



India's Green Gold?

Growmore Biotech's bamboo variety is promising to transform India's renewable energy sector, provide environment-friendly wood for the paper industry and also help reclaim lost forest cover in two years. For companies with large campuses, this bamboo will help them become carbon neutral. **Benedict Paramanand** discusses the positive impact with **Dr. Bharathi**, the chief scientist who led a team that developed this wonder plant.

A revolution is in the making. A bamboo variety developed by a small bio-tech company in Hosur could make India and the world go Green faster. The renewable energy movement has got a shot in the arm since this bamboo makes

all other alternative biomass options redundant. What's more, the cost of cultivating and maintaining Beema Bamboo is ridiculously low.

The good news was out five years ago. It has taken the industry and the

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Dr. N. Bharathi

government this long to begin to realize Beema Bamboo's potential only now. It looks like there's no looking back now.

Not genetically modified

Beema Bamboo is NOT genetically modified, stresses Growmore. A team led by Dr.N.Barathi at its plant in Hosur, Tamil Nadu, developed it from the open pollinated population of bamboo found in West Bengal. It's then subject to further selection and tissue culture to improve and stabilize its yield and made the plant free from disease. The company website assures that Beema Bamboo plant is a product of conventional breeding which no way involved in gene modification. The company has developed propagation technology for over 65 different plant species as well.

Beema Bamboo has 72 chromosomes and is naturally sterile, meaning it never flowers. This property has made this variety perennial. In contrast, all other bamboo varieties have usual cycle of flowering and demise requiring replanting.

This not only saves cost of replanting, it has no thorns and therefore is easy to harvest. It can be grown in all types of soil, doesn't require much water and offers an average yield of 1000 plants / acre, similar to sugarcane

density. It needs ample sunlight and is best suited for tropical and sub-tropical weather with 10 to 14 hours of sunlight. Yet the recommended cultivation practice for this wonder bamboo is precision farming which involves application of required nutrient and water at the appropriate time at the appropriate zone as per the requirement of the plant.

Shakti Power is setting up 10 mw power plant in Tamil Nadu using Beema Bamboo with support from the government and financial institutions. It is adopting contract farming thereby enhancing the earning capacity of rural areas around the plant. Four smaller power plants are being finalized in various states, Dr. Bharathi told SustainabilityNext.

The harvest of the Beema Bamboo starts after 24 months. By then the bamboo would have grown to a size of 3 inches in the bottom and half the size at the top with a height of 15 to 20 ft. Each plant could weigh 6 to 10 kgs of dry weight. Under ideal condition, the first year yield can be about 30 tons of dry biomass weight per acre. Investment needed is Rs. 90,000 to 100,000 for first 2 years and only Rs. 17,000 to Rs.19,000 every year after that.

Because Beema Bamboo does not need replanting, thereby not degrading the soil, it may become the darling of environmentalists who had complained of conversion of forest land to cultivate trees for paper and construction industries.

According to Dr. Bharathi, South Africa is the first foreign country to experiment with this bamboo variety. The government signed up with Growmore recently for cultivating 1200 acres.

Carbon sequestration

Beema Bamboo offers an excellent opportunity for companies in high pollution industries such as cement, fertilizer, chemicals companies to offset their carbon footprint. In campuses and factories it increases oxygen levels thereby enhancing productivity. Infosys has taken the lead and is planting Beema Bamboo in all its campuses across India.

Rohan Parikh, Head of Green Initiatives and Infrastructure, Infosys, said:

“In order to offset its travel related emissions, Infosys has planted a fast growing Assamese variety of bamboo, capable of absorbing 50 kilograms of carbon dioxide in a year, which is approximately five times the performance of most plants. This bamboo has the potential of becoming the energy crop of the developing world.

Suitable Application of Beema Bamboo

- Biomass for power generation projects.
- Paper Industries
- Construction and Furniture.
- Handicrafts & cottage industries.

Beema Bamboo is recommended for

- Large scale plantation
- Energy plantation for power generation
- Home stead garden planting
- Large reforestation programs
- Land reclamation in mines, sodic soils, water logged areas

Tree area needed for producing 1 MW of power for one year

Eucalyptus	- 1500 acres
Jali	- 2500 acres
Bio-waste	- 8000 acres
Beema Bamboo	- 200 acres

Other advantages of Beema Bamboo

- No need to replant unlike other trees thereby reducing the cost of power
- South African 1250 acres in two months.
- 2 mw power project

States on a planting spree

Mizoram	- 2 lakh plants
Karnataka	- 5 lakh plants shortly
Gujarat	- 1 lakh plants
Andhra Pradesh	- 2 lakh plants



IIMB, Annamalai get funds for research

In a continuation of the educational partnership between India and the United States, the State Department announced eight institutional partnership projects for the second round of Obama-Singh 21st Century Knowledge Initiative awards. This initiative is meant to strengthen collaboration and build partnerships between American and Indian institutions of higher education in priority fields.

Each project will receive an award of approximately \$250,000 that can be utilized over a three year period, with the objectives of cultivating educational reform, fostering economic growth, generating shared knowledge to address global challenges, and developing junior faculty at Indian and American institutions of higher learning.

Prime Minister Manmohan Singh and President Barack Obama announced the Obama-Singh Initiative in November 2009 with government pledging \$5 million.

U.S.-led Partnerships

Harvard School of Public Health

Harvard-India Nutrition Initiative

Partner Institution: St. Johns Research Institute, Bangalore

Ohio State University

The STEM Faculty Project: Training the Next Generation of STEM Faculty at Higher Education Institutions in India

Partner Institution: Aligarh Muslim University

University of Massachusetts, Amherst

Inclusive Universities: Linking Diversity, Equity and Excellence for the 21st Century

Partner Institution: University of Pune

University of North Carolina, Chapel Hill

Advancing Sustainability Research and Education in India

Partner Institution: Indian Institute of Management, Bangalore

Indian-led Partnerships, Annamalai University

Tamil Nadu Energy Futures: Mapping Uncertainties and Risks

Partner Institutions: Tennessee Technological University

Assam Agricultural University

Engineering ADP – Glucose Pyrophosphorylase (AGPase) enzymes for heat tolerance in rice

Partner Institution: Washington State University

Avinashilingam Institute for Home Science and Higher Education for Women

A Sustainable 'Response to Intervention' model for successful inclusion of children with disabilities –A India-US Partnership

Partner Institution: University of Minnesota, Minneapolis

National Institute of Technology – Trichy

Cognitive based Curriculum Development Tool for emerging areas of Computer Engineering and Management Studies for improving

Teaching-Learning Process

Partner Institution: University of Nevada, Las Vegas

Mobile app lets you rank your sustainability performance

Corporate Knights has launched CK Ranker, a mobile app that lets any company assess its sustainability performance and rank itself against the world's biggest and best performing companies.

CK Ranker, now available through Apple's App Store and designed to work on all iPhone and iPad devices, walks the user through a series of steps designed to match a company's information with 12 key performance

indicators that assess resource productivity (energy, water, waste, emissions), management diversity, sustainability commitment, governance and workplace safety. Together, these indicators offer a picture of the most environmentally and socially responsible companies on the planet, Corporate Knight says.

Once questions are answered, the app creates a score for the company and can rank that score against one of three lists that Corporate Knights has published annually for more than five years: the Global 100 Most Sustainable Companies in the World, the Best 50 Corporate Citizens

in Canada, and the S&P 500 Sustainability Ranking. These lists represent a universe of more than 2,000 large publicly traded companies. Hundreds of thousands not captured in this universe can now see how they measure up.

The first 1,000 downloads of CK Ranker are available for free from the App Store, after which the basic version will sell for \$2.99. CK Ranker Pro, which lets users create, export and save multiple scenarios and do industry- and indicator-specific comparisons, sells for \$9.99 as an in-app purchase. Android-compatibility is in the works.

Marico shortlists 8 for social innovation acceleration program

Marico Innovation Foundation has announced eight new finalists for its Social Innovation Acceleration Program, 2013. The finalists include Accion India, CLT India, Envirofit, Eram Scientific Solutions, Aglakadam, Safe Harvest, Sugha Vazhvu Healthcare and Society for Technology & Action for Rural Advancement (TARA). These will receive highly customized and facilitated acceleration support through their knowledge partner Innovation Alchemy over the next 24 months.

Marico Innovation Foundation (MIF),

www.maricoinnovationfoundation.org was formed in 2003 with the objective of fueling innovation in India. The Foundation instituted the biennial 'Innovation for India Awards' in 2006. This platform recognizes breakthrough Indian innovations that have positively influenced lives. The tally of award-winning innovators is now 41. The Marico Innovation Foundation is steered by an eminent

governing council chaired by Dr R A Mashelkar, National Research Professor, and former head of National Chemical Laboratories.

Its Social Innovation Acceleration program, launched in 2010, provides customized capacity building, strategic advisory support and acceleration facilitation over an 18-24 month period, for organizations working on innovative social enterprise models and seeking to scale the impact of their work.

Its research efforts yielded a bestseller publication - "Making Breakthrough Innovation Happen: 11 Indians who Pulled off the Impossible." The Foundation has also recently launched a quarterly magazine "Innowin"- India's first publication dedicated to innovation to continuously generate and disseminate knowledge on Innovation.

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2013 winners of C.K. Prahalad Award for Global Sustainability Leadership

Business value of Nature
Vidal Garza Cantú, FEMSA Foundation



Vidal Garza Cantú, Director of the FEMSA Foundation, was recognized for being a major force in helping companies understand that well-functioning natural ecosystems are a business and economic imperative, not a matter of philanthropy. Under Garza's leadership, the FEMSA Foundation helped launch the Latin American Water Funds Partnership, to conserve and restore forests and grasslands around watersheds, safeguarding their ability to offer services such as water retention and filtration without the need for costly and inefficient manmade alternatives. Garza's charismatic and passionate leadership—coupled with his hardheaded business experience—is influencing companies worldwide to think about the true business value of Nature.

Considered design standard
Hannah Jones, Nike

As head of Nike's Sustainable Business and Innovation team, Hannah Jones leads a global team responsible for enabling Nike's sustainable growth. Her numerous accomplishments include leading Nike to implement the Considered Design standard, which marries performance and innovation with sustainability to create products

with a lower environmental footprint, and rolling out its Sustainable Manufacturing & Sourcing Index (SMSI), an innovation that puts environmental and labor metrics on equal footing with traditional supply chain measures of performance.

Sustainability linked to a company's financial success
Kurt Kuehn, UPS

Kurt Kuehn, The CFO of UPS, was honored for being one of the first prominent CFOs in the world to articulate why sustainability is fundamentally linked to a company's financial success. Kuehn has been vocal in public forums about how sustainability can reduce costs, mitigate risks, generate new revenue opportunities, fuel innovation, and help companies attract and retain top talent. For over a decade, Kuehn has shaped UPS's sustainability strategy, including their very first sustainability report in 2002. As a CFO, his vocal, visible sustainability leadership is one of the surest signs that UPS is truly building sustainability into its DNA.

The C.K. Prahalad Award, created in 2010 to honor founding CEF Advisory Board member C.K. Prahalad, recognizes exceptional, globally significant private section action that exemplifies the fundamental connection between sustainability, innovation and long-term business success in a globalizing world. The Prahalad Award seeks to honor globally significant action(s) by companies, individuals, and/or collaborations in any or all of the following areas:

Nominations for the 2014 Prahalad Award will be accepted on this page beginning November 1, 2013.

2012 winners were Neil Hawkins, Dow Chemical, The Sustainable Apparel Coalition and Unilever CEO Paul Polman.

<http://www.corporateecoforum.com/c-k-prahalad-award/>

Ten Reasons Why Companies are not Jumping into the Sustainability Frey



Pamela Laughland and Tima Bansal, in their article in the Ivey Business Journal (January – February 2011) list ten reasons why Canadian companies are hesitant to adopt sustainability practices. They seem relevant to India as well.

- There are too many metrics that claim to measure sustainability—and they're too confusing
- Government policies need to incent outcomes and be more clearly connected to sustainability
- Consumers do not consistently factor sustainability into their purchase decisions
- Companies do not know how best to motivate employees to undertake sustainability initiatives
- Sustainability still does not fit neatly into the business case
- Companies have difficulty discriminating between the most important opportunities and threats on the horizon
- Organizations have trouble communicating their good deeds credibly, and avoid being perceived as green washing
- Better guidelines are needed for engaging key stakeholders
- There is no common set of rules for sourcing sustainably
- Those companies that try leading the sustainability frontier often end up losing.

To read complete article log on to

<http://www.iveybusinessjournal.com/topics/social-responsibility/the-top-ten-reasons-why-businesses-aren%E2%80%99t-more-sustainable#.Ucrh7jumiAg>

Clean energy will overtake gas soon: IEA



Clean energy will overtake gas in the global electricity mix by 2016, making it the world's second largest power source behind coal, the International Energy Agency (IEA) has predicted. Renewables growth continues to "beat expectations" and by 2018 it will make up a quarter of the global power mix, the Paris-based organization predicts in its second annual Medium-Term Renewable Energy Market Report (MTRMR).

The agency said that global renewable generation in 2012 stood at 4,860TWh, greater than the total estimated electricity consumption of China, and grew at around eight per cent over the year.

The IEA now expects the growth in renewable power

capacity to continue, increasing by 40 per cent over the next five years.

Hydroelectricity will account for the bulk of the growth in renewables capacity, although the IEA said the global share of wind, solar, bio-energy and geothermal power will also double from four per cent in 2011 to eight per cent in 2018. Just five years ago, the share of renewable energy excluding hydropower stood at just two per cent. The rapid growth experienced in recent years is attributed to rising investment and deployment of renewable energy in emerging markets, where the technology is increasingly used to address dramatic rises in electricity demand and bring power to off-grid communities. With China leading the way, non-OECD countries are expected to account for two-thirds of the global increase in renewable power

However policy uncertainty is public enemy number one for investors in clean energy and short term thinking could undermine the deployment of green energy

generation between now and 2018, compensating for slower growth in the US and Europe, the report predicted.

The IEA also notes that renewable technologies outside the well-established hydropower, geothermal, and bio-energy sectors are becoming cost-competitive in certain markets, with solar power in southern Europe and wind in Brazil, Turkey, and New Zealand increasingly competing on cost with fossil fuels.

However policy uncertainty is public enemy number one for investors in clean energy and short term thinking could undermine the deployment of green energy, especially in stagnating, old world economies where subsidy schemes are being cut, often with little warning.

Globally, while renewables may not need subsidies in many cases, they do still need long-term policies that provide a predictable and reliable market and regulatory framework compatible with societal goals.

IISc shows the way in community mobility

Read how Namma Cycle is ushering in public bicycle sharing system in campuses

By **H.S. Sudhira**, co-founder of Namma Cycle and Gubbi Labs.



Namma Cycle is a community bicycle sharing system. The name is inspired from 'namma', which means 'ours' in Kannada, and signifies the concept of shared ownership. Bicycle sharing is an efficient system of using a common pool of bicycles to meet short commuting needs. A pilot initiative at the Indian Institute of Science (IISc), Bangalore was launched on 6th August 2012. The initiative is going strong with more than 10,000 unique trips completed with about 40 % of the trips being made by visitors to the institute.

True to its name, namma, several players have come together to make this into reality. Ride-A-Cycle Foundation (RAC-F), the key player behind this initiative is also in-charge of running the operations. The Centre for infrastructure, Sustainable Transportation and Urban Planning (CiSTUP) at IISc has been a key anchor for this initiative. Prof. T. G. Sitharam, Chairperson, CiSTUP also chairs the Namma Cycle Board. The other key partners are Imagine Bangalore; EMBARQ India and Gubbi Labs.

The initiative was started with 150 cycles sponsored by TI Cycles India, part of the Chennai-based Muruguppa Group, and 4 bicycle station racks sponsored by BCIL, a biodiversity company based in Bangalore. This will soon be expanded to include more bicycles, stations and a wider area. The initiative received the much needed initial

push from the Bruhat Bangalore Mahanagara Palike and BESCOM. Recently, Sigma-Aldrich has come forward to support this initiative.

Software support

Planning and operations design has been devised by Gubbi Labs, which has also built the software for the system that runs on a cloud-based platform. The uniqueness of this initiative is the systems flexibility to be operated both manually and automated modes. Although at IISc, there are node managers who are facilitating the sharing system manually, they are using an android-based mobile that communicates to the remote server to log the transactions and one can even find the status on number of bicycles at each station in real-time here: <http://goo.gl/IXSjB>. In the next versions, NFC based ids are being experimented to be issued to each registered user to access the bicycles.

Currently, users pay a nominal charge as per pricing scheme that best suits them and use the shared bicycles whenever they want to make short trips. The project works on a simple Sign-Up, Select, Ride and Return system where students can sign-up via the website and get a registration ID, select a cycle from any of the station racks, ride the cycle to their destination and return it to the nearest station.

Based on the success of the pilot, the project will be expanded to a 2 km radius around the campus to students and faculty living in the area. This then has the potential to grow into a wider network, which would involve greater partnerships with the local municipal authorities to improve road infrastructure for cyclists. With the growing concern on carbon emissions and climate change, the shared public bicycle systems are going to be the way out for short-trips. The success of Namma Cycle is best experienced when one visits the IISc campus and pedals on one these bicycles.

Infosys takes big strides and has numbers to prove

It appears sustainability has got into Infosys' skin. What it is embarking on is serious stuff and is driven by its belief that sustainability focus results in innovation. In his second piece for SustainabilityNext **Rohan Parikh**, Head of Green Initiatives and Infrastructure, Infosys, highlights how deep his company is investing in this area.



Infosys Campus lake in Mysore

Observed concentrations of carbon dioxide (CO₂) in the atmosphere have exceeded the long feared milestone of 400 parts per million (ppm). Burning of coal for power generation is one of the biggest culprits responsible for this increase. However, India together with China, are still planning to add one trillion watts of coal-fired power plants which will consume 90 percent of the projected growth in global coal demand to 2016. The global coal cartel, recognizing that both India and China are net importers, increased the price of coal, in turn making most of the Indian coal projects economically unviable.

How long will India continue to remain at the mercy of other countries to meet its energy needs? How long will we export our hard-earned foreign exchange to import fossil fuels and how long will it take before every Indian has access to energy? India needs to invest heavily in expanding its share of clean distributed energy as it moves

towards inclusive economic growth. We need innovative models to make renewable energy competitive with the grid. A good example is the joint effort by Infosys, the Confederation of Indian Industry, and World Resources Institute to form the Green Power Market Development Group. This consortium is consolidating the electricity demand of large corporates to build economies of scale, hedge financing risks and influence the regulators to create stable and favorable renewable energy policies. If successful, this initiative would provide a much-needed green alternative to monopolistic state-run utilities.

If we have to save our planet, we need corporate leaders who have the courage and conviction to take risks and make sustainability the cornerstone of their business strategy. In 2009 Ram Nidumolu, C.K. Prahalad and M.R. Rangaswami studied 30 large companies for their sustainability practices. They learned that the quest for sustainability drove these organizations towards

organizational and technological innovations, which improved top and bottom lines by creating new sources of revenue and reducing costs, respectively. The authors concluded that sustainability was actually the new frontier of innovation.

Progress in numbers

Infosys is an example where investments in sustainability-driven innovations have started paying dividends. Infosys invested in a dedicated research team which worked with universities and engineering firms across the world to come up with new ideas. Most of our new buildings were converted to live labs in which innovative technologies were tested and optimized based on data from sensors and employee feedback. These innovations have helped Infosys achieve a record energy performance index of 85 KWh per square meter per annum, (including plug loads) which is one third of the EPI of an average office building in India. The connected electrical load of the new Infosys building is just 3.5 Watts per square feet, which is one of the lowest in the industry. Innovative whole system retrofits, have delivered a payback in less than three years. These retrofits and right sizing of equipment have helped Infosys reduce its connected load significantly. These savings have enabled us to surrender 10% of our total contract demand.

Through these focused efforts Infosys has been able to reduce its per capita electricity consumption by 40% and water consumption by 34%. We are now working towards mainstreaming the new ideas and technologies adopted in their campuses by publishing their case studies.

The Infosys green initiatives team is now working on the next generation of technologies to further reduce resource consumption. The smart buildings team is focusing on wireless and energy harvesting sensors which are powered by either solar, piezoelectric or thermocouple technologies. These sensors require no copper wiring for power or communications leading to significant savings in copper wiring.

Waste management is another area of innovation. Infosys became the beta customer, for a pyrolysis plant, built by a Mumbai based company called STEPS. This technology

aims to create wealth from waste by converting plastic into oil, gas and char; the oil by-product is used to run boilers and lawn mowers. Initial trials have shown very encouraging results. This concept could potentially be scaled up to address the problem of plastic disposal in our cities.

Assamese bamboo – energy crop of India?

In order to offset its travel related emissions, Infosys has planted a fast growing Assamese variety of bamboo, capable of absorbing 50 kilograms of carbon dioxide in a year, which is approximately five times the performance of most plants. This bamboo grows about one foot a day for a month in the monsoon and in two years reaches a height of 60 feet. This bamboo, nicknamed “Bheema Bamboo” by biotechnology lab, Growmore Technologies, has the potential to become the energy crop of the developing world.



It is heartening to see many other Indian companies spearheading similar green innovations within their respective industries. But a lot more can be achieved by joining forces. We at Infosys have embarked upon a mission to mainstream the emerging technologies used in our campuses through case studies and an awareness building campaign. We look forward to working with the sustainability leaders in other industries and sharing their success stories. Our hope is that their peers and aspiring entrants will introduce the same concepts in their business models to improve the quality of life of future generations.

Deep in Sustainability

Bankers are used to the phrase 'deep in debt' but YES BANK is attempting a full circle of influence surrounding sustainability and is immersed deeply in it to make a difference to all stakeholders.

Namita Vikas takes Benedict Paramanand, Editor of SustainabilityNext, through its initiatives and their impact so far



What is YES BANK's corporate philosophy on sustainability in India?

YES BANK has adapted a strategic approach towards sustainability. The Bank believes in linking sustainability with stakeholder value creation through innovative business solutions and weaving sustainability principles into its core business strategy and processes.

Elaborate on the initiatives and outcomes in the last five years

High E&S risks are generally associated with sectors such as, infrastructure, agriculture, construction, manufacturing and extractive industries. Any adverse development that increases the E&S risks of an organization's operations may seriously undermine its financial and operational feasibility. In many cases, these include reputational, credit or liability risks, thus emphasizing the need for proactive steps to recognize and alleviate them. YES BANK is the first Indian commercial bank to have voluntarily incorporated environmental and social risk issues into its overall risk assessment by establishing Environmental and Social Policy (ESP).

Most importantly, it is crucial to be relevant to business. If we are able to answer the question 'what is in it for me?' it would be the highest success parameter in making the business case for sustainability.

While financial institutions are proficient in traditional risk evaluation methods, there is a considerable gap in addressing environmental and social risks within their risk assessment frameworks. With an aim of filling this gap, YES BANK launched the SUSTAINABILITY SERIES as one of the first initiatives in India to focus on increasing Environment & Social (E&S) Risk Awareness within the financial sector. The United Nations Environment Program – Finance Initiative (UNEP-FI) and Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH are our partners for this initiative. At the inaugural session of the Series, national and international experts brought out

multiple aspects of environment and social risks and mechanisms to mitigate them for the financial sector.

Mainstreaming sustainability amongst stakeholders

“YES COMMUNITY” is a unique community engagement initiative at YES BANK that aims to connect with the local communities residing around our branches on socially and environmentally pertinent issues. The BANK uses its branches as knowledge sharing centers or ‘Choupals’ to build strong community relations thus moving its relationship beyond transactional value. So far, the BANK has conducted over 1200 events across branches with over 120,000 community members participating in the activities.

The program has grown considerably in the past through a social calendar that is based on national and international days of importance, such as the World Water Day, National Energy Conservation Week, among others. Impacting Environment and Society through Innovative Solutions

Through Inclusive and Social Banking (ISB), YES BANK works with the unbanked and under-banked population in urban and rural India by leveraging the Bank's branch network, technology edge and relationship capital.

YES MONEY

YES MONEY is a unique new social innovation designed to meet the remittance need of India's vast migrant, unbanked and under-banked population in India. This remittance service has leveraged existing cash remittance technologies, India's vast spread of local, family owned retail stores (kirana) and the pan-India commercial banks branch network using a custom built, multi-channel platform - Remittance Knowledge Bridge.

YES SAHAJ

The innovative micro-ATM model is a cost effective and scalable Mobile Transaction solution bringing the mobile teller machine to the under-banked customers in rural India. YES SAHAJ has defeated the need of the user to travel to the bank by bringing banking closer to the population through its vast Business Correspondent Agent network.

In the past one year, YES Bank has won several prestigious national and global sustainability related awards such as:

- *Sustainable Bank of the Year (Asia/Pacific) Award –FT/IFC Sustainable Finance Awards, London*
- *Golden Peacock Award for Sustainability – Global Convention, London*
- *Golden Peacock Innovative Product / Service Award*
- *OKOVISION Sustainability Leadership Award, Germany*
- *NASSCOM IT User Award in Banking (Scheduled Commercial Category)*
- *Connected World Forum Awards – Best Overall Mobile Lifeline Launch Award*
- *IAMAI India Digital Awards - Best Mobile Banking Project YES Sahaj Micro ATM*
- *Finnoviti Best Remittance Knowledge Bridge*

YES Livelihood Enhancement Action Program (YES LEAP)

It provides credit, saving and insurance facilities to Self Help Groups through various NGOs acting as Business Correspondents of the Bank. By the end of FY 2012-13, YES LEAP has extended Financial Inclusion services to close to 500 villages, spread across 12 states, working through 32 Business Correspondents linked to 40 Branches. The Bank has extended FI services to over 72,000 households through this program.

Proactive Investments for positive Environmental and Social Outcomes

YES BANK views climate change as an opportunity and believes it could spur the development and adaption of cleaner and newer technologies into mainstream market. Through sustainable finance, the Bank addresses the challenge of long term sustainability goals and shorter term financial horizons. YES BANK's Corporate Finance unit has an active investment and advisory portfolio covering clean energy, water, transportation and waste management. The unit has within it a specialized investment advisory team, Sustainable Investment Banking (SIB) that has worked on several key advisory deals during the year.

Sustainability Research Initiatives

To conduct research around new progressive areas on sustainability that culminates into policy advocacy, YES BANK has partnered with national and international organizations such as the TERI – BCSD and GIZ to release knowledge papers on contemporary social and environmental issues.

Employee Engagement

In line with the Bank's responsible banking philosophy YES BANK has initiated a unique employee engagement program, 'YES i CARE', to sensitise employees on sustainability. Under 'YES i CARE' initiative, the Bank has created an annual calendar of socially and environmentally relevant national and international days at which employees participate. These monthly activities have helped the Bank involve its employees on socially and environmentally relevant days such as the National Energy Conservation Week and the World Water Day.

What is the future strategy and plans in this year?

YES BANK's focus being stakeholder value creation, the Responsible Banking team at YES BANK continuously directs its efforts around the 3 "I" approach- Influence positively, Innovate for BoP markets, and Invest in green businesses. The strategy revolves around building stakeholder value through financial inclusion, catalyzing socially responsible investments and capacity building of social enterprises in order to accelerate their growth.

This year the bank has launched YES BANK Saevus Natural Capital Awards to showcase responsible practices on natural capital consumption, accounting mechanisms within organizations and conservation within the industry and civil society in partnership with Saevus, India's premium wildlife and natural history web portal.

We are also in the process of publishing a standalone sustainability report as per GRI 3.1 guidelines this year.

a. List achievements, if any, with some details.

I feel actualization of the bank's overall sustainability strategy has been our biggest achievement. The Bank has been successful in catalyzing a sustainability dialogue in the country through its various initiatives. With business units active in the areas of financial inclusion, microfinance, affordable housing, agriculture, renewable energy, and development banking, YES BANK has created an impact among the most disadvantaged stakeholders in the society to catalyze a shared sustainable future.

b. As a private sector bank, what are the challenges that you face in practicing sustainability?

I feel the biggest challenge thus far has been to decipher 'Sustainability' and communicate to the stakeholders in technical lexicon. There is a need for evangelism to overcome some critical barriers like 'perceived lack of value in developing such initiatives'. We need to create a strong communication medium to engage with key influencers and stakeholders to translate the esoteric subject of sustainability into pragmatic business practice. Most importantly, it is crucial to be relevant to business. If we are able to answer the question 'what is in it for me?' it would be the highest success parameter in making the business case for sustainability.



Volunteering Cannot be Taught

Many years ago, when Mother Teresa began her work in Pune, I saw her one day pick a beggar from the street and admit him in her Missionaries of Charity. That Mother Teresa did it is palpable but not when my tenth standard classmate joined her a few years later and continues with her work in Mumbai even now. What motivates these people? Why do they want to give up 'good' things in life for this journey, has no easy explanation.

I recall a dinner with a family on a rainy day, several years ago. The kids were watching a TV serial, and a typical family dinner was being laid out when the electricity went off suddenly. The kids were the most disappointed. Someone cribbed how their housing society members were a useless bunch of people for their poor maintenance work. Another took off on city management.

A couple of minutes passed and the lady of the house quietly appeared with a candle, her daughter followed, and so was the little boy! There were three candles lit in the room. The mood changed a bit for the better. The power came back after about 15 minutes and the things went back to 'normal'. I wonder why some people simply get into action, however small, while others sit back and complain? What is their driver? Where is its source?

At the workplace, why does someone naturally closes a running tap? Why do I switch off the lights after a meeting, and not anyone else? At the Taj Mahal hotel at Mumbai when a terrorist was randomly firing bullets, a staff member waited in the way for over fifty guests to escape. He took the bullets on himself. The big question is: can we create a process, a rule-book, a method to teach or spread these good acts of behavior?

Volunteering

We are all aware of the work done by the Brahma Kumaris, Ramakrishna Mission, the other worldwide volunteering



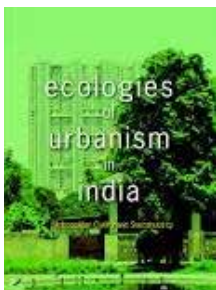
bodies. When one asked about how volunteering works at the Art of Living, Gurudev Sri Sri Ravi Shankar said, "We do not make or sell products or services here. We help each other to find meaning and purpose of our lives."

I believe that people are driven by a mission or inner source more than by a rule or external norm. In corporate volunteering, it is usually about passion and not mandate; it is for inner satisfaction more than for position or money. A company into e-learning created a program for children with special needs; an IT company provided strategic speed to the country's literacy mission several times with a multi-lingual adult literacy programme! These innovations are many and the possibilities are certainly humungous (**please see:**<http://samasource.org/> and <http://desicrew.in/>).

When we wanted to put all these wonderful ideas into a single process, I remember a senior HR executive's words: "Don't make it too stifling to kill, and don't keep it too loose – do it gently like holding a pigeon." I have observed that volunteering results in deep organizational learning, builds reputation for the company while developing new insights for the employees. Corporate volunteering is the bedrock for tomorrow's leadership and talent engagement.

People are constantly in search of deeper meaning and purpose in what they do. At the end of the day, like Edmund Hillary, executives would like to say - 'It's not the mountain I conquered, but myself!'

http://tata.com/pdf/TCCI_Volunteering_Brochure.pdf



Ecologies of Urbanism in India: Metropolitan Civility and Sustainability

By **Anne Rademacher** | Hong Kong University Press, 2013

Ecologies of Urbanism in India explores how rapidly proliferating and resource-intensive urbanism affects every day lived environments and the ecological processes that undergird them in Indian cities.

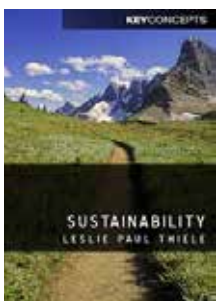
Case studies on nature conservation in the city, urban housing and slum development, waste management, the history and practice of urban planning, and contestations over the quality of air, water, and sanitation in the major cities of Delhi and Mumbai, illuminate the urban ecology perspective at different points across the twentieth century. The book therefore examines how struggles over the environment and quality of life in urban centers are increasingly framed in terms of their future place in a landscape of global sustainability, and the future relationship between cities and their changing hinterlands. It brings both historical particularity and ethnographic nuance to the questions of urban ecology in Indian cities, offering novel insights into some of the most vital theoretical and practical debates on urbanism and sustainability.



Sustainability, Participation and Culture in Communication

By **Jan Servaes** (Editor) | Intellect Limited, 2013

At a time when sustainability is on everyone's lips, this volume is one of the first to offer an overview of sustainability and communication issues—including community mobilization, information technologies, gender and social norms, mass media, interpersonal communication, and integrated communication approaches—from a development and social change perspective. Drawing on contemporary theories of communication as well as real-world examples from development projects around the world, the contributors showcase the increasing richness and versatility of communication research and practice. Together, they make a case for adopting a more comprehensive perspective on communication in the areas of development and social change.

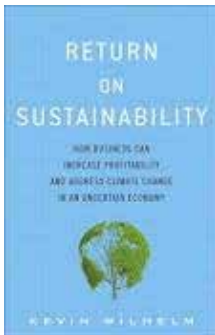


Sustainability – Key Concepts in the Social Sciences Series

By **Leslie Paul Thiele** | Polity, 2013

The pursuit of sustainability has generated lifestyle changes for individuals across the globe, widespread initiatives within civil society and business, historic policies for municipal, regional, and national governments, and crucial protocols and agreements by international organizations. Increasingly, sustainability provides a common language and goal for diverse peoples and nations. Yet the meaning of sustainability remains unsettled, and the term frequently serves as a PR strategy—a green veneer for business as usual—rather than a driver of fundamental change.

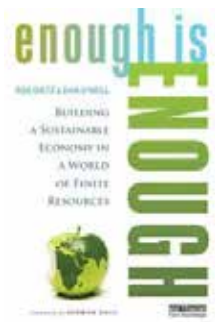
Unlike most other approaches to this crucial topic, Thiele argues that sustainability requires innovation and adaptation as much as the conservation of resources. His book will be a valuable resource for students in a broad range of courses, including environmental studies and related areas, as well as general readers keen to grapple with one of the most pressing issues of our times.



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

By **Kevin Wilhelm** | FT Press, 2013

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



Enough Is Enough: Building a Sustainable Economy in a World of Finite Resources

By **Rob Dietz, Dan O'Neill, Herman Daly** | Berrett-Koehler Publishers, 2013

We're over using the earth's finite resources, and yet excessive consumption is failing to improve our lives. In *Enough Is Enough*, Rob Dietz and Dan O'Neill lay out a visionary but realistic alternative to the perpetual pursuit of economic growth—an economy where the goal is not more but enough.

They explore specific strategies to conserve natural resources, stabilize population, reduce inequality, fix the financial system, create jobs, and more—all with the aim of maximizing long-term well-being instead of short-term profits. Filled with fresh ideas and surprising optimism, *Enough Is Enough* is the primer for achieving genuine prosperity and a hopeful future for all.



Sustainability Integration for Effective Project Management (Practice, Progress, and Proficiency in Sustainability)

By **Gilbert Silvius, Jennifer Tharp** | Publisher, IGI Global, 2013

Although it remains one of the most significant challenges in recent years, companies are beginning to integrate the ideas of sustainability into organized projects such as marketing, corporate communications, and annual reports. In this case, sustainability remains an important influence on the initiation of project management.

Sustainability Integration for Effective Project Management provides a comprehensive understanding of the most important issues, concepts, trends, methodologies, and good practices in sustainability to project management. The research and concepts discussed in this publication are developed by professionals and academics aiming to provide the latest knowledge related to sustainability principles for prospective professionals, academics, and researchers in this area of expertise.

Money Is Yours But Resources Belong to The Society

This true story was told by **Muhammad Usman**, a senior database coordinator at an IT firm, to a friend, when he was on an assignment in Germany. This story went viral and is reproduced here for the power of its message.



Germany is a highly industrialized country. It produces top brands like Benz, BMW, Siemens etc. The nuclear reactor pump is made in a small town in this country. In such a country, many will think its people lead a luxurious life. At least that was my impression before my study trip.

When I arrived at Hamburg, my colleagues who work in Hamburg arranged a welcome party for me in a restaurant. As we walked into the restaurant, we noticed that a lot of tables were empty. There was a table where a young couple was having their meal. There were only two dishes and two cans of beer on the table. I wondered if such simple meal could be romantic, and whether the girl will leave this stingy guy.

There were a few old ladies on another table. When a dish is served, the waiter would distribute the food for them, and they would finish every bit of the food on their plates.

We did not pay much attention to them, as we were looking forward to the dishes we ordered. As we were hungry, our local colleague ordered more food for us. As the restaurant was quiet, the food came quite fast. Since there were other activities arranged for us, we did not spend much time dining. When we left, there was still about one third of unconsumed food on the table.

When we were leaving the restaurant, we heard someone calling us. We noticed the old ladies in the restaurant were

talking about us to the restaurant owner. When they spoke to us in English, we understood that they were unhappy about us wasting so much food. We immediately felt that they were really being too busybody.

"We paid for our food, it is none of your business how much food we left behind," my colleague Gui told the old ladies.

The old ladies were furious. One of them immediately took her hand phone out and made a call to someone. After a while, a man in uniform claimed to be an officer from the Social Security organization arrived. Upon knowing what the dispute was, he issued us a 50 Euro fine. We all kept quiet. The local colleague took out a 50 Euro note and repeatedly apologized to the officer.

The officer told us in a stern voice, *

"ORDER WHAT YOU CAN CONSUME, MONEY IS YOURS BUT RESOURCES BELONG TO THE SOCIETY. THERE ARE MANY OTHERS IN THE WORLD WHO ARE FACING SHORTAGE OF RESOURCES. YOU HAVE NO REASON TO WASTE RESOURCES."

Our face turned red. We all agreed with him in our hearts. The mindset of people of this rich country put all of us to shame. WE REALLY NEED TO REFLECT ON THIS. We are from country which is not very rich in resources. To save face, we order large quantity and also waste food when we give others a treat. THIS LESSON TAUGHT US A LESSON TO THINK SERIOUSLY ABOUT CHANGING OUR BAD HABITS.

My colleague photocopied the fine ticket and gave a copy to each of us as a souvenir. All of us kept it and pasted it on our wall to remind us that we shall never be wasteful.

Empire State Building More Green than New Ones



In late 2012, some energy efficiency data in New York City revealed that some old structures, such as the Chrysler Building and the Empire State Building, had higher Energy Star scores than some newer so-called “green” buildings.

The energy efficiency program at the Empire State Building has exceeded guaranteed energy savings for the second year in a row, saving \$2.3 million, according to the team that developed the energy efficiency program comprised of the Empire State Building, Johnson Controls, Jones Lang LaSalle, and the Rocky Mountain Institute.

In 2009, the Empire State Building began a comprehensive retrofit at the property. In 2011, the building beat its year-one energy-efficiency guarantee by 5 percent, saving \$2.4 million. In year two, the property surpassed its energy-efficiency guarantee by nearly 4 percent. As with the first year’s results, all information and monitoring and verification reports can be viewed at www.esbsustainability.com.

The core base building energy-efficiency retrofit at the Empire State Building is complete, with the balance of the projects to be finished as new tenants build out high-performance workspaces. Once all tenant spaces are upgraded, the building will save \$4.4 million a year, at least a 38 percent reduction of energy use.

The retrofit has attracted new Empire State Building tenants over the past two years, including LinkedIn, Skanska, LF USA, Coty Inc, the Federal Deposit Insurance Corp, and Shutterstock. These tenants sought space that reflected their sustainability values, provided more comfort for employees, and allowed them to monitor and control their energy use.

The retrofit project focused on eight improvement measures addressing core building infrastructure, common spaces and tenant suites. Improvement measures performed by Johnson Controls and Jones Lang LaSalle included the refurbishment of all 6,514 windows, installation of insulation behind all radiators, a chiller plant retrofit, new building management systems controls, new revenue-grade meters serving the entire building, and a web-based tenant energy management system.

Source: <http://www.energymanagertoday.com/empire-state-building-exceeds-energy-efficiency-savings-093027/>