



NITIN, NITIKA & SAM
PRESENT

BUILDING SUSTAINABLE INDIAN MULTINATIONALS : AGENDA FOR ACTION

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Introduction



Nitin Mendiratta

- 10+ years of work experience.
- Project Planner with Engineers India Limited.



Nitika Mendiratta

- 6+ years of work experience.
- Joint Secretary of SASR a Not-For-Profit NGO.



Sam T Mathew

- 10+ years of work experience.
- Working with Aircel. Manager.

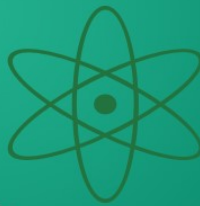
Independent Team

Agenda

1. Problems in World of Business.
2. Need for Sustenance.
3. Why Indian MNCs should take the Lead.
4. Our 3 Points Suggestion.

What will we discuss...

Earthquake and
Radiation Leak
of Fukushima,
asks us...



**Why Should we
Build Infrastructure
that we
Cannot Control?**



A protester holds a placard during an Anti Nuclear Rally in Tokyo on 27.03.2011

Problems in the World of Business

1. Natural Resources have Started Disintegrating.
2. Life Species are Endangered/ Becoming Extinct!
3. Environmental Refugees now Outnumber Refugees from War.

Can we **sustain** our Goals
without Exhausting the Natural
Resources we depend upon?



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It is our Intergenerational Responsibility to live a way that
does not jeopardize our Common Future

Need for Sustenance

1. Non Equitable Sharing of Resources is
Deteriorating Social Conditions.
2. Land, Water and Air are Reduced
to Waste Repositories.

**Business Practices/Policies
we endorse today will impact
our Children and Generations to come.**



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Sustenance is living and working in a way that does not
jeopardize the planet, human society and its economics

Sustenance

Sustainable Development: “Enough - for all - forever”

- African Delegate to Johannesburg (Rio+10)

Sustenance is
Increased Productivity, Energy Conservation,
Environmental Management,
Waste Management, Rural Development,
Green Buildings, Emission Reduction
and NGO Development

Sustainability 3-Legged Stool

Economic Leg

Social Leg

Environmental Leg

Concept of Sustenance was popularized by
Brundtland Commission Report (1987)

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Why Indian MNCs should take Lead

1. Billions of Indians Living Under Poverty Line.
2. Economic Growth must Enable Creation of a Socially Sustainable and Ethical Society.

If Challenges of Climate Change,
Pollution, Resource Depletion, Health Hygiene,
Nutrition and Poverty are NOT
Addressed Soon, they will Create Barriers
to India's Economic Growth.

Food, energy, water and climate
- all under increasing stress

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Building Sustainable Indian Multinationals

If we were to prepare the
Agenda for Indian Multinationals,
what would be
our key points?

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A unique perspective on India and Sustainability
is presented through our three point agenda

Our Suggestions/Agenda Points

- 1. We Must Think Green!**
- 2. Not Just for Profit but for Common Good.**
- 3. Spiritualism has an Important Role.**

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Only better thinking will make better India!

1. We Must Think Green!

- a) Not just “Control” but “Prevention”.
- b) Green Innovation/ Re-Invention.
- c) Conservation of Biological & Agricultural Biodiversity.



**For Lovin, Green thinking is known as
Natural Capitalism.**

**More Productive Use of Natural Resources
can Solve Many Problems.**



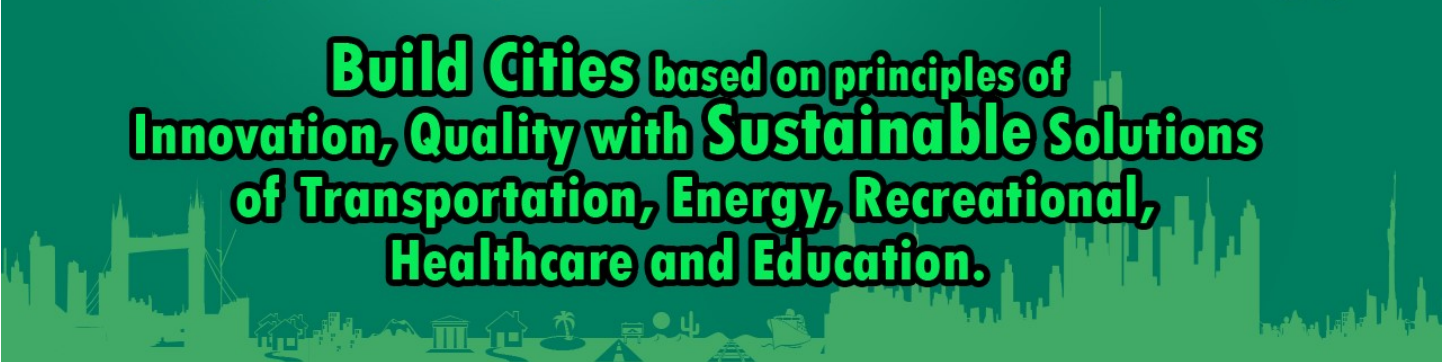
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No country is hidden from
dangers of carbon pollution

Example: Green Thinking in City Planning

1. Ota City, is Japan's first Solar City.
2. Vatican City, hopes to become World's First Solar Powered Country.
3. LEED (Leadership in Energy and Environmental Design).

Build Cities based on principles of
Innovation, Quality with Sustainable Solutions
of Transportation, Energy, Recreational,
Healthcare and Education.



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Build township on strategies of energy savings,
water efficiency and CO2 emissions reduction

2. Not Just for Profit but for Common Good

- a) Sustainability is also about Social Justice.
- b) Common Good does NOT Mean Without Profit!
- c) Prioritize and Integrate Response to Social Problems.

**The Moral Test of Society is
How it Treats...
the Children, the Elderly, the Sick, the Needy
and the Disabled.**



If poor people are not markets/consumers
then let's make them!

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Example: Common Good (Not-for-Profit)

Society for Advance Study in Rehabilitation

Rights of
Disabled Children
MUST be
considered
as Young Managers
discuss
Future Business
Rules and
Sustenance.



SOCIETY FOR ADVANCE STUDY IN REHABILITATION

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NOT BY GOVERNMENT

NOT FOR PROFIT

Let's create a better world!

Want to donate your
Time and/or Money for
a good cause?

WORLD DISABILITY DAY
3rd December



www.sasrindia.com

**Imagine what a World would be if Organizations
like SASR were Not in the Dark Anymore.**

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**Demonstrating Traditional Business Motto of India
- A Dhaba in Village Bhopani, Haryana.**

Photograph taken by Nitin Mendiratta in March 2007.

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3. Spiritualism has an Important Role

- a) Spirituality Pervades in Every Sphere of Life.
- b) Vasudev Kutumbhukum - Whole World is One Family!
- c) Worst evil – Our Indifference Towards Others!

Spiritualism Reflects
a **Holistic/Universal View**
while Interpreting
Life's Complicated Issues.

Our businesses have deviated from
social moral orbit

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Example: Role of Spiritualism

River Ganga is
Personified
as Mother.
Her Holiness is the
True Secret
of Ecological
Conservation.



**Spiritual Prudence is Better than Treating
Water as a Mere Resource.**

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Conclusion

1 Organic Unity between Human and Nature which Requires
New System of Values for **Global Responsibility**.

2 Free Trade and Globalized World MUST be
Characterized by **Implementation of Welfare Reforms** for all.

**India needs
Innovative and Sustainable Approach
Based on Our Cultural Diversity, Social Values
and Spiritual Acumen.**

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Thank you!

END OF PRESENTATION

We are Open to Your Questions...

NOT JUST FOR PROFIT BUT FOR COMMON GOOD

SPIRITUALISM HAS AN IMPORTANT ROLE

WE MUST THINK GREEN



Nitin, Nitika and Sam

