive Director (Operations Consulting), PwC in India.

Recognizing green efforts

FMCG companies are aiming to foster better relation with their suppliers for adopting green processes right up to the final link in their supply chain network. **These companies are also recognizing the contribution of suppliers of chemicals by honoring them with green awards. For example, in July 2013, Tata Chemicals was felicitated with the prestigious Unilever's 'Partner to Win' Award for Winning Sustainability in recognition of its effort in aiding Unilever to significantly reduce the environmental impact of laundry powders and their business association to create traceability for mined chemicals.**

Stuck on good intentions

When everyone thought that CEOs today are emerging as the champions and ambassadors of the sustainability movement, the findings of the latest UN Global Compact—Accenture CEO Study on Sustainability 2013, makes a shocking revelation

SIXTY seven percent of CEOs do not believe business is doing enough to address global sustainability challenges. This is the strong view a study of more than 1,000 CEOs across the world has found. This is the world's largest CEO study on sustainability, representing CEO perspectives on what it will take to harness sustainability as a transformative force in the global economy—helping to put in place a new global architecture for corporate sustainability.

"The CEOs see their companies stuck on a plateau of good intentions, uncertain of the way to the summit. But among sustainability business leaders, we see the beginnings of a collaborative, systems approach to sustainability, focused on the impact business can make."

Key findings

Sustainability is firmly on the CEO agenda, but underlying their in-depth conversations with these leaders is a sense of frustrated ambition. Some 63 percent expect sustainability to transform their industry in five years—and 76 percent believe that embedding sustainability into core business will drive revenue growth and new opportunities. But they are constrained by market expectations.

There is growing skepticism among business leaders that addressing global sustainability challenges will ever become critical to their business success—and in turn, the CEOs appear to be refocusing on issues close to home. While 93 percent of CEOs regard sustainability as key to success, only 45 percent feel sustainability is "very important" to future success. Also, two-thirds selected "growth and employment" as top priorities to address for future business success—a reflection of the economic priorities foremost in the minds of many.

Business leaders also see a plateau effect in sustainability—and are struggling to make the business case for action. Only 76 percent of the CEOs are satisfied with the speed and effectiveness of the execution of their company's sustainability strategy, and nearly two-thirds believe they are doing enough to address sustainability challenges. However, more than a third—37 percent—report that the lack of a clear link to business value is a critical factor in deterring them from taking faster action on sustainability.

Marking a watershed in the progression of corporate sustainability, CEOs make an unequivocal call for greater government intervention to shape a supportive landscape for business action on sustainability. They also favor a new approach from business toward harnessing sustainability as an opportunity for innovation and growth at scale—becoming the "transformative leaders."

There is strong and vocal support among CEOs for governments to play a leading role in shaping the landscape for sustainability at global, national and local levels: 83 percent of CEOs see an increase in efforts by governments and policymakers to provide an enabling environment for the private sector as integral to advancing sustainability.

What the Global Compact CEOs seem to be saying is that they increasingly realize that they can't really influence global outcomes given their current business environment. No matter how much they might be trying, how much progress they believe they're making at the company level and how much money they're saving from efficiency measures, it's not going to change the end-game.

The 2013 CEO Study on Sustainability is important because a large group of CEOs are saying that they need public policy to help enable the kinds of sustainability efforts that they want to pursue. A large group of influential CEOs is willing to work to advance policy action in a much more aggressive way than in the past.

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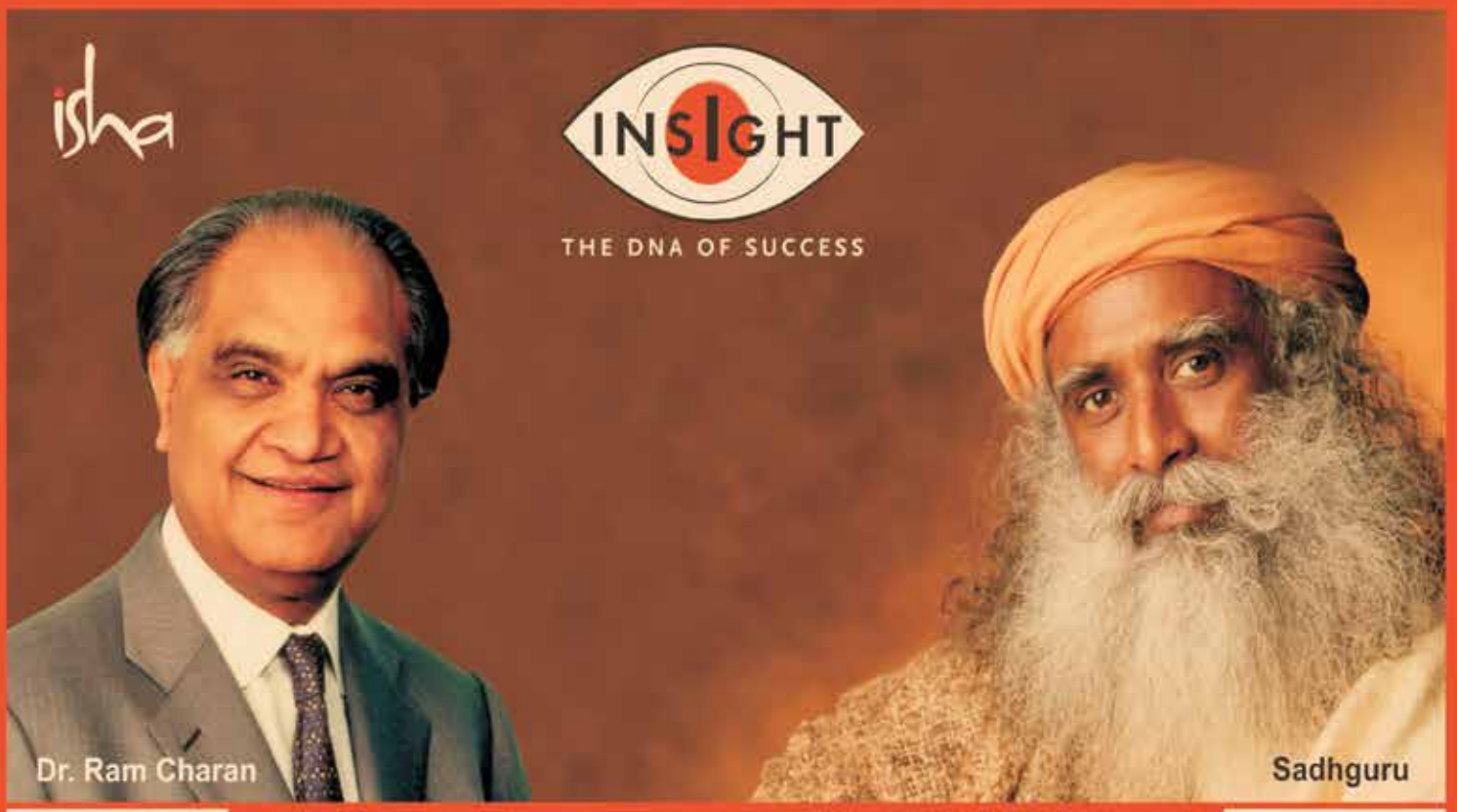
INSIGHT

THE DNA OF SUCCESS



SCALING UP : YOUR BUSINESS & YOURSELF

November 23 - 26, 2013 | Isha Yoga Center, Coimbatore

A unique leadership program that focuses on scaling up one's business as well as one's own self. INSIGHT : The DNA of Success - 2013 will be a deep exploration and an experiential learning workshop that will enable you to "see" : through the eyes of successful leaders, expert practitioners and a Mystic, while providing you tools to enhance your own perception. In this practitioner led program, you will gain insights from Sadhguru and Dr Ram Charan along with a host of illustrious business leaders who have built and grown world-class organisations.

Resource Leaders and Speakers

- **Sadhguru**, Yogi, Mystic & Founder of Isha Foundation
- **Dr. Ram Charan**, Business Advisor, Speaker, Author & Coach of Fortune 500 CEOs
- **Dr. Pratap Reddy**, Founding Chairman, Apollo Hospitals
- **Harsh Mariwala**, Chairman and Managing Director, Marico Ltd.
- **K. V. Kamath**, Chairman, ICICI Bank
- **Sanjeev Bikhchandani**, Founder and Executive Vice Chairman, Naukri.com
- **Dipak Jain**, Former dean of INSEAD France, and Kellogg School of Management, Northwestern University, USA
- **Deepak Satwalekar**, Former CEO & MD, HDFC Standard Life Insurance Company Ltd., and HDFC Ltd.
- **Dilip Cherian**, Co-founder and Consulting Partner, Perfect Relations
- **Prasoon Joshi**, Executive Chairman& CEO, McCann Erickson Worldgroup India, National Award winning lyricist, screenwriter & advertising copywriter
- **Ravi Venkatesan**, Former Chairman, Microsoft India & Cummins India
- **Vellayan Subbiah**, Managing Director, Cholamandalam Investment & Finance Co. Ltd.
- **Sangita Reddy**, Executive Director - Operations, Apollo Hospitals Groups
- **Rama Bijapurkar**, Management & Market Research Consultant
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Dell's Legacy of Good

With 2020 Legacy of Good plan, Dell has set aggressive targets to retain its leadership position as a responsible IT company. Ganesh Lakshminarayanan, VP, Commercial Sales Operations, Dell APJ & Executive Sponsor, Dell Giving Initiatives for India, shares Dell India's plans with *SustainabilityNext*

How is Dell migrating from CSR to a Sustainability focused organization in India?

Dell's recently launched 2020 Legacy of Good Plan strengthens our strategy for bringing sustainability and business objectives together to benefit customers while simultaneously leaving a legacy of good. Dell's 2020 goals bring into focus the strategies behind Dell's Powering the Possible commitment.

Dell Powering the Possible is our commitment to put technology and expertise to work, where it can do the most good for people and the planet – making possible today what was impossible yesterday.

Powering the Possible falls into four broad action areas:

- Fostering environmental stewardship, based on taking a lifecycle approach that begins with designing with the environment in mind and continues through responsible recycling.
- Promoting supply chain responsibility, which includes promoting supplier diversity, promoting responsible labor practices among our suppliers, and taking a leadership role in driving conflict-free sourcing for the electronics industry.
- Empowering our people, building an inclusive workforce that thinks as differently as it looks.
- Giving back to communities: we take a holistic approach to giving that supplements funds with technology, expertise and volunteerism. Our efforts focus on promoting Youth Learning through access and skills acquisition, helping accelerate treatments for pediatric cancer, encouraging social entrepreneurship among students, responding to disasters and supporting our team members' own engagement with other community groups they care about.

As a part of Dell's 2020 Legacy of Good Plan, we have put together 21 goals related to the environment, our communities, and our people. The plan will become an accelerator for successful and sustainable customer and societal outcomes through 2020 and beyond. This is our promise, and it will leave a legacy of good.

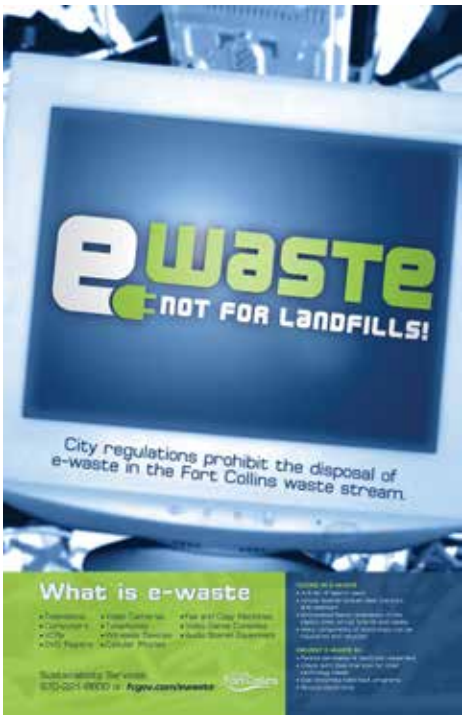
What are Dell's current sustainability plans for India?

Dell in 2009 was the first major computer manufacturer to ban the export of non-working electronics to developing nations. As a leading technology provider, Dell aims to help prevent the unauthorized dumping of electronic waste in developing countries by requiring that equipment be tested and certified as "working" prior to export.

Through this and other programs, Dell has diverted more than 68 million kilograms (150 million lbs.) of end-of-life electronics globally from landfills in fiscal year 2011. Since it launched its recycling program globally in 2006, Dell has recycled more than 125 million kilograms of electronic equipment. Dell is currently on track to recycle more than one billion pounds of e-waste by 2014.

On the consumer awareness front, Dell has taken the following initiatives to create awareness among consumers about safe recycling:

- **Launch of 16 electronics recycling collection points**
  Reinforcing its commitment to encourage and enable free and responsible ways of disposing old equipment, Dell recently launched 16 electronics recycling collection points for consumers across 13 cities in India. The program is brand and product agnostic –consumers can now drop off any brand or any type of product to be recycled.



- **Free laptop battery recycling program**
  In an effort to increase awareness and participation from consumers in India, Dell launched a free laptop battery recycling program in India for consumers in June 2012. When consumers return their non-working lithium ion batteries from the Dell Inspiron, Studio, XPS and Vostro laptop ranges for recycling, Dell offers a discount of Rs. 500 towards the purchase of a replacement Li-ion Dell laptop battery in return.

- **Dell Go Green Challenge**
  In 2011, Dell announced the "Dell Go Green Challenge" that invited consumers/individuals to share ideas and innovations on green technology through photographs or videos online. The program received a positive response with contestants submitting more than 600 ideas. The top three entries were awarded

The plan outlines 12 ambitious goals tied to its environmental agenda, each to be achieved by 2020, including:

- *Reducing the energy intensity of our product portfolio by 80 percent, making Dell the first IT company to commit to make a portfolio-wide energy goal.*
- *Using 50 million pounds of sustainable materials, such as recycled plastic, in products, and recovering 2 billion pounds of used electronics. This will make Dell the only company in the industry to set a long-term goal on the use of recycled-content plastics.*
- *Ensuring waste-free packaging, with materials like wheat straw, mushrooms and bamboo, which are sustainably sourced and 100% recyclable or compostable.*
- *Reducing greenhouse gas emissions by 50 percent from its facilities and logistics operations.*
- *Increasing eligible team member participation in flexible work programs to 50 percent.*
- *Achieving 75 percent favorable responses, or higher, in team member satisfaction annual surveys.*
- *Committing to engage 75 percent of team members in community-service initiatives.*
- *Applying education technology and expertise to projects that reach 3 million young people.*

Till date, no industry-standard of measurement currently exists to fully assess how IT-industry customers, which includes the world's largest private and public-sector enterprises, are using IT to become more socially responsible by deploying efficient and sustainable solutions.

with Dell Inspiron products in recognition.

In an effort to encourage recycling of personal computers in India, Dell also launched a special discount coupon program where consumers could send their old computers to Dell for free recycling and redeem a coupon of Rs. 1000 on the purchase of their next Dell computer.

Dell understands that Individual Producer Responsibility allows producers to internalize the costs of responsibly managing their own brand of products at the end of the products' useful lives, and thus factor those cost impacts into product design decisions.

What are India plans as part of the Legacy for Good global plan of Dell?

India will continue to stay the course and in addition to the examples given above, will build on its strategic initiatives such as Youth Learning and engaging with the community. Close to 70% team members in India invest their time within the community, leveraging their skills and expertise to make a difference in the community.

What's Dell's view of the IT industry becoming a responsible global sector – what trends in this direction lead to hope or despair?

Dell's 2020 Legacy of Good plan is a long-term corporate responsibility framework designed to aggregate and accelerate the ways that Dell and its IT solutions help customers, Dell team members and communities make lasting contributions to the planet and society.

The 2020 Legacy of Good plan is divided into three areas – the Environment, People, which includes Dell's 100,000-plus team members worldwide, and Communities. Adding intentional value to each of these areas in the coming years complements the company's overarching purpose – to provide technology that enables people everywhere to grow, thrive and reach their full potential.

Till date, no industry-standard of measurement currently exists to fully assess how IT-industry customers, which includes the world's largest private and public-sector enterprises, are using IT to become more socially responsible by deploying efficient and sustainable solutions. Ultimately, a firm understanding of the full-spectrum impact of technology across IT companies and the customers' environments will enable Dell – and others in the industry – to identify areas of opportunity for innovation and optimization.

Dell also will work with industry stakeholders, including suppliers, partners and competitors, to develop a method for more accurately assessing the "net positive" impact of IT on society, including the ways IT customers use and benefit from increasingly environmentally-sustainable and efficient IT solutions.

Close the Sustainability Loop

by **Satish V. Kailas**

Sustainability is the key to the future of this planet. If daily living is not made sustainable then the lifestyle that we are used to would not be sustainable. Are we leading a life that is sustainable? The answer to this, I think, is quite clear; no we are not. The question that needs to be asked is how to make our lifestyle sustainable. This is easy to explain with "closing the loop" approach.

WE take resources from this planet, process them, manufacture them, use them and then discard them. From time immemorial we have been used to throwing this trash without a concern of what happens to the trash. In many societies the trash is collected well and then dumped into the ocean. The hope being that "out of sight is out of mind" is an unacceptable approach. This is leading to a disaster of an unimaginable scale. Clearly, what happens to the trash is of utmost importance.

Further, the resources that are being extracted cannot be sustained as the planet is not able to replace the material that is being extracted. When we look at the products being manufactured and used today most of the materials used in making these products are non-replenishable. Clearly, this cannot be sustained as these resources will run out. It is like a battery being charged for use. If the rate of withdrawal of power is faster than the rate of recharging, the battery will drain out sooner or later. This loop is what can be called an 'open loop'.

The consumption of crude oil at the rate that is prevalent today is, for example, what falls in this category where the crude, which was produced by Nature, is being used at a rate faster than it is being produced and so mankind will run out of this energy source. An open loop is one where the rate of use of the materials extracted is either not replenished (steel, copper, potash as fertilizer, nuclear energy are examples) or the rate of usage is faster than the rate of replenishment (crude, natural gas, coal are examples). How to we make this sustainable? The only way is to 'close the loop'.

In a loop, where the material being used is not replenished, the material has to be recycled. And this recycling has to be 100%. A little lower than 100% and the cycle will last for a longer time but will finally collapse. The open loop, where the rate of consumption is faster than the rate of replenishment, the only way out is to reduce the rate of consumption till it matches with the rate of replenishment; or increase the

Even if a single material or process in a product is not in a "closed loop" the whole product is not sustainable

rate of replenishment till it matches with the rate of consumption. This also includes the kind of energy used to manufacture these products. Clearly, we have moved away from this since the dawn of the industrial revolution and today are moving faster and faster away from this sustainable cycle. A very close relook into the direction development is taking us is a crying need of the hour.

An example of how, in the name of development, we have made a sustainable activity unsustainable is farming. This is an example where a closed loop was opened up in the name of development. Farming was an activity that was carried out for centuries by mankind without a problem. This was a closed loop as all the products used in farming came from resources that were replenished. This included the fertilizers and water. The fertilizers came from farm animals and other waste from the farm and from the silt that was collected from the lakes and ponds that many regions, especially rain fed regions, had.

The introduction of chemical fertilizers during the start of the "green revolution" opened this loop, as the chemical fertilizers were made from hydrocarbons (urea) or mined (potash). In the process the farmers stopped de-silting the lakes, thereby reducing their storage capacity, and over a period of time these water bodies have almost zero storage capacity. This led to the lower recharge of ground water and with the increase in the number of irrigation pumps the water table in many regions have gone down to precariously low levels, if ever water is available. Thus, a "closed sustainable loop" based farming method adopted by mankind for centuries, was opened up and will, over a period of time, collapse.

To make this sustainable we need to move back to the "closed loop" practised for centuries by mankind. The key message is - "Science without Sustainability and Sustainability without Science are both meaningless", "close the loop" and one might add "power and efficiency are secondary". The last point needs clarification; there is no point in having a system that is powerful and efficient, if it is not sustainable. And a cycle is either sustainable or not-sustainable. The concept of a more sustainable cycle is something that is not correct and even if a single material or process in a product is not in a "closed loop" the whole product is not sustainable.

Satish V. Kailas is with Department of Mechanical Engineering Indian Institute of Science, Bangalore

Creative Pricing for Sustainable Business

I am reminded of the famous line in Weldon's Cost Accounting - Cost is a fact. Price is a policy. Value is an opinion. In my previous column here I reflected on the concept of 'cost is a fact' and some new insights into cost accounting for sustainable business. Now, I wish to present the next and a more profound concept - 'price is a policy'. Price of a product or a service is a means or instrument for businesses to achieve a larger purpose.

When there is steep income gap in a community, various forms of differential pricing have been practiced for a long time. These are ways in which some new ideas helped markets work better. From the sustainability viewpoint, it continues to be the most critical area for market innovation. The other perspective is to see what higher purpose takes a deal beyond the 'cost plus' paradigm.

There are multiple contexts and values of business that have to bear influence on pricing policy. There is great hope in the increasing number of businesses and their leaders who strive to factor their values and ethics around price. The Tata Nano, for instance, stresses on the purpose of helping two-wheeler riders get into a safe car. The purpose set the price first followed by innovations to design and material management. This is different from assumptions like profits are to be maximised in the sort-term; investment is to be recovered very quickly.

Innovation in pricing policy is a journey without a finishing line and there are also no holistic solutions. There are inspiring stories like Amazon, for instance, started in 2000-01 with a long-haul vision. Investors and immediate interest groups were jittery. When Tata trucks were selling at a premium and dealers cashed on the opportunity, the management held back price escalation because larger customer-base could not afford price rise. Japanese automakers were also patient about pricing and widened their scope on customer's real needs. I have seen increasing supplier rates to help investment and long run cost reduction for good quality vendors. Titan initially went into an array of selection watches to make it possible to bring out another set of watches at affordable price to access masses wearing watches for the first time.

Self Governance

Free markets for sustained growth will not come cheap. Pricing needs a humongous capacity for self-governance. Increasing regulatory intervention in banking, stock market operations, telecom, insurance, real estate, drugs and so many issues reveals a serious self-governance-deficit.

Sustainable enterprises demand sensitivity towards customer needs combined with affordability, being patient and leverage long term advantages, introspection on corporate lifestyle and cost levels, and of course other ethical dimensions.Among the top one hundred long-lasting companies in Japan, Prof. Haruo Funabashi states in his book 'Timeless Ventures' that frugality as a value will come back and 'making more from less' will be a given in all forms of business processing.

TERI Information Digest on Energy and Environment

TIDEE (TERI Information Digest on Energy and Environment) aims to keep policy makers, scientists, and technologists abreast of the latest developments in the fields of energy, local and global environment, and sustainable development.

Each issue of TIDEE contains a few articles, about 250 abstracts, a few news briefs and digests of websites, and announcements of conferences, patents, standards, government notifications, and so on.

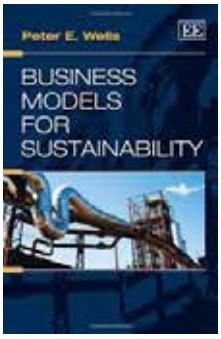
The project team of TIDEE is guided by a distinguished editorial board chosen to represent conventional and non conventional energy sources, local and global environmental issues, and broad issues of sustainable development. Besides, the project team is also guided by experts in information science and publishing.

Textile Visionaries: Innovation and Sustainability in Textile Design

By **Bradley Quinn**
Laurence King Publishers, 2013

Technologized textiles and sustainable fabrics are among the most innovative designed today, and together they are driving the rest of the industry dramatically forward. Many designers are now integrating hi-tech fabrics, such as protective and impact-resistant textiles, or cellulose fabrics, with groundbreaking results. Embracing new processes such as biomimicry, they bridge the gap between art, design, technology, and sustainability more than any other material.

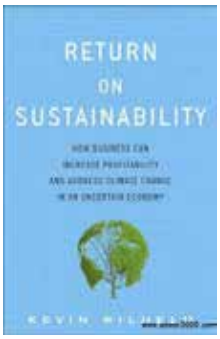
This book shows how the development of fabrics today is immersed in technology, sustainability, and innovation. It is an essential resource for anyone interested in contemporary textile design.



Business Models for Sustainability

By **Peter Wells**
Edward Elgar Pub, 2013

With increasing awareness that innovative technology alone is insufficient to make sustainable lifestyles a reality, this book brings into sharp focus the need to create radical new business models. This insightful book provides a theoretically grounded but also realistic account of how the design of business models can be a critical component in the overall transition to sustainability, and one that transcends the usual focus on innovative technology. Weaving together key principles and components for business sustainability, the book highlights five very different pathways to the future for sectors ranging from microbreweries and printing through to clothing, mobility and plastics. Business has only just started the first few tentative steps towards a very different approach to creating and sustaining value, but this book concludes that enormous opportunities will emerge alongside new ways of creating and capturing value.

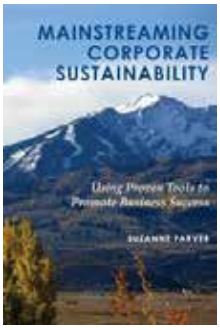


Return on Sustainability: How Business Can Increase Profitability and Address Climate Change in an Uncertain Economy

By **Kevin Wilhelm**

FT Press, 2013

This book highlights the risk of inaction for businesses when it comes to climate change, but also contains best practices to allow them to capitalize on the numerous business opportunities that climate change presents, including increased profitability, enhanced brand value, and improved shareholder relations. The first section contains practical actions and real-world case studies of companies, such as Yakima, Sun Microsystems, and Lockheed Martin, that have successfully improved their climate performances, enhanced brand value, and increased profitability at the same time. The second and third sections of this book focus on the various risks that companies face from potential carbon regulation and the market factors forcing businesses to take action, whether they want to or not.



Mainstreaming Corporate Sustainability: Using Proven Tools to Promote Business Success

By **Suzanne Farver, 2013**

CreateSpace Independent Publishing Platform, 2013

Used as the centerpiece for a popular corporate sustainability class taught on campus and online at Harvard University, this book provides students and professionals alike with an overview of the most valuable management tools and resources. Through the examples of companies from around the world, you will learn about the various international standards and performance frameworks that can be adapted to your company. This book will help you to develop an understanding of the pitfalls and challenges of this ever-changing field. You will become adept at asking the right questions and speaking the language of sustainability professionals so that you too can become a leader in this important business arena.

Making Sustainability Stick: The Blueprint for Successful Implementation

By **Kevin Wilhelm**

FT Press, 2013

This book provides the blueprint for implementation, breaking down barriers, and the steps required to integrate sustainability successfully into any business. It is laid out in easily digestible chapters, with action steps backed up from interviews with sustainability thought leaders, case studies, and the real life experience of the author, as well as over 40 interviews with CSR and Sustainability Directors at various companies on how to “get things done” based on their successes and temporary setbacks. It provides the step-by-step roadmap for implementing sustainability successfully and focuses on “how” companies can realize the benefits of sustainability by engaging the head, heart, and hands of their employees. Also included is a checklist for implementation and tips on how to regain momentum or get “un-stuck” at the end of each chapter as well as additional helpful resources and exercises to overcome the most common barriers towards implementation.

International Conference on Sustainable Development 2013 India

4th to 6th December 2013 | Chandigarh, Punjab, India

http://www.ontariointernational.org/India2013/ICSD-India.html

Indian Sustainability Congress

4th to 5th December 2013 | BANGALORE, KARNATAKA, India

http://www.isustainability.in

International Conference on Renewable Energy and Sustainable Energy

5th to 6th December 2013 | COIMBATORE, TAMILNADU, India

http://www.karunya.edu/eee/ICRESE13

International conference on Sustainable Approaches for Green Computing, Economy and Environment

9th to 11th December 2013 | Salem, Tamilnadu, India

http://www.sagcee13.org

IEEE International Conference on Green Computing, Communication and Conservation of Energy

12th to 14th December 2013 | CHENNAI, TAMILNADU, India

http://www.rmd.ac.in/ICGCE2013/contact.html

International Conference on Emerging Trends in Renewable Energy

27th to 28th December 2013 | Bhubaneswar, Odisha, India

http://www.cvrce.edu.in/icetre_home.htm

International Conference on Environment and Sustainable Technologies - 2014

3rd to 5th January 2014 | Manipal, Karnataka, India

http://www.conference.manipal.edu/icet2013

International Conference on Renewable Energy and Sustainable Development (ICRESD 2014)

9th to 10th January 2014 | Pune, India

http://www.iset2014.com/icresd.html

4th International Conference on Solid Waste Management, Icon SWM 2014

28th to 30th January 2014 | Hyderabad , Andhra Pradesh, India

http://www.iswmaw.com

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