

Indian Wildlife Business Council

As India takes rapid strides towards inclusive growth and development, it will increase the use of its natural resources to meet the growing needs of its population. Conventionally, growth has been seen at the cost of conservation, and the dialogue has usually centred on conservation versus growth. However, as the country moves ahead to achieve its goal of being a developed nation, there is a pressing need to redefine the relationship between growth and conservation – to move it from conservation versus growth to conservation with growth.

To catalyze this change, the Confederation of Indian Industry (CII) joined hands with the Global Tiger Initiative (GTI), The World Bank and the International Finance Corporation (IFC) to set up

the Indian Wildlife Business Council (IWBC) in 2012, a unique partnership where industry becomes an active advocate for promoting the idea that conservation and growth can co-exist. The proposal to set up IWBC emerged after the CEOs Round Table on Tiger Conservation and Biodiversity held in March 30, 2012 where an MoU was signed between CII and the World Bank. The IWBC is chaired by a leading Indian industry doyen, Mr. Jamshyd N Godrej, Past President, CII, and Chairman and Managing Director, Godrej and Boyce Manufacturing Company Ltd., a passionate advocate for wildlife conservation himself, and comprises senior officials from the World Bank, experts on wildlife and biodiversity and industry leaders.

Indian Wildlife Business Council

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INDIAN WILDLIFE BUSINESS COUNCIL



Case Studies of Interventions by Industry

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Preface

As the Indian economy grows to become the third largest in the World over the next three decades, its infrastructure will expand at least four fold. This expansion will put severe pressure on habitats and wildlife. Such pressures are endangering several species, many of which are being pushed towards extinction. Studies show that around 2500 species (flora & fauna) have already been identified as endangered and are on the verge of extinction.

Tiger being endangered, which is an iconic and a keystone species, is a standout manifestation of such pressure on wildlife and its habitat. Presence of tiger is an indicator of healthy biodiversity and rich forest and natural resources. While tiger is a keystone species in a biodiversity setup, other wildlife species lend equilibrium to the natural system. Hence an imperative thrust on wildlife conservation which would positively impact the sustenance of natural resources which in turn is the key for sustainable economic growth. Industry's footprint on natural assets and biodiversity makes it an important stakeholder and there is a need to internally recognize this fact.

Degradation and destruction of forests across geographies has hugely upset the ecological balance leading to natural calamities in the form of flash floods,

extreme droughts and landslides. The message is very clear - conservation is not a choice - it is an absolute MUST.

It is against this backdrop, the Confederation of Indian Industry (CII) joined hands with the Global Tiger Initiative (GTI), the World Bank and the International Finance Corporation (IFC) to set up the Indian Wildlife Business Council (IWBC) in 2012, a unique partnership where industry becomes an active advocate for promoting the idea that wildlife conservation and growth can coexist.

I am privileged to chair the Indian Wildlife Business Council which has the membership of Indian industry proactively involved in wildlife conservation initiatives. It is heartening to note that many champions have shown remarkable foresight in striking a balance between growth and conservation. Through this case study report, I am pleased to share the various interventions being taken up by the Indian industry in wildlife conservation. The study demonstrates notable initiatives in various parts of India and an understanding of the industry to conserve the wildlife resources. The case studies serve as a good template to be replicated by other Indian counterparts and also the global business entities.

Jamshyd N Godrej
Chairman, Indian Wildlife Business Council
Past President, CII and Chairman & Managing Director, Godrej & Boyce Mfg. Co. Ltd.





Aircel is one of India's leading innovative mobile service providers. The company has 3G spectrum in 13 circles and BWA spectrum in 8 circles and is credited with the fastest 3G roll out ever in the Indian telecom space. As a young data led telecom player, Aircel has constantly been at the helm of introducing innovative and value for money products and services for its customers, which are industry firsts, be it the Aircel Pocket Internet, taking the first step in making 3G affordable for the masses, being the first telecom player to introduce Facebook Voice Updates on Aircel, and many more.

The company has been the proud recipient of coveted awards such as Asia Responsible Entrepreneurship Awards (AREA) 2012 South Asia by Enterprise Asia, 'Excellence Award for Security in Telecom 2012' by Data Security Council of India (DSCI) an institution setup by NASSCOM® and 'Bestinclass Learning and Development Awardsfor 'Innovation in Learning' and 'Best Training Venue' by World HRD Congress 2013.

The Tiger is our national animal and one that has been a part of our folklore and history for millennia. Yet this magnificent beast is on the brink of extinction. The Tiger can easily be called as the metaphor for nature, as it is a top predator and its existence ensures a healthy and a sustainable ecological balance.

Although their numbers have marginally risen as per the last census of 2012 to 1706, the plight of our Tigers is still of grave concern and efforts by way of on-ground intervention and awareness building measures are the need.

Over the last century, Tiger numbers have seen a plunge from about 40,000 to the astonishing figure of 1411 by the year 2008. Most citizens were not aware of the dire situation that this magnificent animal was at the brink of extinction, which is when Aircel decided to take up the 'Save our Tigers' initiative with an aim to create mass awareness on the plight of this magnificent beast and efforts to save it by on-ground interventions.

Wildlife Conservation Initiatives

Human-Animal Conflict Mitigation - We address the 'human-animal conflict' mitigation project in partnership with Wild Life Trust of India (WTI). The activities undertaken by this partnership are as follows:

- Conflict Mitigation project in Dudhwa Tiger Reserve
- Rapid Action Project. Snare-free and Anti-poaching in Meghamalai Wildlife Sanctuary
- Rapid Response Units in Cauvery Wildlife Sanctuary
- Equipping forest staff in Sathyamangalam Tiger Reserve with anti-poaching kits
- Donation of equipment to the Special Tiger Protection Force (STPF) in Bandipur Tiger Reserve
- Donation of Equipment to the Forest Department in Dudhwa National Park



Kids for Tigers - The primary objective of the program is to drive awareness amongst school children in Metro cities and 'Tiger Towns' (smaller cities close to Tiger Reserves) on the plight of the tiger and the important role it plays in the ecological balance.

The program draws connections between wildlife, forest conservation and global climate issues. The program grasps the vital connection between the survival of the Tiger and the country's future ecological health.

The Kids for Tigers Express is a fully equipped edutainment van that traverses the villages around Ranthambore National Park spreading awareness and importance amongst the communities on the need to Save Our Tigers.



Rapid Response Units - Aircel partnered with the Wildlife Conservation Trust to deploy and implement high impact on-ground projects.

The projects consisted of developing and deploying Rapid Response Unit vehicles, revamping anti-poaching camps and training of foresters.

This partnership has been able to effectively place 41 Rapid Response Units in 35 tiger reserves, train frontline forest guards in various aspects of conservation and revamp over 1167 anti-poaching camps across most tiger reserves.



Case Study: Rapid Response Units

Ten crore rupees raised during Telethons in 2010 and 2012 have been utilised to provide Rapid Response Units (RRU's) to equip and train Forest Departments across reserves in India to respond to any tiger emergency in and around the reserves.

An RRU has the following features:

- It will allow up to 17 forest personnel to reach the problem/conflict area in minimal time.
- It will be able to deal with tranquilizing any wild mammal that has either strayed out of the forest or is injured.
- It will allow up to six forest guards to camp in remote areas for between 3-5 days without any additional support.
- It will be able to mitigate man-animal conflict by instilling confidence among villagers residing around

protected areas as well as boosting the morale of the rescue team of the forest department.

- The RRU will equip the department to control mobs at problem sites in a far more efficient manner.
- There are enough personal-safety-device on the vehicle to protect the squad from injury through encounters with wild animals and people alike.
- The members of the Rapid Response Team will be able to stay connected through walkie-talkies all through the mission even if they are outside the range of the forest wireless system.
- The Rapid Response Units will strengthen the anti-poaching squads of tiger reserves.
- It will act as an emergency vehicle, which the villagers can summon in case of any wildlife-related problems.



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Godrej & Boyce Mfg. Co. Ltd

Godrej & Boyce Mfg. Co. Ltd., the holding company of the Godrej Group, started its journey with the manufacture of high quality locks in 1897. Today, it has 15 diverse business divisions offering consumer, office and industrial products and services of the highest quality to every corner of India and across the globe. It is one of the largest privately held Industrial Corporations. The company has followed highest ethical standards since inception resulting it to be considered a role model in corporate citizenship its policy towards sustainable development and biodiversity conservation.

By an Indenture dated 30th July 1948 made between Naoroji Pirojsha and Godrej & Boyce Mfg. Co. Pvt. Ltd., the entire Village of Vikhroli was transferred to Godrej & Boyce Mfg. Co. Ltd. along with all its Khoti rights and all his private agricultural lands. Godrej & Boyce Mfg. Co. Pvt. Ltd. thus became owners of approximately 1,500 Hectares of land for setting up an Industrial Garden Township, to give larger dimensions to their exponentially growing business. This land included a large patch of khajan land with luxuriant mangroves along the Eastern boundary skirting the Thane Creek.

Late Mr. Sohrabji P. Godrej and late Mr. Naoroji P. Godrej realized the importance of this neglected ecosystem and took up the colossal mission of conservation of this vast ecologically sensitive area by striking a delicate balance between the industrial operations and nature conversation. This gave birth to the Soonabai Pirojsha Godrej Marine Ecology Centre whereby 750 Hectares of land was brought under reservation in the name of their late mother Soonabai Pirojsha Godrej and the same was inaugurated in August 1985. It was a foresight of these pioneers that far back in 1985 when there was little awareness about mangroves and its importance and no proper legislation existed in the country to protect the fragile eco-system, a unique project of this type was taken up, the fruits of which we cherish today. The project conceived with three pronged approach of research, conservation and education has helped to rejuvenate the mangroves in this area which have thrived in the last 30 years.

The Pirojsha Godrej Foundation owns 24% of the shares of Godrej & Boyce Mfg. Co. Ltd. The Foundation gives grants for environment, healthcare and education sectors. This is further reinforced by the long-term and continued association with various projects and NGOs working in the area of biodiversity conservation. WWF-India, the prominent conservation NGO has been closely linked to the Godrej name since late Mr S. P. Godrej who was the Founder trustee and President in India.

Wildlife Conservation Initiatives

Soonabai Pirojsha Godrej Marine Ecology Centre - The Centre has taken several measures to protect these mangroves as a part of environmental and social responsibility. The main objective of the centre is conservation of this marine diversity through research, education and awareness building and regular monitoring.

Simultaneously, centre is engaged in the propagation of various species of Mangroves, developing theme parks on medicinal plants and rare endemic plant species, palms amongst others.

The infinite expanse of these mangroves considered to be a lung of Mumbai second only to the Sanjay Gandhi National Park



Butterfly survey - A study recently conducted indicated the presence of 82 species of butterflies from the Pirojshanagar Township and Mangroves at Vikhroli. The high species diversity of butterflies recorded here is extraordinary considering the location and the urban environs surrounding the study area.

The presence of 82 different species of butterflies in this green township of Pirojshanagar reflects on the high biodiversity of the area even comparable with some of the protected forests.

The natural Mangrove habitat with associated vegetation along its edges was found to support maximum butterfly diversity, illustrating their importance for the survival of various species and preserving the biodiversity.



Biodiversity of Godrej Mangroves - Although being located amidst the densely populated city of Mumbai, The mangroves of Pirojshanagar have amazing biodiversity. There are 16 species of mangroves and mangrove associates. The faunal composition in the area is also equally diverse.

Apart from 206 species of birds, 33 species of reptiles, 30 species of spiders, 20 species of fish, 15 species of crabs, 7 species of prawns and 12 species of mammals have been identified so far in the area. Mammals like jackals and mongoose also were sighted many a times. This wetland acts as an important stopover for

over hundred species of migratory birds including magnificent flamingos, gulls, terns, avocets & curlews.



Case Study: Biodiversity & Wildlife Conservation by Soonabai Pirojsha Godrej Marine Ecology Centre

Faunal Biodiversity of Godrej Mangroves - Through the specialised root systems and other morphological adaptations, mangroves form dense forests on the shore lines, creating a secured habitat for a variety of fauna. The marine faunal biodiversity recorded here include 20 species of fishes, 15 species of crabs, 7 species of prawns and numerous molluscs. The terrestrial fauna logged so far include 206 species of birds, 33 species of reptiles, 30 species of spiders, 12 species of mammals and over 82 different species of butterflies. The important mammalian species found here are the Jungle cat, Asiatic Jackal, Wild Boar, Indian mongoose and various species of bats. The reptilian fauna is vivid and main species are Cobra, Krait, Russell's viper, Rat snake, Rock python, Indian monitor lizard, Dog-faced water snake, Wart snake, Common skink, Snake skink, Garden lizard etc. Major bird species of the area are White bellied sea eagle, Greater flamingo, Lesser flamingo, Brahminy Kite, Osprey, Marsh Harrier, Buzzards, Black Kite, White cheeked bulbul etc. The wetland is actually an important stopover for over hundred species of migratory birds including the magnificent flamingos, gulls, terns, avocets and curlews.

Research and Ecological Restoration - College students and nature enthusiasts are involved in the plantation programs conducted by The Soonabai Pirojsha Marine Ecology Centre. Subjects covered under some of the research works were control and cause of degradation of the mangroves areas, preparation of an inventory of species of flora and fauna in the area, taxonomy survey of the area, standardisation of techniques of afforestation, ecological and social assessment of mangrove ecosystems at Vikhroli, a comparative assessment of

status of mangrove fauna in different areas in Vikhroli, role of interpretation centres in mangrove and nature conservation, role of mangroves in mitigating Heavy metal pollution, pest incidence of *Hyblaea parea*, pest on mangroves in Vikhroli, determination of carbon sequestration capacity of the mangroves etc. For restoration of degraded mangroves in the area, a nursery for different species of mangroves has been developed. Plantations have been successfully carried out in about 100 acres of saline blank area.

Increasing awareness through education - Every year over 5000 visitors of diverse backgrounds learn about the biodiversity in the mangroves, the threats it faces and its importance for mankind through various mediums like nature trails, film shows, lectures and presentations and display of posters. The message is spread across widely through various events like, World Environment Day (5 June), Van Mahotsava (1-7 July), Mangrove action day, Wildlife week, International Biodiversity day, World Wetland day etc. Active participation is seen from school children, college students, Godrej company employees and their families and many others.



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The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through its 50 branches and 140 ATMs across 29 cities.

HSBC is one of India's leading financial services groups, with over 31,000 employees in its banking, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India and one of the leading players in domestic and export factoring. With its extensive reach across Asia, the Americas and Europe, HSBC has the capacity to offer complete banking and financial solutions to India's burgeoning economy. It has also formed a joint venture life insurance company with Canara Bank and Oriental Bank of Commerce.

HSBC's network of branches is located at Ahmedabad, Bengaluru, Chandigarh, Chennai, Coimbatore, Gurgaon, Guwahati, Hyderabad, Indore, Jaipur, Jodhpur, Kochi, Kolkata, Ludhiana, Lucknow, Mumbai, Mysore, Nagpur, Noida, New Delhi, Nashik, Patna, Pune, Raipur, Surat, Thiruvanthapuram, Thane, Vadodara and Visakhapatnam.

At HSBC we know how important it is that banks play a positive role in the economy and society at large. We believe that a sustainable bank must be consistently profitable, but not solely concerned with making a profit.

Success for HSBC means providing our customers with the products and services they need and want, understanding and managing the impact we have on society and the environment, and investing in the future of our employees and the communities we serve. These measures help us to carry out our work in a way that is both commercially astute and ethically sound.

HSBC India partners with some of the most respected civil society organisations for its Community Investment programme for nature, habitat and biodiversity conservation to support sustainable development.

Wildlife Conservation Initiatives

My Ganga, My Dolphin Campaign - Ganga river Dolphin, a charismatic endangered species has been declared as India's National Aquatic Animal in 2009.

HSBC with WWF-India as the implementation partner initiated "My Ganga, My Dolphin" Campaign (October 2012), in partnership with the Uttar Pradesh Forest Department and 18 NGOs, to conduct a Dolphin survey along 2500 KM of river stretches in the state of Uttar Pradesh. The survey recorded the presence of 671 Dolphins.

This led to the preparation of an implementation strategy of the Dolphin Action Plan, 2010-2020, likely to be funded by the National Mission for Clean Ganga, Ministry of Environment & Forests, Government of India.



Gharial Re-introduction - Breeding population of Gharial is estimated to be less than 200 individuals, making it a 'Critically Endangered' species (IUCN 2007).

"Gharial Re-introduction in Ganges" - WWF-India initiated the re-introduction of Gharials in Ganga, within the Hastinapur Wildlife Sanctuary limits.

Since 2009, 506 captive-reared Gharials were released and periodical assessments indicate high survival rate of the species.



Ramganga Mitra - Ramganga, one of the major tributaries of Ganga, is an ecologically dead river majorly due to the growing domestic, agricultural and industrial water foot print in the basin.

With water being manifested as a shared risk to people, businesses and nature, a platform to bring the competing water users is missing. As a result, collaborative action at a river basin level is absent.

HSBC supported WWF-India in the establishment of "Ramganga Mitra- a Multi-stakeholder Platform" in Moradabad district with over 600 individuals, Industrialists and officials signing-up to engage in Ramganga conservation.



Case Study: Multi-Stakeholder Platforms - Ramganga Mitras

Growing competition for water, scarcity and pollution necessitated the stakeholders (domestic, agricultural and industrial users) to collaborate to address basin level issues. WWF-India and HSBC tapped into this as an opportunity for the formation of multi-stakeholder groups. With over 600 individuals signed-up as Ramganga Mitras in Moradabad, the multi-stakeholder platforms aim to emerge as voices for better management of the Ramganga river. Through its **Ramganga for Life, Life for Ramganga** campaign in Moradabad, WWF-India envisages facilitating the sustainable management of shared freshwater resources through collaboration with other businesses, governments, NGOs, communities and others.

The Mitras are being empowered to engage constructively in river conservation and have already

undertaken the river health assessment of the Dhela—a polluting tributary of the Ramganga and the first citizen census of urban water bodies in Moradabad.

Designing an institutional framework for the Multi-stakeholder groups, which is sustainable (socially, institutionally, financially and legally) is very challenging. Building partnerships, while engaging with the District Administration and the State Government provided an opportunity to identify possible synergies among existing Government policies related to Ramganga conservation. Also, engaging with diverse stakeholders brings in a pool of unique expertise, which strengthens the campaign, while making it coherent and result-oriented.



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Microsoft Devices (erstwhile Nokia)

Microsoft Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

The Microsoft Devices Group includes award-winning hardware used by over a billion people around the world, including Lumia smartphones and tablets, Nokia mobile phones, Xbox hardware, Surface, Perceptive Pixel products, and accessories.

For Microsoft Devices (erstwhile Nokia), sustainability isn't merely an exercise in damage limitation – it's an opportunity to make a real difference to people and to our planet. We realize that reducing our own environmental impact is only half the battle.

With our technology and resources, there is so much that we can do to help the planet.

To strengthen our commitment to resolving environmental issues, we now support many bio-diversity conservation programs.

Wildlife Conservation Initiatives

River Watch Programme in Harike Wetland - In 2010, Microsoft Devices (erstwhile Nokia) collaborated with WWF India and the Department of Forests and Wildlife Preservation of Punjab to initiate the 'River Watch Project.' The purpose of the project was to record the numerous species that reside across various stretches across Punjab.

Since its inception in 2010, the 'River Watch Project' has recorded 12 mammal, 198 bird, 25 reptile and 16 fish species across Punjab.

Besides focusing solely on research, the project conducts School Awareness Programs on water management issues throughout the Harike Wetland



Conservation of Nilgiri Tahr- A comprehensive study in the hills of Tamil Nadu and Kerala was initiated in January, 2008 to understand the occurrence, population status, habitat connectivity and threat assessment of Nilgiri Tahr, an endemic species of South Western Ghat

Additionally, 17 completely new smaller populations of Nilgiri Tahr were identified.

A conservation alliance for Tahr was also established with support from local NGOs and Wildlife Association of Rajapalayam (WAR) to work towards future monitoring and conservation of the Nilgiri Tahr in Rajapalayam area.



Mitigating the Human-Elephant conflict in Anayirangal- In order to address the issue, extensive studies were conducted, collecting data regarding behavioral patterns of the elephants. Through this, three prominent migration routes taken by the elephants were identified.

Prior to the location of the settlements, the elephants moved unhindered and free of intrusions by humans through these routes.

Today, WWF India provides support to the efforts of the Forest Department and the local communities, helping them implement mitigation measures such as training

in the maintenance of electric fences, patrolling, using fire crackers and spotlights etc.



Case Study :Tiger conservation program in the Corbett landscape

Growing In 2010, Microsoft Devices (erstwhile Nokia) partnered with WWF India to conduct a three year conservation program in the Corbett landscape. The objective of the conservation program is to institutionalize the capacity building and development of the frontline staff and officials of the Uttarakhand Forest Department by strengthening existing training mechanisms as well as the infrastructure for wildlife protection and enforcement in the Corbett landscape.

The tiger population in the Corbett region is constantly threatened by corridor degradation, a surge in the tourist population, poaching, the development of infrastructure and urban encroachment. Since the

program's inception, consultation workshops with senior forest officials and front line staff of the forest staff have been conducted, followed by a round of training workshops on Wildlife Laws.

These training workshops were conducted in training centres in Rampur Mandi, Kalagarh and Haldwani, in Uttarakhand. With the help of numerous inputs, a six day training module focused on Crime Prevention & Law Enforcement and Wildlife Conservation was developed and subsequently submitted to the Forest Department. We now support the Department in conducting and institutionalizing workshops and trainings.



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Syngenta India Limited,
Santa Monica Works, Goa

Syngenta is among the world's leading agriculture input companies with more than 27,000 employees in over 90 countries dedicated to the purpose: **Bringing plant potential to life.** Our Crop Protection and Seeds products help growers increase crop yields and productivity. We contribute to meeting the growing global demand for food, feed and fuel and are committed to protecting the environment, promoting health and improving the quality of life.

Syngenta's South Asia operation has a significant presence in India and is headquartered in Pune. Our global supply at Santa Monica Works in Goa manufactures high quality crop protection agents. Our Research and Technology Centre in Goa is a world class facility and an integral part of Syngenta's global crop protection research.

Our research station, Mulani Wadgaon farm in Maharashtra, is a key center for R&D activities and the hybrids developed here have significantly contributed to the Indian vegetable business. Our Field R&D farms are spread across India and consist of breeding, trial and support centers. The main research farms are located in Hyderabad, Aurangabad, Pune and Karnal. Our Tegra research station is located at Ramapuram. Seed processing plants in Nuthankal and Eluru in Andhra Pradesh and Ranebennur in Karnataka cater to conditioning and packaging seeds.

Santa Monica Works in Goa is situated on 800,00 m² acres of pristine land that includes 120,00 m² of water bodies. It houses 87 species of trees, shrubs, herbs, creepers and grasses. More than 70 species of birds, along with crocodiles, monkeys, squirrels, mongoose, snakes and other animals, have made Santa Monica their residence. And yet, located within the 200 acres, since more than four decades, it is a state of art of chemical complex.



Case Study: Syngenta Santa Monica Works - A place where Nature and Chemistry live in harmony

Wild life of birds and reptiles in the midst of our Santa Monica Works in Goa is a source of pride and joy for us and the show piece for everyone who visits Santa Monica. A 12-acre lake in our works is home to several mugger crocodile and has also benefited fish, turtles, and aquatic vegetation.

There are more than 40 crocodiles in two lakes. Special small islands are built in the lakes, so that the crocodiles can take sunbath when they need. They survive on the aquatic vegetation in the lake.

This lake also attracts a remarkable number of migratory birds, which spend the winter on the lake as a feeding and resting ground before returning to their nests in the distant countries. There are about 70 species of birds spotted at Santa Monica Works throughout the year.

Our site is a breeding place for Oriental darter or snake bird and heronries - pond heron, night herons, grey heron, purple heron, Bitterns like Cinnamon Bitterns and Cormorants- Indian and Little cormorants and from Egret species like cattle egret, little egret, median egret and Great Egret.

Following birds are spotted at the site-

Asian Koel, House Crow, Jungle Crow, Black Drongo, Red Whiskered Bulbul, White throated kingfisher, Pied Kingfisher, Stork Billed Kingfisher, White Rumped Munia, Wire Tailed Swallow, Barn Swallow, Dusky Crag Martin, Brown Hawk Owl, Barn Owl, Red Spurfowl, White breasted waterhen, Peafowl, Darter or snake bird, Grey Heron, Purple Heron, Cattle Egret,

Intermediate or median egret, Indian pond heron, Black capped night heron, Cinnamon Bittern, Grey breasted Pigeon, Rock pigeon, Rose Ringed Parakeet, Racket Tailed Drongo, Asian Paradise Flycatcher, Gold Fronted leaf bird, Indian Golden Oriole, Black Hooded Oriole, Paddy field Pipit, Indian Pitta, Red Wattled Lapwing, Grey Bellied Cuckoo, Common Hawk Cuckoo, Oriental Magpie Robin, Ashy Prinia, Tailor Bird, Indian Cormorant, Little cormorant, Lesser whistling teal, Bronze winged Jacana, White bellied sea eagle, Brahminy kite, Osprey, Malabar grey hornbill, Malbar pied hornbill, Malabar Whistling Thrush, Emerald Dove, Oriental Dwarf Kingfisher, Asian openbill stork, Glossy ibis, Crow pheasant, White cheeked barbet, Copper smith barbet, Purple sunbird, Crimson sunbird, Long tailed shrike, Purple swamphen, Jungle babbler, Blue faced malkoha, Jungle prinia, Thick billed flower pecker, Pale billed flower pecker, White cheeked barbet, Common woodshrike, Small minivet, Lotens sunbird, Purple rumped sunbird, Ashy drongo, Drongo cuckoo, Pied cuckoo, Common moorhen, Black rumped flameback woodpecker, Brown cheeked fulvetta, Tickells blue flycatcher.

Apart from the above, wild animals like langur, wild boars, porcupines, numbers of squirrels, wild cats, many varieties of reptiles have made the site as their permanent home. This sight is an excellent testimony to Santa Monica's care for nature and its species. One can proudly say that Santa Monica Works is a place where Nature and Chemistry lives in Harmony



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A subsidiary of the Tata group, Tata Steel Limited has over 100 years of experience in mining and steel manufacturing. The company is among the top ten global steel producers with total annual crude steel capacity exceeding 28 MTPA.

Tata Steel founded India's first industrial city, now Jamshedpur, where it established India's first integrated steel plant in 1907. The Jamshedpur Works currently comprises of a 9.7 MTPA crude steel production facility and a variety of finishing mills.

The Company is focused not only on the execution of the plant facilities but also on addressing the socio-economic infrastructure needs of an industrial enterprise of this scale. The Company has plans for two new Greenfield steel projects in the states of Jharkhand and Chhattisgarh.

The IUCN-Dhamra port engagement: Dhamra Port, one of India's largest deep sea ports, is being developed by the Dhamra Port Company Ltd. (Tata Steel and Larson & Toubro Ltd). It is located in Orissa at the mouth of river Dhamra, about 15 km north of Gahirmatha, a mass nesting site of olive ridley turtles. Environmental groups hold that the port will severely endanger the existence of the olive ridleys.

Ratan Tata, Chairman Tata Group, asked IUCN to undertake a Scoping Mission to assess the project's impact on the environment and the olive ridley turtles. The mission identified impacts of artificial lighting on turtle hatchlings; impacts from dredging and impacts from secondary industrial and urban expansion

Wildlife Conservation Initiatives

Mangroves Plantation and Regeneration- MS Swaminathan Research Foundation (MSSRF) conducted a scoping study for Mangroves Plantation and regeneration within port limits.

Mangrove forests (north and south boundary), Kanika Sands Island and Kalibanj Dia were visited for data collection.

This study provided a road map for DPCL in the near future on mangrove conservation.



Turtle Friendly Lighting in Port - IUCN recommended guidelines (March 2008) were followed for installation of port lights ensuring minimum light scattering in sky.

All permanent lighting fixtures within the port area have been changed as per IUCN's recommendations.

It has served as a marvelous example of turtle friendly lighting in India



Turtle Awareness Programme - The school awareness program helped to spread the message of turtle conservation, turtle biology and current threats. Covering over 20 different high schools within a 50 Km distance from Dhamra.

One hour program consists of a brief lecture on turtle biology followed by video show and question-answer session. Pre-designed test for the student to monitor the awareness level.

Turtle Conservation stalls were installed in local fairs such as Dusshera and Makarsakranthi where Group discussions

were done both in Oriya and Bengali languages with a gathering of 4000 people for more than 9 days.



Case Study: Creating awareness among fishermen for the use of Turtle excluder device

The most serious threat to turtle population in the area was identified as trawler fishing which often inadvertently traps and kills turtles in nets. This can be dramatically reduced by use of Turtle Excluder Devices (TEDs) on nets.

IUCN and Orissa Forest Department jointly organised a Turtle Excluder Device (TED) workshop in Nov 2010 with the aim to promote sustainable fishing practices and promote use of TED in trawl fishing. Local fisherfolk from the villages neighbouring Dhamra port were encouraged on the use of Turtle Excluder Devices (TED) to reduce risk of the Olive Ridley sea turtle, and other non target by catch species, becoming entangled in their nets. Globally, the use of Turtle Excluder Devices (TED) have been found very much effective in reducing the amount of non-target by-catch, specifically sea turtles, in fishing nets.

TED expert from Central Institute of Fisheries Technology (CIFT) delivered lecture. TED trials were conducted under supervision of TED expert and positive results were shown to the fishermen community.

A capacity building and practical training workshop on TED was organized in June 2011. Fishermen association, Forest Department, Fisheries Department, trawler owners participated. A descriptive lecture by Dr Raghu followed by practical demonstration and field trials. 10 days of field trials resulted in 40 samples and 30 trained people. An overall catch loss of 2.98 % was observed during the field trials.



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Tata Chemicals Limited

Tata Chemicals Limited is a global company with interests in businesses that focus on LIFE: Living, Industry and Farm Essentials. The story of the company is about harnessing the fruits of science for goals that go beyond business.

Through its living essentials portfolio the company has positively impacted the lives of millions of Indians. Tata Chemicals is the pioneer and market leader in India's branded iodised salt segment. With the introduction of an innovative, low-cost, nanotechnology-based water purifier, it is providing affordable, safe drinking water to the masses.

Tata Chemicals is the world's second largest producer of soda ash with manufacturing facilities in Asia, Europe, Africa and North America. The company's industry essentials product range provides key ingredients to some of the world's largest manufacturers of glass, detergents and other industrial products. It is also a leading manufacturer of urea and phosphatic fertilisers and, through its subsidiary, Rallis, has a strong position in the crop protection business.

Tata Chemicals is committed to a sustainable way of doing business. With its vision of serving society through science, the company has initiated several programmes on climate change, environment protection and ecology conservation. In a company-wide initiative, Tata Chemicals has assessed the carbon footprint of all its operations and has embarked on a programme to reduce its carbon footprint by 20 per cent by 2020.

Beyond business, company has set some fine examples in environmental stewardship. Several activities include Sensitizing employees (and other stakeholders) on environment conservation as well as involving the enterprise in local species / habitat conservation; at sites, as well as in cities where they have a presence. The company also insists on working with the community/authorities on environmental conservation and also working with institutions of excellence on conservation

Their Dharti Ko Aarpan Program – "Giving back to Mother Nature" is a comprehensive conservation approach involving various stakeholders - Govt. Depts., institutions of excellence, community & employee volunteers.

Wildlife Conservation Initiatives

Save the Asiatic Lion Project- More than 15,000 open wells in and around the Gir Forest pose threats to wildlife. Conservation of Asiatic Lions project in the Gir provided TCL with an opportunity to contribute towards saving this endangered species.

Wildlife casualties occur due to accidental fall in these open wells. TCL has entered in a partnership with Gujarat State Forest Dept. for barricading open wells.

TCL had committed to make the 1000 wells safe in a phased manner under this project.

A total 1,204 wells have been barricaded by TCL with a contribution of Rs. 84 lacs.



Wetland and waterfowl conservation- Wetlands of Okhamandal are a refuge for waterfowl. Region features the only active nesting site for Caspian Terns in country. There was a need for construction of a new nesting island to ensure uninterrupted breeding cycle.

With no previous reference data, in-house research was conducted for nesting island design and the work was completed within a stipulated time.

Site was adopted for nesting by waterfowl within two months of construction and nesting of Little Terns was recorded for second year too.



Biodiversity Reserve Plantation project-

This project, implemented with the support of employee volunteers, seeks to preserve indigenous vegetation at Okhamandal. There has been rampant spread of exotic "Gando Baval" (*Prosopis juliflora*) species.

90 acres have been covered under indigenous flora plantation including a 30 acres exclusive plantation of "Gugal" (*Commiphora Wightii*), an endangered species. Plantation is being expanded by 15 acres per annum. A total of 114 species of ephemerals and 21 species of native trees has been introduced.

Wildlife is staging a comeback as depicted by 2 new endangered fauna species – Star Tortoise & Harrier recorded at the site.



Case Study: Save Whale Shark Campaign

More than 1,200 whale sharks were being killed every year before the Indian government, in 2001, banned the fishing of this breed and the trade in its meat. Making the whale shark a protected species under the Wildlife Protection Act has given the fish a lifeline, but the length of the Gujarat coastline — nearly 1,600 km — means that the Indian Navy or the Coast Guard can only stem, rather than stop, the slaughter.

The project is in the form of a partnership involving the Wildlife Trust of India (WTI), the International Fund for Animal Welfare and two corporate entities, Tata Chemicals and Gujarat Heavy Chemicals. Tata Chemicals, which has its soda ash plant in Mithapur, one of the breeding areas of the whale shark, is providing financial and infrastructural assistance, besides the committed support of its employees. Proposed interventions in the project include awareness programs and campaign, monitoring & study of habitat, establishment of rescue & release protocols, tracking of migratory patterns through satellite tagging and Breeding and DNA studies.

The campaign was launched in 2004. A total of 14 towns have been covered for street play and exhibitions, while 7 municipalities have adopted whale

shark as their mascot. A total of 311 whale sharks have been rescued since the inception of the project while the awareness program has been able to reach out to 15,000 people.

Street plays and exhibitions highlighting the plight of the species have been staged along the Gujarat coast, in port towns such as Okha, Beyt Dwarka, Porbandar and Veraval, and children have been involved through painting competitions. The highlight of the campaign is a 40-ft long inflatable model of the whale shark, which is carried on a camel cart and greeted by people with garlands and vermilion. The campaign has begun to make a visible difference.

The locals who earlier called the whale shark 'barrel', (as that is what is used to hunt it) now call it 'Vhali' which means 'dear one'. The municipalities of Porbandar, Diu, Dwarka and Okha have adopted Vhali as their mascot and students and people alike have pledged their support to protect the species. It is the collaboration and support of various stakeholders that has led to the success of the Whale Shark Campaign and positioned it for the next stage of scientific monitoring.



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Tata Housing Development Company Ltd.

Established in 1984, Tata Housing is a closely held public limited company and a subsidiary of TATA Sons Limited. TATA Sons Limited holds 99.78% of equity share capital of the company.

Tata Housing has evolved into one of the fastest growing real estate development companies in India. With the primary business being development of properties in residential, commercial and retail sectors, the company's operations span across various aspects of real estate development, such as land identification and acquisition, project planning, designing, marketing & sales, project execution, property services and estate management.

By offering products ranging from Rs. 5 lakh to Rs. 14 crore, the company has a diversified portfolio of more than 70 million sq.ft. under various stages of development. Besides projects under execution, there is a steady pipeline of projects of over 19 million.

The Company is committed to environment excellence across its value chain. In addition to minimizing & mitigating value chain impact on environment, it also strives to rejuvenate the environment by bio-diversity conservation across the geographies of India. It minimizes the environmental impact of its operations by adopting sustainable construction practices and creating climate change awareness among all its stakeholders.

The Company has partnered with WWF-India for a three years partnership for bio-diversity conservation in western Arunachal Pradesh and Sikkim and tiger conservation in six tiger landscapes of India. The KCL (Khangchendzonga Landscape) and WAL (Western Arunachal Landscapes) regions are rich in biodiversity supporting many river systems, wetlands and glaciers. These regions are home to many endangered species of flora and fauna including Red Pandas. Safeguarding these natural regions with their biodiversity and maintaining their pristine environment therefore is of key importance. One year of Tata Housing- WWF-India partnership was completed in December 2013. Several important milestones have been achieved during the first year of this three-year partnership.

Wildlife Conservation Initiatives

Red Panda Conservation- In Arunachal Pradesh, baseline data on red panda status and habitat was generated through field surveys in Tawang and West Kameng districts. Between December 2012 and February 2013, a total of 83 plots were sampled in Pangchen valley of Tawang district for presence - absence and habitat status of red panda, covering roughly 10 sq km in Pancheng Lakhar CCA.

Between May and June 2013, 32 plots were sampled in Mandala-Naga GG of West Kameng district covering three different sites to prepare a conservation plan for Indian Army.

WWF-India is in process of compiling data collected during this period and it seems there are Red Panda evidences in most of the plots surveyed.



Snow-Leopard Conservation - For conservation of snow leopards, Tata Housing has partnered with WWF-India and working for conservation of snow leopard in Ladakh region.

Through online crowd funding platform, WWF-India and Tata Housing aims to raise at least Rs 15 lakh. The funds raised would be utilised to set up camera traps to study the exact status and distribution of snow leopards in Sikkim and Arunachal Pradesh to start with. For effective management of snow leopard-human conflict, the fund would be used to support the construction of predator proof livestock pens for local communities.



Awareness Programmes for Communities of Lachen - On February 1 – 2, 2014, WWF-India, as a part of our project, partnered with LTDC and Lachen Dzumsa for organizing the village festival, coinciding with World Wetlands Day at Lachen in which the entire population of Lachen comes together.

This gathering of the village was used as an opportunity for awareness generation on biodiversity conservation and importance of high altitude areas.

WWF is working for promotion of bio – briquette, an alternative to fuel wood for reduction of this

dependency on fire wood from the forests. For this, a demonstration on making of bio briquettes was made to the Lachen community during the Village Festival.



Case Study: Save Whale Shark Campaign

Under this initiative, our partner Tata Housing, in partnership with WWF-India, is creating environmental awareness among school children, school teachers and communities through posters, booklets, notebooks and workshops etc highlighting the environmental sensitivities of the region. During the first year, 3 teachers' training camp were organized which had an outreach to 45 schools and participation of 74 teachers. Awareness programs with students had an outreach to over 500 students from 20 schools.

An environment camp titled "Wake up to Nature" was organised for teachers from June 6 to 8, 2013 at Chemchey, South Sikkim. The programme was targeted mostly at rural schools which were located near to Protected Areas of Maenam Wildlife Sanctuary and Barsey Rhododendron Sanctuary. Twenty seven teachers from 16 different schools of West and South Districts participated in the programme. Over the course of two and half days, the programme covered topics on biodiversity of Sikkim, understanding climate change, solid waste management, water resources of Sikkim, and local environment issues. These issues were discussed through presentations, activities, films, nature walks and poster displays.

On June 21, 2013 an awareness programme with the students and teachers of Lachen School was conducted in which 25 children participated. They were made aware of the importance of Gurudongmar Lake with focus on its biodiversity values and also sensitized on the issue of garbage management.

World Water Day was celebrated in collaboration with Sikkim Institute of Rural Development (SIRD), at Jorethang South Sikkim, on March 22, 2014. A total of 76 teachers from 56 schools from all four districts of Sikkim participated in the programme along with Panchayat members. This year, with the objective of introducing the book on springshed conservation to schools, the programme was planned mainly targeted at teachers. They were made aware about the importance of biodiversity of Sikkim and the threats through a quiz contest, which was organized in different districts. North Sikkim was the winner of the competition followed by East Sikkim, South Sikkim and West Sikkim.



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Tata Consultancy Services Ltd.

About the Company - Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match.

TCS offers a consulting-led, integrated portfolio of IT, BPS, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata group, India's largest industrial conglomerate, TCS has over 305,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$13.4 billion for year ended March 31, 2014 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

Tata Consultancy Services(TCS) has made biodiversity management a fundamental aspect of its environment philosophy as the biodiversity considerations are integrated into the company's Environment Management System. Biodiversity conservation Programs are implemented under the domain of 'Environment' as specified in the company's 'Corporate Sustainability' policy. This gain falls under the broad umbrella of National Action Plan on Climate Change (NAPCC) and the Millennium Development Goals (MDGs) of the United Nations.

The company carries out biodiversity mapping operations for the TCS owned landholdings throughout India and site-specific Biodiversity Action Plans (BAP) are created and implemented for conservation of flora and fauna. In order to contribute for globally depleting biodiversity TCS has undertaken community based wildlife conservation programs which are implemented through NGO.

Wildlife Conservation Initiatives

TCS-SNM The Marine Turtle Conservation Programme along coastal villages of Maharashtra - Turtle Specialist Group (MTSG) of the IUCN that pointed out that major reason behind worldwide decline of marine turtles is nest predation .i.e. collection of eggs by humans and killing of adults on nesting beaches.

TCS has adopted villages to preserve these nesting beaches so that the marine ecosystem remains healthy and balanced.

TCS is implementing **The Marine Turtle Conservation Program** with NGO Sahyadri Nisarga Mitra for protection of globally endangered species of Olive Radley Turtles along the coastal villages of Maharashtra since 2011.



Vulture Conservation Programme - Vultures are among the largest flying birds & nature's most successful scavengers. Vultures are Critically Endangered because they have suffered an extremely rapid population decline (99%) across Indian subcontinent primarily due to feeding on carcasses of animals treated with the veterinary drug Diclofenac.

In order to protect rapidly declining population TCS is implementing Vulture (Gyps bengalensis - White backed Vulture & Gyps indicus - Long billed Vulture) Conservation Programme at Srivardhan, in Maharashtra with NGO SNM.



TCS-SNM The Marine Turtle (*Lepidochelis olivacea*) Conservation Program along coastal villages of Maharashtra

Major activities of the project involved creating awareness amongst TCS associates, protect hatchlings in hatchery and participation of associates in Turtle Festival

Key Impacts : Major outcome of programs can be summarized as below :

- I. **113** nests as well as breeding population of endangered (female) Olive Ridley turtles were protected.
- II. **12119** eggs were successfully trans-located to a hatchery

III. **6075** hatchlings were successfully released into their natural habitat during breeding period from 2011 to 2014.

IV. TCS employees participation in **Turtle Festival & biodiversity awareness programs**

Community participation is an important aspect of Wildlife Conservation Program. Involvement of local villagers in conservation of turtles was made possible by implementing **Village Based Tourism programme** which serves as an important source of employment opportunity for local community.



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The World Bank is a vital source of financial and technical assistance to developing countries around the world. We are not a bank in the ordinary sense but a unique partnership to reduce poverty and support development. The World Bank Group comprises five institutions managed by their member countries.

Established in 1944, the World Bank Group is headquartered in Washington, D.C. We have more than 10,000 employees in more than 120 offices worldwide.

The World Bank Group has set two goals for the world to achieve by 2030:

- End extreme poverty by decreasing the percentage of people living on less than \$1.25 a day to no more than 3%
- Promote shared prosperity by fostering the income growth of the bottom 40% for every country



The Global Tiger Initiative (GTI) is a global alliance of governments, international organizations, civil society, the conservation and scientific community, and the private sector committed to working together towards a common agenda to save wild tigers from extinction.

Launched in 2008 by founding partners the World Bank, Global Environment Facility, Smithsonian Institution, Save the Tiger Fund, and International Tiger Coalition (representing more than 40 non-government organizations), the GTI is led by the 13 tiger range countries (TRCs).



IFC, a member of the World Bank Group, is the largest global development institution focused exclusively on the private sector in developing countries.

Established in 1956, IFC is owned by 184 member countries, a group that collectively determines our policies. Our work in more than a 100 developing countries allows companies and financial institutions in emerging markets to create jobs, generate tax revenues, improve corporate governance and environmental performance, and contribute to their local communities.

IFC's vision is that people should have the opportunity to escape poverty and improve their lives.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of 'Accelerating Growth, Creating Employment' for 2014-15 aims to strengthen a growth process that meets the aspirations of today's India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labour law reforms and entrepreneurship as growth enablers.

With 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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