



DELIBERATION WORKSHOP  
ACCELERATING S DELIBERATION WORKSHOPACCELERATING SOCIAL IMPACT THROUGH  
COLLECTIVE ACTION BETWEEN INDUSTRY AND START-UPS



*BOMBAY CHAMBERS OF COMMERCE & INDUSTRY (BCCI), MUMBAI*



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## **BACKGROUND**

Technological change in the digital era is transformational, but it does not always advance sustainable development. Today, technological change is driven largely by private sector and therefore it has become the core responsibility of social scientists, policymakers, governments and legislators to guide and support private sectors and keep these changes up. The better understanding and implementation of new technologies will help the people as well as the government in ensuring sustainable development of the nation. Not only in India but also across the world private sector including start-ups are contributing a lot to achieve sustainable development Goals (SDGs).

New technologies are becoming increasingly critical enablers for how the UN undertakes its work. The UN Secretary General (UNSG) Antonio Guterres recently launched an SDG strategy on New Technologies. The UNSG has also launched a series of initiatives to position the organization to better address both the enormous potential of new technologies and the associated disruption. UNSG has focus on accelerating efforts on key challenges of 21st-century, namely: Fight against climate change; Achieving the SDGs; and stepping up to new technologies that can “turbocharge” this work. The only way for new technologies to meaningfully address global challenges that he acknowledges is through “agreement about the principles, values, obligations and responsibilities that should guide the design, development and uses of these technologies (innovations).”

There have been several strategic developments related to the UN system and therefore the United Nations Secretary General (UNSG) has entrusted the Local Networks with a greater responsibility to increase SDGs impact and UN business partnerships at the country level. A key focus area that has been added to the UNGC (United Nations Global Compact) mandate is inclusion and promotion of innovators in respective countries. The Local Networks of UNGC like Global Compact Network India (GCNI) are being encouraged to play a significant role in both guiding and supporting start-ups as responsible business locally in collaboration with Government, the UN, and other stakeholders. UN Secretary General says that the UN goals involve complex problems, but when it comes to clever start-ups, a lot can happen between now and 2030.

Businesses are involved in creating a social impact that derives many benefits. The altruistic mission of entrepreneurship can be channeled through social impact. End-users and consumers prefer socially responsible business and such companies also attract investors. Employees of socially responsible businesses are more driven, loyal, productive and engaged in their work.

With a mandate to strengthen its conjoint stand on SDGs and Governance through innovative and indigenous strategies and aligning it with the national schemes and programmes, the Centre of Excellence for Governance, Ethics and Transparency (CEGET) at Global Compact Network India (GCNI), is committed to bridging the gap between the start-ups and their aspirations in creating a social impact.

CEGET aims to give a platform for entrepreneurs-in-the-making to pitch their impact ideas and solutions for challenges, to a panel of start-Ups & businesses (investors) to deliberate on their contribution in the cause of welfare and impact investment.

CEGET, in association with Chalk-Talk, organized a Deliberation Workshop titled 'Accelerating Social Impact Solutions through Collective Action between Industry and Start-ups', in Mumbai on May 29, 2019. The Workshop particularly focused on Urban innovations and solutions related to the Sustainable Development Goals (SDGs).

### **OBJECTIVES OF THE WORKSHOP**

- To understand the ground realities of innovation from thought leaders and passionate innovators.
- To connect the vision, ambition and innovation of Indian entrepreneurs with specific development challenges of the country, using the framework of the SDGs.
- To give a facilitative platform for entrepreneurs-in-the-making to pitch their impact ideas and solutions for challenges.
- To create a learning curve for the stakeholders involved to find out the stories, struggles, ideas, issues and challenges of social transformation.
- To discuss and identify potential strategies and solutions for accelerating the implementation and accomplishment of SDGs.

### **RATIONALE**

Business professionals and technology experts agree that the technological revolution we are facing today is just in its infancy. After observing computing power skyrocketing, we are starting to glimpse how a convergence of factors – such as increased digital density, the amount of connected data, and the interactions that may be created – is enabling new kinds of business logic that threaten the status quo.

The relative affordability of technology and the accessibility of capital are allowing small firms to provide solutions previously available to only established firms in any given industry. Industries such as traditional media, automobiles, and banking are seeing an unbundling of solutions that blurs industry boundaries.

Established firms have confronted the threat of becoming obsolete by opening their innovation strategy to increased exchanges with the ecosystem. Trying to understand how cloud computing, big data, artificial intelligence, the Internet of Things or blockchain technology may affect how we do business today has led to a more acute need to understand how to work and collaborate with the startups pioneering solutions based on these technologies.

We find innovations coming from initiatives combine the best features of corporate research and the startup world. As academics define it, this is a hybrid model in which both startups and large industries /businesses are needed to come up with new solutions for the complex problems we face in business and society at large.

It is a fact demonstrated by research and practice that businesses encounter difficulties when they try to make internal disruptive innovation flourish: it is not easy steering an ocean liner. Many reasons, structural as well as cognitive and behavioral, have been given for this.

In contrast, startups lead this type of innovation in almost every industry all over the world. A good startup ecosystem proves to be better at shortening the cycles of innovation, exploiting technology, enhancing existing business models, and inventing new ones more quickly and effectively than big industries. The collaboration between industries and startups has become crucial. Consolidated brands and industries have decided to collaborate with start-ups to fast-track disruptive, game-changing products and services.

While industries tend to take more calculated risks and have a slower tempo, startups tend to be small teams of light-structured firms with flat hierarchies that are faster and more willing to overturn existing models if necessary, to serve market needs better. These big differences are also the biggest reasons for building bridges between both sides.

Incentives for the partnerships between industries and start-ups are remarkable for both parties. Industries can benefit from collaborating with startups by sourcing the latest technologies or novel business models, avoiding the inflexibility that firms commonly face when trying to do things internally. In this way, a firm will be better positioned to move ahead in the market against its competitors, facilitating profitable growth and superior performance. However, for that success, it is key to engage in a win-win partnership that benefits the other – and weaker – party: the startup.

#### **PROGRAMME AND ORDER OF THE DAY**

The workshop was divided into five thematic sessions - each based on a specific SDG with speakers presenting on a given thematic topic, followed by Q & A with the audience.

The Welcome address was given by Mr. Vijay Srirangan, Director General of Bombay Chamber of Commerce (BCCI), who greeted the speakers and delegates for their precious presence. Giving an introduction about BCCI as one of the oldest Chambers in the Country established in 1836, he said that Bombay Chamber has an illustrious history of 182 years ; BCCI is registered under Section 8 of the Companies Act, 2013 (Section 25 of The Companies Act, 1956) as a non-profit organisation. He mentioned that Chamber has played a significant role in the development of the city/s. Also, he talked about Young India Forum' – a youth wing and the think-tank of young leaders at the BCCI that encourages and support start – ups continuously. Apart from this, he briefly shared about the following Govt's initiatives & prorammes that help in combating corruption and encouraging new entrepreneurs in India.



- Amendment of Anti-Corruption Act 2018 and action of Ministry of Home
- Privacy Bill
- Block Chain
- Role of Women in Businesses

- Booklet: Vision 20:25
- Green House Gas Footprint



Ms. Shabnam Siddiqui, Director, CEGET at Global Compact Network India (CEGET-GCNI) gave theme address at the workshop and explained how this workshop is important to bridge the gap between industry and start-ups. She explained how eco-system need to be defined and characterized to show better results, including start-up ecosystem. She talked about the importance of partnerships and engagement with start-ups. She stressed on the importance of visibility and effective communication as key to success for workshops and events. Also, she gave an overview of the SDGs (Sustainable Development Goals) and laid down the outline for the workshop.

Ms. Reema Garg, director, Chalk Talk, welcomed all the participants and introduced the speakers. She shared the objectives of the workshop and said that the platform provided at this workshop would be benefitting both industry and start-ups.



Mr. Somnath Singh, Programme Manager, CEGET-GCNI gave out an overview of Centre of Excellence for Governance, Ethics and Transparency (CEGET). He shared that Centre of Excellence for Governance, Ethics and Transparency (CEGET) was formed at Global Compact Network India (GCNI) in 2015, with the overall objective of developing a premier knowledge repository that conducts innovative action research and training, provides a platform for dialogue and communication and facilitates systematic policy initiatives for strengthening transparency and ethics in business. The goal of CEGET is to bring in diverse stakeholders on a common platform to exchange best practices, deliberate upon challenges and make policy recommendations to promote responsible business standards, transparency and ethics in general.

Adding to him , Ms. Shabnam Siddiqui shared how the different stakeholders ( Corporates -PSUs, Private Companies /Corporation ; SMEs, Institutions) have become the member of Global Compact Network India and how they are supporting GCNI to implement SDGs (Sustainable Development Goals) and UN ten principles in the areas of Human Rights, Labour , Environment and Anti-Corruption, in India.



Mr. Somnath Singh has briefly shared about the eligibility for Startups as per Govt policy and the benefits being given to them by the Govt of India. He said that the Startups are now becoming very popular in India. The government of India (GoI) has framed new policy to promote Startups in the Country.

To promote growth and help Indian economy to improve, the following benefits are being given to the entrepreneurs establishing startups.....

1. **Simple process-:** Government of India (GoI) has launched a mobile app and a website for easy registration for startups. Anyone interested in setting up a startup can fill up a simple form on the website and upload certain documents. The entire process is completely online.
2. **Reduction in cost-:** The government also provides lists of facilitators of patents and trademarks. They will provide high quality Intellectual Property Right Services including fast examination of patents at lower fees. The government will bear all facilitator fees and the startup will bear only the statutory fees. They will enjoy 80% reduction in cost of filing patents.
3. **Easy access to Funds-:** A 10,000 crore rupees fund is set-up by government for startups as venture capital. The government is also giving guarantee to the lenders to encourage banks and other financial institutions for providing venture capital.
4. **Tax holiday for 3 Years-:** Startups will be exempted from income tax for 3 years provided they get a certification from Inter-Ministerial Board (IMB).
5. **Apply for tenders-:** Startups can apply for government tenders. They are exempted from the “prior experience/turnover” criteria applicable for normal companies answering to government tenders.
6. **R&D facilities-:** Seven new Research Parks will be set up to provide facilities to startups in the R&D sector.
7. **No time-consuming compliances-:** Various compliances have been simplified for startups to save time and money. Startups shall be allowed to self-certify compliance (through the Startup mobile app) with 9 labour and 3 environment laws (for list of white industries which are eligible under self-compliance).
8. **Tax saving for investors-:** People investing their capital gains in the venture funds setup by government will get exemption from capital gains. This will help startups to attract more investors.
9. **Choose your investor-:** After this plan, the startups will have an option to choose between the VCs, giving them the liberty to choose their investors.
10. **Easy exit-:** In case of exit –A startup can close its business within 90 days from the date of application of winding up
11. **Meet other entrepreneurs-:** Government has proposed to hold 2 startup fests annually both nationally and internationally to enable the various stakeholders of a startup to meet. This will provide huge networking opportunities.

Startups are being highly encouraged by the government. The benefits enjoyed by them are immense, which is why more people are now setting up startups.

Explaining the above benefits for start-Ups, Mr. Somnath Singh asked the participants to openly shared their challenges and solutions that they can provide for social development. He also insisted them to encourage other start-ups to avail Govt’s benefits.

Adding to him, Ms. Shabnam Siddiqui said that with this deliberation platform CEGET is seeing a long-term sustainable growth of Star-Ups. She shared the proposed initiatives of CEGET that will help businesses and start-ups to come forward with their solutions and innovations in the national and global markets.

**SDGs & Innovations:** CEGET intends to connect the vision, ambition and innovations of Indian entrepreneurs within the framework of SDGs.

**Facilitative platform:** CEGET will develop a platform for entrepreneurs in -the-making, to model their innovations around SDGs so that their pitch impact solution appeals to a global market.

**Learning Curve:** Stakeholders to understand the mandate, ideas, issues and challenges of social transformation.

Ms. Shabnam Siddiqui then set the tone of the program and encouraged the participants to openly share their ideas and solutions that can help accelerating social impact solutions through collective action between industry and Start-Ups.

## **SESSIONS & THEMES**

### **Session 1**

#### **SDG 6: Clean Water and Sanitation**

**Theme: “Improved water quality by reducing pollution and protect & restore water related ecosystem”**

#### **Piramal Sarvajal**

Piramal Sarvajal, seeded by the Piramal Foundation in 2008, is a mission driven social enterprise which designs and deploys innovative solutions for creating affordable access to safe drinking water in underserved areas. Sarvajal is at the forefront of developing technologies and business practices in the safe drinking water sector that are designed to make a purely market-based model sustainable in both rural and urban deployment conditions.

**Mr. Anuj Sharma**, CEO, Piramal Sarvajal, drew audience’s attention toward paucity of drinking water in India and the need of water conservation. He said that conservation of water is essential in India due to following main reasons:

- (i) To safeguard ourselves from health hazards as the quality of water is badly affected by discharge of urban wastes, industrial effluents, pesticides and fertilisers
- (ii) To ensure food security to the people



He mentioned that Indian Rural women waste 700 hours annually in collecting water; 25 Million People lack access to safe drinking water; 1600 Deaths happen daily due to acute diarrhea because of water contamination and Rs. 3,60,000,000 ( USD 4,00,000) annual loss to the economy due to health burden and hence saving water is the only solution that helps to preserve our environment and reduce the energy required to process and deliver water, which helps in reducing pollution and in conserving fuel resources. ... If we save water now, we are helping to ensure a water supply adequate for future generations.

Giving an overview of Piramal Sarvajal, he said that it has been a pioneer in deploying remotely tracked community-level drinking water purification systems by bringing accountability to day-to-day operations. Piramal Sarvajal, provides safe drinking water through customized decentralized drinking water solutions at selected urban / rural locations. This is achieved through installation of a state-of-the-art community level purification plant for delivery of safe drinking water at affordable prices to



the beneficiaries. The project/initiative is operated in partnership with a local entrepreneur or the local Panchayat/ Community Based Organization; thereby creating sustainable livelihood opportunities within the chosen community. To address the issue of effective post-purification water distribution, Piramal Sarvajal has innovated a unique Water ATM model that uses smart cards to create price transparency and quality accountability to the last mile. He said that Piramal through its Water ATMs initiative is promoting market-based drinking water solutions to the diverse communities and helping them have safe drinking water and good health.

Saving water saves money, the slogan was given by Mr. Anuj Sharma to encourage people at the workshop to be the part of Piramal Sarvajal Initiative and help implement its water ATM model in India to provide pure and safe drinking water to the needy and poor communities.

### **Sagar Defence Engineering**

Sagar Defence Engineering Pvt Limited (SDE) is a highly skilled start-up, founded in Mumbai in May 2015 as Non-Govt Company with an aim to provide innovative and efficient unmanned systems solutions.

**Mr. Nikunj Parashar**, Founder, SDE puts light on cleaning up rivers and lakes using unmanned



technology. What happens to the plastics we discard every single day? Unfortunately, a lot of this ends up in our waters-but who cleans it? Talking about SDE , he said that in 2017, they invented unmanned vessel machine (Unmanned Aerial Vehicle) to clean Seas, Rivers and Lakes which is more cost effective and simple to use. He explained about this Trashfin machine , which is an artificial intelligence-enabled vehicle

used for collecting garbage and waste from water – bodies, especially seas, rivers and big lakes. He also shared about the features of this Transfin machine as Two metres long, 1.75 metres wide and 75 cm deep, it can venture into the sea and stay on its surface for eight hours and collect 350 kgs of garbage in a day. It weighs 46 kgs and can go upto a speed of 10 knots.

He mentioned that in a country where labour is inexpensive and freely available, SDE has proved the efficacy of its unmanned vessels to remove plastic waste from the water bodies. SDE's unmanned vessel also mitigates the human life risk involved in the cleaning process, additionally generating employment opportunities in waste management. Today, with the support and guidance from the Oil and Natural Gas Corporation Ltd (ONGC) as investment partner, SDE is going one level up. Now Sagar Defence Engineering together with the Consulate General of the Netherlands in Mumbai is working towards cleaning up rivers and lakes using unmanned technology. Also, SDE is striving to remove plastics from these water bodies and contributing towards the SDGs Agenda 2030. Incorporating Dutch Technology and inputs, Sagar Defence Engineering has been able to work towards cleaning up a significant part of the waste and contributing to achieve SDG 6- Clean Water and Sanitation.

At the end, Mr. Nikunj reiterated saying that Plastic waste clean-up is the new challenge for the nation and therefore the government as well private sector including start-ups must focus on Reduce--- Reuse—Recycle—Retrofit plastic waste. He insisted people to create awareness and be engaged with SDE to remove plastic waste from water bodies.



## **Session 2**

### **SDG 12: Responsible Consumption and Production**

***Theme: "Promoting resources & energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life"***

#### **Tata Consultancy Services**

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology (IT) service and consulting company headquartered in Mumbai, Maharashtra/ India. It is a subsidiary of Tata Group and operates in 149 locations across 45 countries.

**Ms. Nidhi Raina**, Global Head, Cultural & Organizational Transformation at Tata Consultancy Services



(TCS) talked about happiness and human essence. To begin with, she gave out her thoughts on adaptation of changes. Adaptation of changes, by the management, no matter how well the intention, is not the same as adoption of it, by it's people. Most organisations succeed at getting " the horse to water" and fail at " getting the horse to drink". Driven by the belief that Personal Transformation, coupled with the right Organizational Transformation imperatives, is the next evolutionary milestone for any organization looking to make a 'real' difference in the world-with this statement and logic.

Giving focus on the importance of Happiness and Human essence, Ms. Nidhi shared that the business world is of course running good projects and doing well !! What if we can ensure that each employee knows his/ her true potential. What if we can ensure that each employee can be as contributing as top performers of the company. What if each employee knows to manage relationships both at professional and personal levels.. And what if everyone can manage his Mind, Money and Emotions!! World will be a much more productive space!! She sets out to do the same and has successfully done it to thousands of people in TCS.

She said that Human Resource is an asset for any business and hence employer/s should ensure that their employees are happy till they are associated with them and for this she suggested that..

- Company's policy and benefits should be motivating so the Human resource should may sustain.
- Benchmark for each initiative /project should be set out.
- Focus must be on untapped markets and employee's engagement.
- Human Evolution (Technological, Eco-system, Economic -towards world peace) should be the priority of the employer.
- Business should think—How do they drive profit from ethical business practices.

She believes that a conscious Individual, cultures and ethical businesses make a better world.

## Vodafone-Idea

Vodafone Idea Limited is India's largest telecom operator with its headquarter in Mumbai, Maharashtra. Vodafone Idea is a pan-India integrated GSM operator offering 2G, 3G and 4G(LTE) mobile services under two brands named Vodafone and Idea.

**Ms. Mayurika Chakraborty**, AGM, Health Safety & Wellbeing, Vodafone-Idea emphasized on Challenges, Opportunities and Solutions for responsible consumption and production (SDG 12). She elaborated her thoughts on Challenges, Opportunities and Solutions in the context of SDG 12 ....



### Challenges

#### 1. Ecological footprint of products/services

- Standard range on environmental footprints of products and services that we procure/ use/ produce.
- Environmental performance, mitigation/remediation & expenditure in supply chain.
- Due diligence and traceability of material sources for business in the supply chain.
- Resource intensive process for lifecycle assessment of products and services.
- Suppliers applying same sustainable principles required in procurement contracts.
- Standard eco-labels or sustainable certifications.

#### 2. Challenges for Consumers

- Lack of awareness on responsible consumption of products and food waste.
- End of life product traceability.

#### 3. Challenges for Government

- SDG India Index – report published in Dec 2018 but there was no coverage on SDG 12
- Business interventions and targets do not clearly talk about national and state goals for ecological performance.
- Quantification of food wastage and food losses across supply chain of commodities.

### Opportunities

- Launch of several missions and programmes at Centre and State level – Swachh Bharat Mission, Pradhan Mantri Kisan SAMPADA Yojana etc.
- Develop and roll out of National Policy on Biofuels.
- Provision for National Clean Energy Fund.
- Industrial benchmarking of resources in terms of water, energy, emissions, waste performance.
- Availability of reports on shared natural resources.

### Solutions for Businesses

- Resource security in drawing business plans (energy roadmap, water roadmap etc.).

- Life cycle assessment of key products/ services and benchmarking, target setting and monitoring of performance/ footprint.
- Extend responsibility to post-consumer stage of a product.
- Collaborate to influence supply chain (upstream and downstream) for driving behavioral change.
- Develop and implement Circular Business Model.

### **Solutions for Government**

- Stipulating targets for consumption
- Provision for Real-time high-speed information using IoT solution - consumption pattern at retail/ distribution end and regulate production.
- Create Awareness among the consumers about their rights and responsibility
- Regular monitoring of progress against targets
- Partnering with India Inc. to monitor progress against targets
- Ecological certifications for resource
- Availability of database for ecological footprints of materials and energy sources, allowing cross-sectoral access of information
- Mandating cross-sectoral waste reuse

She said that multi-sectoral partnership from Govt, Private sector and Civil Society Organizations as well as the citizen is important to achieve sustainable development goal.

### **Session 3**

#### **SDG 11: Sustainable Cities and Communities**

***Theme: "Safe & Affordable Housing; Focus to improve air quality & waste management and framework for disaster risk reduction"***

#### **SPJIMR**

SP Jain Institute of Management and Research (SPJIMR) is a leading school of management in the heart of India's financial centre, Mumbai. SPJIMR is a part of Bhartiya Vidya Bhawan and functions as an autonomous institute with entrepreneurial agility. It consistently ranks amongst the top ten management institutes of India.

**Ms. Rukaiya Joshi**, Professor & Chairperson, Centre of Education in Social Sector at SPJIMR talked



about the need of waste management; she said the most important reason for waste management is the protection of the environment and the health of the population. Rubbish and waste can cause air and water pollution. ... Recycling not only helps in conserving our natural resources but also reduces the cost of production of many products.

In general, the projects related to waste management bring a contribution to the overall sustainability of the area: Improvement of overall waste management in the area

increased recycling levels and reduction of organic waste in landfills; Obtaining a quality compost to be used as an organic amendment that contributes to improve soil fertility.

Giving example of ACC Ltd as the first company in India to include a commitment to environment protection as a corporate objective, she presented a success story of Madukkarai village where solid waste management project was started in 2012 under CSR initiative by 50 SHG women and now this village is known as the Clean & Green Madukkarai and the SHG women are called Green Friends. A documentary on Madukkarai was played at the workshop which contained the Solid Waste Management Process that was followed by people engaged in the project. The process talks not about the management of waste only but also it encourages people towards recycling and reuse of waste...The process is...

1. Reduce

- Segregation of garbage at source
- Food waste are disposal everyday
- Door to door collection

2. Re-use

- Food waste are converted into bio-compost and vermin compost
- Organic manure is used as fertilizer in agriculture

3. Re-cycle

- The cardboard box, newspaper, plastic carry bags, pet bottle are sent for recycling

4. Recovery

- The plastic waste recovered from community are effectively used in cement kiln as alternative fuel thus reducing the dependency of fossil fuel

She also talked about the role of ACC in this Solid Waste Management that made it a successful initiative in the country.

- Create mass awareness
- Education and incentives for Behaviour change
- Training & support to Green Friends
- Providing organic fertilizer at nominal cost to farmers
- Non-recyclable combustible Fraction, used as fuel and construction of roads
- Replicating at other locations

In conclusion, she said managing waste plays an important role in both economy and cleanliness of the country. Most of the developed countries have recognised this and started managing waste in a very good manner. But the problem is with developing countries where government and private sector both lack collective action in solid waste management; hence, she recommended that besides government and corporates, community itself must take responsibility for the implementation of social impact solutions.

## **ComicMandla**

CosmicMandla15 Securities Pvt Ltd (ComicMandla) aims to be the most preferred hand holder. As a firm, it is committed to supporting impactful change and progress in the areas in which it works. It recognizes that with the increasing convergence and interconnectedness of global markets, emergence of newer disruptive businesses and technologies, the fundamental drivers of the business landscape are constantly evolving. It maintains long term relationship across Indian corporation, Private equity funds, Hedge Funds, Select Family Offices, Start-ups who seek guidance on investment ideas or capital requirements.

**Mr. Ashith Kampani**, Chairman, CosmicMandla defined Solid Waste Management (SWM) as the discipline associated with control of generation, storage, collection, transport or transfer, processing and disposal of solid waste management. SWM includes planning, administrative, financing, engineering and legal functions in the process of solving problems arising from waste materials and the primary goal of SWM is reducing and eliminating adverse impacts of waste materials on human health and environment to support economic development and quality of life. He said one should learn about the actual definition, process and the impact of solid waste management before they start any project/programme. SWM is a right step towards clean environment and good human health.



He shared his views to encourage start-ups for their sincere action and efforts on social impact solutions.....

- Value delivered is better than valuation.
- Technology is available but implementation is a challenge which needs proper planning and long-term collaboration.
- Part of 'Start – up committee' at BCCI, which has decided to leverage Bombay Chamber's existing membership of Large companies and Mid-sized players to benefit the Start-ups for their growth. They are in a process of creating a platform for the start-ups to showcase innovations to the global audience and invite global players to explore collaboration opportunities.

Every evolution needs handholding- saying that he encouraged the audiences to engage CosmicMandla in their various social impact solutions /initiatives towards achievement of Sustainable Development Goals (SDGs).

## **Session 4**

### **SDG 13: Climate Action**

***Theme: "Improve Education and Awareness , Effective Climate Change -Related Planning & Management Global response to climate change"***

## **Tata Power**

Tata Power is India's largest integrated company and together with its subsidiaries & jointly controlled entities, has an installed capacity of 10857 MW. A pioneer in the field, it has a presence across value

chain; Generation of renewal as well as conventional power including hydro and thermal energy ; Transmission & distribution; Trading and coal & freight logistics. With its 103 years track record of technology leadership, project execution excellence, world class safety processes, customer care and driving green initiative, Tata Power is poised for multi-fold growth and committed to “lighting up lives” for generations to come.

**Ms. Shalini Singh** has been heading Corporate Communications and CSR & Sustainability initiative at Tata Power. She talked about Sustainability initiatives at Tata Power-DDL aligned with the Vision &



Mission of Tata Power-DDL, Tata Group and Tata Power-DDL’s Climate Change Policy. The company is sensitive to the aspect of climate change and committed to introduce energy efficient and greener technologies along with identification of the mitigation & offset opportunities in a cost-effective manner.

As part of the Tata Group, Tata Power-DDL also carries forward the Group's ethos of giving back to society through its Corporate Social Responsibility division. With the help of the Energy Management System (ISO 50001), Tata Power-DDL aims to establish the systems and processes necessary to improve energy performance. The implementation of Energy Management System shall lead to reductions in greenhouse gas emissions, energy cost, and other related environmental impacts through systematic management of energy.

### **Key initiatives of Tata Power –Climate change and sustainability**

- Tata Power-DDL has proactively taken up solar power generation through solar roof-top plants in its licensed area.
- Ensuring continuous improvement in our Environmental, Occupational Health and Safety Management Systems to protect natural resources and eliminate/reduce occupational health hazards and safety risks.
- Compliance to all applicable Environmental, Occupational Health & Safety laws and legislations.
- Procurement of environment-friendly transformers, star-rated laptops & equipment such as ACs, LED lights.
- Organizing pollution checking drives for vehicles used in Tata Power-DDL.
- Safe disposal of e-waste and other types of wastes (like used transformer oil, bio-medical waste, lead-acid battery, etc.).
- Plantation of over 1, 30,000 saplings across the zones, public places, district offices & training centers of Tata Power-DDL.
- Consumer groups are made aware of climate change & other environmental concerns through RWA meetings, distribution of pamphlets & booklets in consumer meets, message on bills, etc.
- Promoting the concept of e-bill among consumers.

She encouraged the people towards promoting e-billing /paperless billing system in their firm/s so that trees could be saved.

### **Thane Smart City Limited**

Thane Smart City has been shortlisted as one of the Smart City in India under the Ministry of Urban Development (MoUD). In 2016, the central government chose Thane in the third list of smart cities to be developed across the country. Thane Smart City Limited (TSCL) is a Public company incorporated



on 18 October 2016. It is classified as State Govt company and is registered at Registrar of Companies, Mumbai.

**Mr. Sameer Unhale**, Chief Executive Officer (CEO), Thane Smart City said that as per the objective of



Smart Cities Mission of GoI, Thane Smart City is striving hard and running various projects to provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions. The CEO emphasized on the need of engaging incubators /start-ups in various social development projects.

He shared and explained the TSCL's initiatives for setting up incubators/start-ups in Thane Smart City...

- Lightning regulatory compliance
- Single window clearance
- Tax incentives
- Promotion and marketing
- Performance linked assistance
- Mentorship from industrial leaders/ eminent business personalities
- Access to working space on nominal rate basis
- Augmentation of infrastructure
- Organize competition and events
- Easing public procurement
- Seed funding support
- Patent filling assistance and
- Realizing human capital

He encouraged and invited the start-ups to share solutions that can help Thane Smart City to achieve its goal.

### **Session 5**

#### **SDG 17: Climate Action**

**Theme: "Collaborate to Innovate: Let's bust the Silos"**

#### **SBI Foundation**

SBI Foundation is a non-profit subsidiary of State Bank of India (SBI) and has been launched to undertake CSR activities of the SBI Group. SBI Foundation aims to be the leading institution for promoting growth and equality, responsive to the relevant needs of communities where it operates. SBI Foundation puts forth itself a larger aim of being a responsible Corporate Citizen, by contributing to nation building through CSR activities.

**Mr. Nixon Joseph**, President & Chief Operating Officer, SBI Foundation said that SBI Foundation is committed to village development and hence it is closely working with Gram Panchayats across India. He briefly shared about the main areas of intervention of SBI Foundation i.e. Health, Education, Environment, Women Empowerment, Livelihood, Skill Development, and developing the Infrastructure. The strategy of State Bank of India towards integrated community development interventions is centred on digitalization of Village through various types of activities and programmes. The focused areas of intervention need to convey actual needs of the community- is the motto of SBI Foundation.



Regarding developing partnership with SBI Foundation, Mr. Nixon said that all the projects are undertaken by SBI Foundation in partnership with local NGOs/CBOs etc having required expertise for the implementation of the project. The selection of NGO/CBOs will be of region wise in each state. SBI Foundation and the partnering NGO /CBO will sign an MOU for the project partnership. To start the project and to identify the pros and cons, it is suggested to take up One Gram Panchayat in each state. SBI Foundation conducts the training for the partnering NGO/CBO about the project strategy and expectation to achieve the goals and objectives; afterwards project implementation starts.

### **PayTM**

Paytm was founded in August 2010 with an initial investment of \$2 million by its founder Vijay Shekhar Sharma in NOIDA/India, a region adjacent to India's capital New Delhi. It started off as a prepaid mobile and DTH recharge platform, and later added data card, post-paid mobile and landline bill payments in 2013.

**Mr. Saurav Jain**, Vice President, Paytm shared about Build for India Initiative of Paytm. He said Build for India is an initiative of Paytm to promote the culture of grass root innovation in India. Paytm



believes that India needs grass root innovation to solve its problems. The current education system is more focussed on degrees and less focussed on grass root innovation. Paytm aims to provide a platform to the grass root innovators to solve problems which concern the citizens of India. Paytm wants to promote open software, open hardware, open content and open education solutions which solve India's needs. Paytm wants to promote a

culture of building, sharing and leaning through diverse need-based projects. He added that Paytm being a start-up is doing lots of work with different communities and similarly other start-ups can also contribute to the social development.

### **Microsoft India**

Microsoft India Private Limited is a subsidiary of American software company Microsoft Corporation, headquartered in Hyderabad, India. The company first entered the Indian market in 1990 and has since worked closely with the Indian government, the IT industry, academia and the local developer community to usher in some of the early successes in the IT market. Microsoft currently has offices in the 9 cities of Ahmedabad, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, the NCR (New Delhi and Gurgaon) and Pune.[2] Increasingly, the company has become a key IT partner of the Indian

government and industry, supporting and fueling the growth of the local IT industry through its partner enablement programs.

Microsoft has focus on three key objectives in India:

1. To become a key IT partner of the Indian government and the local IT industry
2. To support and fuel growth of the local IT industry through its partner enablement programs
3. To use the Microsoft Unlimited Potential program to enhance education, jobs and opportunities and foster innovation through relevant, affordable access to computing.

**Ms. Anjita Lal**, Partner Development Manager at Microsoft India, shared that Microsoft for Startups is a unique program designed to accelerate growth-stage of start-ups who have a product in market (Seed and Series A) who work with enterprise customers. She said that Microsoft Ventures for start-ups is to Build, Innovate and Grow. Microsoft launched the Bing Fund in 2012 to make seed investments in start-ups, and help them build their business and improve their technology. Apart from these, Ms, Anjita shared that Microsoft can provide solutions to company to monetize their productivity and to reduce time for the market. She invited the start-ups to collaborate with Microsoft if they meet its criteria.



### Access Supply Chain Solutions

Access Supply Chain Services is dedicated in providing solutions for importers and exporters by offering reduced costs and great efficiency in the Supply Chain. It offers a full menu of value-added and competitive supply-chain services from facilities in the United States and 90 countries around the world.

**Mr. Anil Radhakrishnan**, Founder, Access Supply Chain Solutions shared how Access Supply Chain



Solutions became pioneer in providing supply chain solutions and enhanced its access across the world. He suggested start-ups and the businesses to start social entrepreneurship with a focus on scalability of the product/initiatives.

### Key Venture

Key Venture is a unified platform, combining the attributes of start-up support and best of venture capital. It helps early and growth stage companies scale up their businesses by raising capital through HNIs, VCs, PE, Family Offices, Institutional and Strategic Investors. Key Venture works with start-ups looking to raise Angel to Series B funding while acting as a bridge between the investors and entrepreneurs and support the economy to reach a new paradigm of success. It provides Fund Raising Solution for investors, founders and boards which is developed by experienced professionals with a profound understanding of the industry and excellent record of successful deal closures.

**Ms. Nidhi Saraf**, Founder & CEO, Key venture, shared some of the success stories that helped start-ups growing up with the fund-raising solutions and professional supports given by the Key Venture. She



offered key venture's services and solutions to the start-ups with respect to fund arrangement and technical support in marketing their products.

**Mr. Arya Dev**, Program Analyst, CEGET suggested the following strategies for how start-ups can make social impact through their solutions & innovations...



- > Clearly define and communicate innovations for social impact.
- > Make it the part of company's culture.
- > Be authentic about the impact.
- > Work with institutions that help verify and multiply company's social impact.
- > Examine company's value chain.
- > Identify and collaborate with likeminded investors.

### **Lesson Learned and Key features**

- Managing waste plays an important role in both economy and cleanliness of the country.
- New Technologies could be incorporated in implementing clean water & sanitation and proper waste management projects.
- Solid Waste Management is a right step towards clean environment and good human health.
- Start-Ups and well settled businesses must focus on pure drinking water supply to the community. Piramal Sarvajal offered start-ups to partner with them for replicating its water ATM model across the country to provide pure drinking water to all.
- Govt should develop policy and set targets for the stakeholders involved in SDGs Agenda 2030.
- The focus areas of start-ups and businesses need to convey actual needs of the community.
- Start-Ups and businesses together can accelerate social impact solutions.
- Company's policy and benefits should be motivating so the Human resource may sustain.
- Benchmark for each initiative /project should be set out before the implementation.
- Businesses focus must be on untapped markets and employee's engagement.
- Business should think—How do they drive profit from ethical business practices only.
- Companies promoting social impact through positive engineering are most sustainable and have better credibility.
- Moving from tackling negative externalities to positive engineering would garner better investments.
- Existing businesses and start-Ups shared their innovations & solutions and expressed their desire for establishing collaboration/partnership.

### **Way Forward**

- Strengthen coordination and create sustainable collaboration between start-ups & Industry/businesses.
- Create and provide a platform for exchange of knowledge and innovations sharing among Start-Ups, businesses and other potential stakeholders including Govt.
- Engage start-ups in CEGET's SDGs & Innovation initiative to showcase their solutions.
- Link start-Ups with Govt's schemes & benefits.