1st Sustainable Development Goals Summit 2017
"Leveraging CSR for achieving SDGs: The way forward"
Friday, December 8, 2017
The Leela, Mumbai
United Nations, has set in motion a historic plan – Sustainable Development Goals (SDGs) that aims to build a more prosperous, more equal, and more secure world by the year 2030. The 2030 Agenda and its 17 SDGs, adopted in 2015 by 193 countries, provide a coherent and holistic framework for addressing the problems that have endured through the past decades.

This is one of the unique initiative undertaken by UN GCNI to enable business around the world to act on the SDGs, UN GCNI launched two important initiatives to accelerate the action of SDGs within the country. The one-day event brought together over 200 local and global leaders to focus on how, through bold innovation, businesses can create solutions to address the challenges of sustainable development, advance responsible business practices and tap into new opportunities found within the SDGs.

With less than 5,000 days left to achieve the UN Sustainable Development Goals (SDGs), the Summit aimed to mobilize responsible business actions, drive breakthrough innovation and create new market opportunities that advance the Global Goals.

The event adjourned with a call to action to business leaders in India and all over the world to spread the global movement for responsible and sustainable business and to make the SDGs and 2030 Agenda a mainstream business agenda.
UN Global Compact Network India (UN GCNI) hosted the 1st ever Sustainable Development Goals (SDGs) Summit on the theme of “Leveraging CSR for achieving SDGs: The way forward” on 8th December, 2017 at The Leela, Mumbai.

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Inaugural Session

Welcome Address

Mr. Kamal Singh
Executive Director, GCNI

Mr. Kamal Singh, Executive Director, UN GCNI emphasised that the Summit received an overwhelming response and stressed upon how the Sustainable Development Goals (SDGs) could have a major impact in India and the global community. Further, he commended Mr. Rajeev Dubey for his inspiring role in various initiatives including the SDGs in India. He said that Mr. Dubey is someone who believes in contributing beyond the business, which is why Mahindra & Mahindra today is truly a sustainable company. Its profound commitment to sustainability shows that each one of us have a role to play in accelerating the pace in the implementation of the SDGs. He further talked about how India’s developmental agenda and the Government schemes have now been aligned to the SDGs and how the audience as representatives of various stakeholders and organisations can also collaborate and make an impact. He also shared a couple of initiatives and achievements by the UN GCNI like the business school initiative Principles for Responsible Management Education (PRME) and credited Dr. Bhaskar Chatterjee for his support in instituting PRME in India. He stated that Assam and Sikkim have embraced SDGs as part of their developmental agenda and six other states are also on their way to embracing the SDGs.

Summit Overview

Mr. Anirban Ghosh
Summit Director & Chief Sustainability Officer, Mahindra Group

Mr. Ghosh in his Summit overview spoke about how CSR can be initiated more effectively, so that at least one or more of the SDGs can be achieved. He mentioned that the KPMG in India’s “Sustainable Development Goals (SDGs): Leveraging CSR to achieve SDGs” report can be a guide to achieving the SDGs, where the objective is to work through CSR to solve the SDGs and so on.
Keynote Address

**Mr. Rajeev Dubey**
Group President (HR & Corporate Services) & CEO (After-Market Sector), Mahindra & Mahindra Ltd.

Mr. Dubey in his keynote address stated that sustainability is one of the core focus areas for Mahindra & Mahindra Ltd. He also cited the work done by the organisation such as the Mahindra Pride School, Nahi Kali and environmental initiatives like the Mahindra Hariyali programme where a million trees are planted every year, and the water conservation initiative reaching out to people in rural areas and teaching them how to conserve water, public health and others.

Theme Address

**Dr. Bhaskar Chatterjee**
Chief Mentor & Secretary General, Indian Steel Association

Dr. Chatterjee in his theme address stated about the linkage between CSR and SDGs, which will work as concept, and will draw enough eyeballs. He also applauded the audience and appreciated the various industry stakeholders on their respective role that India has a unique legislation, and India’s CSR legislation is the link to the SDGs, converging or intersecting. He commended KPMG in India as knowledge partner and through its report on Leveraging CSR for achieving SDGs can help synchronize the idea, SDGs linkage to CSR, and that there is a complete cohesiveness between global and local.

Concluding Remarks

**Dr. H Chaturvedi**
Summit Director & Director, BIMTECH

Dr. H Chaturvedi as the Co. Director of the Summit added that a good number of NGOs and corporates are deliberating SDGs as the agenda for the next 13 years and indexes have also been prepared on the current status of SDGs achievements. He further stated that the role of the private sector is crucial as one of the most important stakeholders in achieving SDGs. On the other hand, the involvement of civil society, media, academicians, younger generations and innovative technologies could also make SDGs achievable. He also thanked the Knowledge Partner KPMG in India led by Mr. Santhosh Jaayaram and applauded the UN GCNI team for their hard work in putting together such a remarkable event.

The Inaugural Session concluded with the felicitation of the 1st Sustainability Quiz in India.
Launch of Publications

Launch of Thought Leadership on “Leveraging CSR for achieving SDGs”

GCNI along with the Knowledge Partner KPMG launched the thought Leadership document on “Leveraging CSR for achieving SDGs” in presence of Mr. Anirban Ghosh - Summit Director & Chief Sustainability Officer, Mahindra Group; Mr. Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After-Market Sector), Mahindra & Mahindra Ltd; Dr. Bhaskar Chatterjee - Chief Mentor & Secretary General, Indian Steel Association; Dr. H Chaturvedi, Summit Knowledge partner KPMG in India led by Santhosh Jayaram, Partner and Head, Sustainability and CSR Advisor.

Launch of CEGET- GCNI Proof of Concept on Smart Cities

The winners of 1st Sustainability Quiz were:
- Indian Oil Corporation Ltd (IOCL)
- Hero Motocorp

The first regional round was held in New Delhi on 2nd December wherein 29 teams participated in New Delhi round and the same was further taken ahead to Grand Finale in Mumbai round with 31 teams followed by the Grand Finale in Mumbai on 7th December 2017.

60 teams from all over India participated in the Quiz which provided a unique opportunity for UN Global Compact Signatories, Institutions, B-Schools and other organizations to showcase their talent towards creating the innovative solutions required accelerating progress towards the SDG and Mr. S Gopinath, ED, ONGC was the Chief Guest at the event.
Center of Excellence on Governance, Ethics and Transparency (CEGET) GCNI launched the Proof of Concept on Smart Cities which shares the New Urban Agenda that nations across the globe have committed to, including India, and links it to the Smart City Mission of Government of India. The GCNI – CEGET Framework for Governance of Smart Cities presented in this document enumerates 10 key pillars that are required for effective governance, with an estimated time line for each pillar so that the delivery of the mission is on track. The Framework also shares the key performance indicators of evaluation for the 10 pillars as well as targeted outputs for each of the pillars. The document additionally lists the challenges and recommendations, as well as benefits of the framework for different stakeholders.

**Awards Ceremony of 1st Sustainability Quiz**

UN GCNI co-incided its first ever Sustainability Quiz in India with the key objective to assess the current awareness & provide opportunities to sensitize its stakeholders and build capacity around the SDGs targets in India and thus provide platform for recognition to organizations.

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<tr>
<th>1st Prize : Rs.1,00,000</th>
<th>2nd Prize : Rs. 60,000</th>
<th>3rd Prize : Rs.40,000</th>
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<tbody>
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Accelerating change
Establishing interconnect between SDG and CSR

From Left to Right - Mr. Srinath Komarina, President, Responsible Banking, YES Bank, Ms. Meenakshi Batra, CEO, Charities Aid Foundation (CAF) India, Dr. Bhaskar Chatterjee, Secretary General, Indian Steel Association, Dr. Leena Srivastava, Vice Chancellor & Professor, Department of Policy Studies, TERI University, Ms. Vaishali Sinha, Chief Sustainability, CSR & Communications Officer, ReNew Power

Ms. Vaishali Sinha
Chief Sustainability, CSR & Communications Officer, ReNew Power

Ms. Sinha was impressed by SDGs and how they have changed the approach and perceptions of companies towards business and CSR. However, she mentioned that there is still a long way to go. Integration across departments and stakeholder involvement is vital for achieving SDGs. Reporting and monitoring is an important way to channelise the efforts of all key development players into outcomes. She then congratulated Dr. Chatterjee on Section 135 of the Companies Act (2013) as it helped promote CSR as well as carry the business forward. She then spoke of the need to educate the private sector on SDGs and their benefits. She believes that one must focus on getting the top management to sign off as they would then set things in motion in the company to launch new SDGs and CSR initiatives.

Moderator
Dr. Bhaskar Chatterjee
Secretary General, Indian Steel Association

Dr. Chatterjee introduced the topic and spoke of the two takeaways from the panel: accelerating the process of development through CSR and how this changes the way we are doing things in this area. He reiterated how SDGs and CSR are part of the same language of development.

He complimented the panellists and provided his inputs on their talk by talking about different collaboration opportunities and anecdotes based on the speaker’s speech.
Mr. Srinath Komarina  
President, Responsible Banking, YES BANK

Mr. Komarina stressed the importance of accelerating CSR projects and focusing on the SDGs. He stated that Section 135 of the Companies Act, 2013 does not provide enough money for meaningful and successful CSR activities. The amount of deficit for financing SDGs is tremendous and thus, offers significant opportunities that people should get behind.

YES BANK is conducting a targeted approach to SDGs, which has specific, measurable and achievable milestones. It has decided to focus on SDG 6 (Water) as it links to several other SDGs (gender equality, health etc.). It has partnered with a technology company to provide purified water without the use of electricity and without wasting the resource, and with the railways to provide safe water in local communities. YES BANK has ensured that all the CSR projects running across 11 states are validated.

Dr. Leena Srivastava  
Vice Chancellor & Professor, Department of Policy Studies, TERI University

Dr. Srivastava began her talk with her background in SDG 7 (Energy) and how TERI University has implemented sustainability studies. She then spoke about the fact that we have limited time and how we are at a stage where we cannot afford to make any mistake regarding SDGs. CSR is the best means to do so with decent business models. SDGs must be integrated, indivisible and leverage one SDG for another. She stressed the need for collaboration between different stakeholders to achieve SDGs and that people should not look at SDGs as just obligations.

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Dr. Ranjan Banerjee provided an anecdote to reiterate multi-stakeholder collaboration. There is a need to measure several variables when dealing with the impact of CSR activities as it would help motivate individuals and companies to improve their performance. In fact, companies with long-term profits are not defined by the immediate acquisition of said profit but by the CSR work they conduct.

He also pointed out some basic facts regarding CSR:
- CSR activities and business strategy should integrate
- Millennials are looking at the CSR work companies are doing over the profits and wages
- SDGs should be made more relatable to people

Ms. Meenakshi Batra acknowledged the various challenges regarding development in India (e.g., people’s mindset, time limit etc.). She then spoke of her company’s collaboration efforts with stakeholders on 750 CSR projects in India. Some of the examples include the Support My School (SMS) programme and the Behtar India campaign. The foundation also worked on the SDGs Drivers Forum which opened dialogues between various corporations on issues and solutions related to development in India.

Do you think CSR audit will affect the landscape?

Auditing is a recent concept and regarding finance, it’s easier. Social audits are a bit more complicated. Training auditors are necessary for they must be taught the difference between social and finance audit. The audits are essential as they will provide robust data to take forward. But regulations and audits are not enough. You need real world examples to use as a model.

Key Takeaways

- Section 135 of the Companies Act (2013) has been successful in promoting philanthropic activities amongst corporates. However, this regulation is not enough to help India reach its target SDGs in the given time frame
- Multi-stakeholder collaboration is vital to the undertaking of SDGs and the success of any CSR project. By opening dialogues and promoting partnerships between Government bodies, non-government entities, private companies and research institutes, SDGs can be tackled better as we will be able to look at the issues at hand through different lenses and develop solutions that deal with the bigger picture at hand
- CSR practices should be integrated into a corporate culture and business strategy for them to have a true positive and sustainable impact on the community and the environment
- There is a need to collect, analyse and share data on the various CSR practices and SDG related projects that have taken place in India so that it is easier to replicate the successful projects and improve those were not that successful.
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Mr. Santhosh Jayaram
Partner and Head, Sustainability and CSR Advisory, KPMG in India

The session began with Mr. Jayaram’s brief address on the Sustainable Development Goals (SDGs). He expressed that there is a need to develop new innovative solutions to current sustainability and environmental issues in India. Such innovations can only be acquired through collaboration between the private sector, Government bodies, research institutions, and non-government organisations. While our country is currently ranked number 110 on the SDG index, he urged the participants to work towards a higher rank. Mr. Jayaram then introduced the main topics of discussion: watershed, renewable energy, and waste management.
Case Study 1: Watershed

Dr. BR Mamatha
IAS, Deputy Commissioner of Ramnagar, Karnataka

Dr. Mamatha introduced herself as a “bureaucrat amongst those of environmental disposition.” She briefly talked about her background in the corporate world and her interest and works in community goodwill through CSR activities. As a Government official, she launched several CSR activities such as Swabhiman and Salketa. She then spoke about her recent project that dealt with water shortage in the drought-ridden district of Ramanagara, Karnataka. With the help of WASH (Water, Sanitation and Hygiene), several awareness campaigns were launched. Members of the media, local farmers, women and children were all educated and sensitised on issues dealing with water management. ‘Jal Andolan’ was one such campaign where local children went around the area promoting water management through rainwater harvesting.

Mr. Pundalekar Kamath
Field Director of Projects, WASH India Foundation

Mr. Kamath took forward Dr. Mamatha’s talk on Ramanagara water situation. He proudly spoke of how the residents of Ramanagara were mobilised by the local leadership and they raised money to rejuvenate the three tanks in the area. He also mentioned that there are currently 20,000 saplings being planted to help rejuvenate the Ramanagara River. These saplings were supplied by the Government, and the cost of care is being looked after by the farmers themselves.

Mr. Kamath spoke about how he wanted “holistic watershed development,” and the importance of the interaction between Government and non-government bodies in such matters. An integrated approach to the SDGs is vital to the successful implementation of projects relating to poverty and development. He ended his session by stating that while SDGs are a global mandate, they need to be tailored to the needs of local communities to be effective.
Mr. Arun Nagpal
Co-founder & Managing Director, Mrida

Mr. Nagpal began his segment with a short video on his project on bringing electricity to Kushinagar. The footage showcased locals and Mahindra employees working towards the goal of providing renewable energy (in the form of solar energy) to 11 villages in the district. Several awareness campaigns took place where men, women and children were sensitised on matters relating to sustainable and renewable energy and its advantages for the community. He then spoke about the “Mahindra Mpowered Villages,” which are “simple, scalable and sustainable models of holistic development.” He spoke of some development initiatives introduced to the region like the 250W solar DC microgrid and setting up a Village Development Fund. According to Mr. Nagpal, energy access is not the primary aim; it is to be used as a tool to help develop the community as a whole. Through these investments, they found the potential to increase a village’s GDP by Rs. 18 lakhs per year. He mentioned that they will soon begin to extract themselves from the village to determine whether their projects are sustainable.

Mr. Karan Rai Bahadur
Head of Consulting – Social Inclusion, Mindtree

Mr. Bahadur commenced his talk by introducing his company Mindtree and how they wish to make a positive impact on societies and the environment through a multidisciplinary and collaborative approach. They did this through the “I Got Garbage” programme, a technology platform on waste management for various stakeholders. The technology provides opportunities for scalability, transparency and sustainability. While developing this platform, the company went out to the field to gather data on waste generation, disposal and segregation. They discovered that the practice of waste management is rather complex due to environmental and socio-economic challenges. Through this exercise they were able to map waste pickers and waste producers. As a result of the survey, the company conducted a “Donate Dry Waste” drive to promote the importance of waste segregation in the community.
Could you shed some light on how the “I Got Garbage” programme is financed and who are the stakeholders that contribute towards the programme?

Mr. Karan Rai Bahadur: We get Rs. 5 crores per year which we have to use towards scalability and impact. We depend on entrepreneurship and the University of Commerce where students come together to work on waste management across 6 cities. Without their assistance, we would not be able to conduct the programme.

Some challenges come with development and urbanisation like disposal of e-waste and battery waste from the energy projects. How are you tackling these issues?

Mr. Arun Nagpal: While we did not set out to actively deal with the issue, the locals took it upon themselves to manage the waste they generated. The children and few of the elders came together and promoted waste segregation.

Key Takeaways

- Multi-stakeholder collaboration is vital to the undertaking of a SDG and the success of any CSR project. By opening dialogues and promoting partnerships between Government bodies, non-government entities, private companies and research institutes, we are able to better tackle SDGs as we will be able to look at the issues at hand through different lenses and develop solutions that deal with the bigger picture at hand.

- CSR projects must be designed in a manner which would tackle the needs of the community holistically and would allow easy replication, scalability and with a sound exit strategy that would ensure the continuation of the project after the corporation departs from the area.

- Awareness campaigns are an essential aspect of any CSR initiative or SDG related project. The local community as well as the stakeholders taking part in the project must be sensitised to the issues at hand and the importance of conducting any mitigation activity. It is the only way one can ensure community involvement and long-term impact of the project.
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**Plenary Session III**

**Reflections: The Way Forward**

**Moderator**

Mr. Anirban Ghosh  
Summit Director & Chief Sustainability Officer, Mahindra Group

Mr. Ghosh began the session by stating that it would be a rather unconventional one. The panel would critically analyse the case studies put forth in Plenary Session 2 with the following questions in mind:

- How can CSR implementation be made more effective?
- How can CSR be done to make more of an impact on the SDGs?
- The objective of the session was to look at the ecosystem of CSR practice and how to make it more effective. He then invited the panellists to commence their talks.
Brig. Rajiv Williams
Corporate Head - CSR, Jindal Stainless Ltd.

Brig. Williams stressed upon the importance of human rights and its link to the SDGs. He stated that all CSR activities should follow human rights and a stakeholder-based approach to be truly successful. Environmental issues must be managed in the way that the community requires and not how a corporation perceives they need to be managed.

He commended the case studies and how they linked several CSR activities and SDGs. He spoke of the difference between the service and manufacture industries and their responsibility to their local community in terms of water, waste and energy. He recognised the importance of Government involvement and technology in all forms of CSR activities. Finally, he urged his peers to help communities achieve these human rights from within the law through harmonious relationships.

Ms. Nisha Agrawal
CEO, Oxfam India

Ms. Agrawal started her talk by stating the need for better state and national regulations for CSR practices. She further spoke about how the SDGs are a package deal and to make a true difference in development, one cannot pick and choose them based on interest and level of challenge and convenience.

She then spoke of four major issues that corporates, non-government and Government bodies must tackle when working on a CSR project in a community:
- The needs of the community
- Scaling up to Government policy level
- Partnerships and collaborations between various sectors

Ms. Richa Bajpai
Founder and co-CEO, Goodera

Ms. Bajpai stressed upon the importance of collaboration between corporates, non-government organisations and Government bodies. She had hoped to hear of such collaborations during the case studies and urged her peers to strive to achieve this in current and future projects. She was pleased to see the involvement of technology in the Mindtree case study and reiterated that technology is “a great enabler of CSR activities.” She concluded with the assertion that corporates should “develop innovative models to bring some kind of method to the madness that is happening in this development space.”

Dr. Jitendra Das
Director - FORE School of Management, New Delhi

Mr. Das said that the sensitivity towards development issues has increased over the years with introduction of the SDGs. Dr. Das spoke of the history of the SDGs and how important it is for corporates to conduct CSR activities that cover said SDGs. He gave an anecdote on a village he worked in the 80s. He was saddened to hear that despite his efforts, the village is back to where it began and the development activities did not hold. He chalked it up to income disparity and the tragedy of the commons. Thus, to truly develop a community, demand and sensitivity towards social and environment issues are key.
Ms. Madhulika Sharma
Chief Sustainability Officer, Tata Steel

- Ms. Sharma commends the speakers of Plenary 2 and their case studies on their relevance and the SDGs they covered. She did critically analyze each and had the following to say:
  - For the water case study: She was pleased that there was extensive government leadership which allowed for greater stakeholder collaboration and funding.
  - For the renewable energy case study: She complimented the community driven and funded project and was contended that the project had interlinked with other SDGs.
  - For the waste management case study: She acknowledges the immense power of technology and urges the audience to leverage it.
  - Ms. Sharma also voiced her worries on project scaling and exit policies. She also stated that the key to a successful SDG initiative is the structure and design of the project.

Mr. Anirban Ghosh summarised the key points put forth by all the speakers. He concluded his short piece by opening the floor to questions.

Is there an existing database of best practice case studies as well as project failures for people to learn from?

I am sure there is some information available on some Government portals but not all. Everyone is trying to make it available to public but it is still in the works. It will take time to put it on a knowledge sharing platform. There is community forestry literature that deals with success, failure and other information.

Are there baseline and end line studies for SDGs in India? How do we access them and contribute to them?

India did pick 5 or 6 SDGs and conducted some studies. However, there is no national action plan in place for this and people realised across the world that a lot has not been achieved.

Key Takeaways
- Multi-stakeholder collaboration is vital to the undertaking of a SDG and the success of any CSR project. By opening dialogues and promoting partnerships between Government bodies, non-government entities, private companies and research institutes, we are able to better tackle SDGs as we will be able to look at the issues at hand through different lenses and develop solutions that deal with the bigger picture at hand.
- Intertlinking SDG projects ie. projects that cover more than one SDG, provides the best positive impacts to the community and the environment as it will address all aspects of the SDG and the needs of the community.
- CSR projects can be improved by leveraging available technologies as it would help in more efficient data collection, analysis and knowledge dissemination.
- Corporates should invest money into CSR projects with the same rigour as business opportunities. They should also monitor how the money is being spent in the projects as well as the people who are in charge of said projects.
- CSR projects must be designed in a manner which can tackle the needs of the community holistically and would allow easy replication, scalability and with a sound exit strategy that would ensure the continuation of the project after the corporation departs from the area.
Mr. Santhosh Jayaram  
Partner and Head, Sustainability and CSR Advisory, KPMG in India

Mr. Jayaram emphasized the need for collaboration towards achieving bigger and more impactful goals and that CSR is just one element. He spoke about the report being well-received by eminent dignitaries from the industry at the event, and how the efforts and contributions made by KPMG in India were appreciated. He also spoke about taking inspiration from Anirban’s speech on success stories at Mahindra and how representatives from across sections can learn from it. He also thanked the individual speakers of the Summit for sharing their perception on the subject.

Dr. Radha R. Sharma  
Dean, Centre of Excellence, Management Development Institute (MDI)

Dr. Sharma briefly highlighted the insights on global research and said each SDG requires practitioners, industry, academia and society to collaborate, with clear metrics and mechanisms for how research can address specific goals and to ensure the benefits are relevant and targeted to achieve global goals.
Mr. Santhosh Jayaram, Partner and Head, Sustainability and CSR Advisory, KPMG in India, emphasized the need for collaboration towards achieving bigger and more impactful goals and that CSR is just one element. He spoke about the report being well-received by eminent dignitaries from the industry at the event, and how the efforts and contributions made by KPMG in India were appreciated. He also spoke about taking inspiration from Anirban’s speech on success stories at Mahindra and how representatives from across sections can learn from it. He also thanked the individual speakers of the Summit for sharing their perspective on the subject.

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Thank you to the Core Committee

Chief Mentor
Dr. Bhaskar Chatterjee
Secretary General
Indian Steel Association

Summit Directors
Mr. Anirban Ghosh
CSO, Mahindra Group

Dr. H Chaturvedi
Director, BIMTECH

About Global Compact Network India

Global Compact Network India (GCNI) was formed in November 2000 and was registered in 2003 as a non-profit society to function as the Indian Local Network of the UN Global Compact, New York. It is the first Local Network in the world to be established with full legal recognition. It also serves as a country-level platform for businesses, civil society organisations, public and private sectors, and aids in aligning stakeholders’ responsible practices towards the Ten Universally Accepted Principles of UNGC in the areas of Human Rights, Labour, Environment and Anti-corruption, broad UN goals including Sustainable Development Goals and other key sister initiatives of the United Nations and its systems. It has also emerged as the largest corporate sustainability initiative in India and globally with a pan-India membership of 350 leading business and non-business participants strengthening their commitment to the UN Global Compact Principles by becoming proud members of the Local Network in India.
Managing Teams

Global Compact Network India

Mr. Kamal Singh  
Executive Director

Mr. Deep Chandra Papnoi  
Programme Manager

Ms. Tamanna Girdhar  
Programme Associate

Ms. Ankita Kumari  
Programme Associate

Knowledge Partner

KPMG in India

Mr. Santhosh Jayaram – Partner and Head, Sustainability and CSR Advisory
Mr. Manpreet Singh – Director
Mr. Jignesh Thakkar – Associate Director
Mr. Himanshu Gupta – Associate Consultant
Ms. Priscilla Sundar – Assistant Manager
Mr. Nisheeth Srivastava – Assistant Manager
Ms. Priyanka Aggarwal – Assistant Manager
Ms. Anandita – Associate Consultant

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Global Compact Network India
SCOPE Minar, Core 3, 5th Floor, Laxmi Nagar, New Delhi - 110092
Email: gcnindia@globalcompact.in | Web: www.globalcompact.in
Tel: 011-22406480

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