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NGOs Under Scanner



Rajesh Tiwari
Publisher
rt@iccsr.org

To ensure that the funds allocated by corporates to NGOs for CSR work are utilized judiciously, a national fund should be set up.

At the time of this magazine going to print, there were conflicting reports of whether the government had banned nearly 9,000 NGOs (Non Governmental Organization) or not.

According to certain sections of the media, the government had come down heavily on those NGOs that were receiving funds from abroad, and annulled licenses of as many as 9,000 of such organizations. The reason cited was the violation of FCRA (Foreign Contribution Regulation Act) by these NGOs.

As per the reports, the Home Ministry had, in October last year, sent notices to 10,343 non-governmental organizations on account of not filing annual income tax returns for the financial years 2009-10, 2010-11 and 2011-12.

The specified NGOs were given a month's time to file their returns. They were also asked to specify the source of funds, amount of money received, its purpose, and the way in which the finances, thus received, were utilized.

However, in the light of this notice, only 229 NGOs responded, while the remaining 10,115 NGOs failed to reply warranting their licenses being revoked, reports said.

Meanwhile, there were also reports of the government refuting the ban on the NGOs. According to reports, the Minister of State for Home Affairs, Kiren Rijiju, denied the ban saying that the NGOs were just on the watch list.

Whatever may be the fate of the 9,000 odd NGOs, one thing is for sure – the government is certainly tightening the screws on NGOs receiving foreign donations. It had recently suspended the license issued to Greenpeace India and frozen several of its accounts. The Ford Foundation had similarly been on the receiving end of strict government action as its funds were mandated to be released only on clearance from the Home Ministry.

The action had evoked strong reaction from the US government. The State Department

Deputy Acting Spokesperson Marie Harf had said, "We are aware that the (Indian) Ministry of Home Affairs suspended the registration of Greenpeace India and has placed the Ford Foundation on a prior permission watch list."

"We are concerned that this recent ruling limits the necessary and critical debate within Indian society and we are seeking a clarification on this issue with the appropriate Indian authorities," Harf had said.

We, at *CSR Today*, believe that the NGOs are the backbone of India's CSR initiative.

While those bodies that misuse funds should be clamped upon, those that are doing stellar work in the area should not fall victim to collateral damage. It is extremely imperative to have a strong network of trusted NGOs if CSR has to succeed in a country like India.

To begin with, the government needs to set up a commission for conducting an inquiry into the sourcing and funding of all foreign-funded NGOs.

All NGOs that lobby with foreign governments in seeking punitive action against our country in the garb of protecting religious freedom and human rights should be banned.

To ensure that the funds allocated by corporates to NGOs for CSR work are utilized judiciously, a national fund should be set up. The fund, to be put under an autonomous body, should dole out finances to NGOs as per stringent and well laid out procedures and rules.

Last but not the least; it should be made compulsory for foreign funded NGOs to make public details of expenditure and income on their websites. Besides, submitting annual audited accounts to the tax department should be binding on them.

An outright ban on NGOs is not the solution. A well-thought out plan of controlling them, and ensuring accountability, would yield more dividends and desired results for India.

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JSPL Gets CSR Award

Jindal Steel and Power Ltd (JSPL) has been conferred with the prestigious India CSR Community Initiative award for its programme for adolescents girls Health, according to a report in moneycontrol.com. The award winning case study was based on “Kishori Express: An innovative initiative to control IMR/MMR and promote safe motherhood in rural areas of Odisha’s Angul district through timely detection and control of female adolescent anaemia,” a company release said.

So far, it has tested and educated more than 21000 adolescent girls of Angul district, it said. Head of CSR&R department of JSPL’s Angul unit, Suresh Kumar Sharma received the award from Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs during the Annual India CSR Awards Ceremony held at New Delhi on April 6, 2015, it said. On receiving such recognition, Angul location Head and Executive Director of JSPL, Dinesh Kumar Saraogi, said “the awards acknowledge the contributions in CSR domain that are raising benchmarks by bringing a radical and transformation in the development arena through innovation and excellence.

We are extremely happy on receiving such a great honour and hope this will definitely boost the morale of our employees.” JSPL’s CSR programme is Kishori Express – an adolescent anaemia control drive on wheels for timely detection and rectification of anaemia among adolescent girls for enabling them to attain safe motherhood in future. The Van is equipped with HB testing facility, inbuilt touch screen audio-visual awareness building quiz system and nutrition kit supplement facility. It covers 321 villages encompassing two revenue blocks of Angul District.

Indian Firms to Adopt Broader Vision of CSR

As Indian companies prepare to meet the new requirements of the Companies Act 2013 on Corporate Social Responsibility (CSR), they have an opportunity to adopt a broader vision of corporate responsibility (CR) that can combine commercial, social and environmental goals while improving their competitiveness, says a new report from Accenture and the Federation of Indian Chambers and Commerce Industries (Ficci), according to a report in Business Standard. The report, titled “Organizing for Success on Corporate Responsibility: The Path to High Performance”, says the

Companies Act encompasses a range of CSR activities that, in fact, provide a path for companies to implement innovations and new forms of collaboration that allow them to create environmentally friendly, people-sensitive, safe and ethical businesses that are competitive and capable of generating socially responsible profits.

While the report acknowledges that in the short run, most businesses in India will continue to focus on building their CSR capabilities, it predicts that many will gradually embrace the broader opportunities of CR as they bridge capability gaps and gain experience on the way.

CEAT Felicitates 35 Women

C EAT’s CSR initiative project Swayam, being implemented by RPG Foundation, has announced a major milestone by felicitating 35 women who are ready to embark on the next level of their journey as professional vehicle drivers, a report in The Times of India said.

This initiative aims at driving powerful social change in the motor driving industry.

The Swayam-trained women drivers will be placed with Priyadarshini Taxi Services, V-Link, Meru Cabs and school van services amongst others. Driver jobs in various radio taxis like Uber, Ola Cabs, Concierge Services and online driver portals are being explored. The women drivers were presented with keys by the respective service providers as a token of being hired for on-the-job training.

Commenting on the initiative, Anant Goenka, MD, CEAT Limited said, “The programme aims at breaking stereotypes in a male dominated field and focuses on promoting gender equality & women’s empowerment. Swayam, in its first phase, has already gained an incredible response from women from less privileged background. We are not only training them but also exploring employment in taxi services, concierge service, school vans, patient care assistants cum drivers, etc.”

“Working with any of these services will easily help them earn between Rs.10,000 to Rs.15,000 per month. We hope to see a transformation in the lives of the underprivileged women trained by our CEAT Swayam programme, driving vehicles in Mumbai and all across India and changing the quality of their life.”

How She Leads:

Diane Holdorf, Kellogg

GreenBiz Managing Editor Barbara Grady chats with Diane Holdorf, Kellogg's chief sustainability officer and vice president of environmental stewardship, health and safety. BY BARBARA GRADY



PHOTO COURTESY: I.HUFFPOST.COM



B S Shantharaju
Chief Executive Officer
Indus Towers

TOWARDS A NETWORKED ECONOMY

By increasing connectivity, Indus Towers is offering unprecedented opportunities for India's socio-economic growth

Telecommunication is pivotal to a country's socio-economic growth. It is one of the main architects of the accelerated growth and progress of different segments of the economy. Increasing connectivity is highly instrumental in improving governance, business communication, security and response to emergencies and in the overall strengthening of the socio-cultural ethos of the country. Indus Towers is enabling communications revolution into a significant new phase.

Indus' vision of 'Transforming Lives by Enabling Communication' has set a new paradigm for a networked economy. With 1,15,942 towers in 15 circles across the country, Indus has the widest coverage in

India and has already achieved 2,53, 513 tenancies, a first in the telecom tower industry globally. An independently managed company, Indus Towers offers passive infrastructure services to all telecom operators and other wireless services providers such as broadband service providers.

Incorporated in November 2007, Indus Towers Limited has been promoted under a joint venture between entities of Bharti Group including Bharti Infratel Limited (rendering telecom and tower infrastructure services in India under the brand name Airtel & Bharti Infratel Limited respectively), Vodafone India (rendering telecom services under the brand name Vodafone) and Aditya Birla Telecom (rendering tele-

com services under the brand name Idea), to render passive infrastructure services to telecom service providers.

Indus Towers was incorporated with an objective to provide shared telecom infrastructure to telecom operators on a non-discriminatory basis. Indus' commitment to innovation enhances operational efficiencies and results in substantial cost savings for its customers.

With a vision statement of Transforming Lives by Enabling Communication, and a tagline of Putting India First, it has contributed significantly to enable wider access, offer affordable services, and propel wireless communication sector towards achieving India's tele-density goals.

Is Blue the New Green?

A radical new way of thinking about business - The Blue Economy - may soon be making its way to Asia, as resource scarcity becomes a reality and sustainability, a necessity.



Over the past decade, thought leaders and technology innovators have been developing new supply chain structures, production technologies and delivery systems. These principles, strate-

gies, technologies and practices are solutions designed to increase business profits, build community resilience and enable ecosystem regeneration. One of the leading movements in this area is that of The Blue Economy.

The Blue Economy, as outlined by Professor Gunter Pauli in his Report to the Club of Rome (now in 38 languages), is set to generate 100 million new jobs in the next 10 years, based on more than a hundred innovations. These are all led by physics and inspired by nature, producing goods while generating zero waste, and intended to support a world guided by the Kyoto Protocol.

The Blue Economy is already delivering a new era of economic prosperity. It combines a tested framework for economic development and leading emerging technologies and principles for innovation delivery. It is a new way of developing sustainable, rewarding business opportunities. This is why as Founder and CEO of Models of Success and Sustainability (MOSS), the industry body for CSR and Sustainability in Australia, I went last year to Hungary - the only place in the world currently offering such courses - to study the Blue Economy.

This concept was seeded by the UN University in 1994 (3 years prior to the adoption of the Kyoto Protocol) to develop

A New Global Ethic Where Sustainability and Spirituality Marry

Avoid a rush into techno-fix solutions without first considering the underlying logic that created the problems in the first place.

BY GILES HUTCHINS



We live amidst shifting tectonic plates in our mythological, philosophical, scientific, cultural and socio-economic models. Core to this shift is a questioning of who we are, why we are

here, and how we live sustainably. The dominant materialistic perspective of life as purposeless with organisms as separate entities struggling for survival in an innately competitive world has had its day. A new worldview is dawning whereupon we recognise

that life is continually expressing itself through dynamic reciprocity, diversity and interrelatedness. The closer we look the more we realise that nothing is absolutely separate from anything else. Separateness is an illusion created by an out-dated mind-set corrupting life itself.

Quantum scientists are now confirming the existence of an all-pervasive presence which is everywhere, permeating everything; a spacious presence flowing throughout reality from which all energy and form is birthed. Energy (which is what matter is) is not separate from space but immersed within and birthed from it, a responsive energetic tangible form spawning

from an intangible receptivity – there is no separation, only a reciprocating dance of receptivity and responsiveness. Scientists call this all-pervasive spaciousness the quantum vacuum, zero-point energy, bio-force or life-force energy. It is the same phenomenon

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Indian Centre for CSR and CSR Training Institute UK
Offers

CERTIFICATE COURSE IN CORPORATE SOCIAL RESPONSIBILITY

Duration of the course: 4 months

Number of seats: 30

Start Date: 27th June 2015



INDIAN CENTRE
FOR CSR



Indian Centre for Corporate Social Responsibility (ICCSR) is a not for profit global advisory and training organization, engaged in the business of promoting Corporate Social Responsibility (CSR) in India and worldwide. Many CSR practitioners in India have a misplaced notion of thinking that philanthropy and charities make good CSR. When used well, CSR mitigates business risk and ensures healthy survival of the Corporation.

The New Company's Act 2013 makes it mandatory for certain Indian companies to spend 2 per cent of their profits on CSR related activities. The Act also emphasizes the need for:

- Creating CSR Division
- Appointing of Independent CSR Directors
- Creating CSR committees to supervise and monitor CSR activities
- Mandatory reporting to the Government of India for CSR activities undertaken and expenses made on annual basis.

Globally there is shortage of professionally educated CSR professionals. Therefore, ICCSR has launched certificate course in CSR. This program helps you gain understanding of theoretical and practical aspects of Corporate Social Responsibility (CSR) and Sustainability. It also enables the students to undertake higher studies in the area of CSR.

PROGRAM HIGHLIGHTS & PEDAGOGY

- The content of the program is international, reflecting the increasing trend towards the transnational nature of CSR & environmental issues faced by corporations and Public sector undertakings
- The course will be conducted in classroom sessions on Saturdays and includes digital content, recent case studies and assignments.
- Students will be introduced to Global and Indian practices in CSR and will enhance their employability.

LEARNING OBJECTIVES

- Introduce concepts of CSR and Sustainability
- Candidates will learn what global CSR companies consider while formulating their strategy and they can help CSR heads in leading organization in India to implement these activities.

CURRICULUM

The uniqueness of this kind of program in India is reflected in our curriculum:

- Evolution of CSR
- Concept of Sustainability
- Understanding Indian Companies Act 2013
- Corporate Governance & Ethics in Business
- Stakeholder Engagement

- Effective CSR Communication
- Introduction to ISO 26000
- Environmental Aspects
- Basics on Reporting Guidelines

CAREER OPPORTUNITIES

With government making CSR mandatory for all companies, there is huge employment opportunity as one can add CSR as an additional skill and a new career opening for participants. According to Economic times around 8,000 companies would fall under the Companies Act's ambit and this in turn would open a host of 50,000 new job opportunities for individuals looking to work in the social development field. (PTI Oct 13, 2013, 11.18AM IST)

CLASS DURATION AND TIMING

The classes will be held on Saturdays from 10 am to 1 pm for a period of sixteen weeks.

PARTICIPANTS

- Working professional with a minimum 2 years of industry experience.
 - Students having completed graduation or equivalent
 - Professionally qualified Chartered accountants, Company secretaries and law graduates
 - Professionals working in PSUs and
 - People who run or work with leading NGOs
- Admission is highly competitive and based on professional achievement and organizational responsibility.

PROGRAM FEE

Program fee Rs. 78,000 (Seventy eight thousand) excluding service tax.

CERTIFICATION

On successful completion of this program, candidates will be awarded Certificate in Corporate social responsibility (CSR), jointly from ICCSR and CSR Training Institute UK.



The New Company's Act 2013 makes it mandatory for Indian companies to spend 2 per cent of their profits on CSR related activities

MEET THE PROGRAM FACULTY

The Program on Corporate Social Responsibility is developed and taught by a core faculty of practitioners and thought leaders in the area of CSR. The reputed faculty includes:



Rajesh Tiwari

DG & CEO - Indian Centre for CSR former Group Director at Reliance, Global CSR expert and Founder of Tikona Digital. He started his career with Hindustan Lever Limited. He has also served as Executive Vice President of Afro-Asian Satellite Communications. He is an alumni of St. Xavier's College, Kolkata and MBA from University of Hull, England besides Doctorate in Social Administration from USA.



Wayne Dunn

Wayne Dunn is a global expert in CSR, consulting for major industries, governments and international organizations. He has worked for more than 60 CSR projects all over the globe. He has won World Bank Global Development innovation award and Star of Africa award for his innovative and Entrepreneurial skills. Wayne is a Professor of Practice in CSR at McGill University. He is a Stanford Sloan Fellow with a M.Sc. in Management from Stanford Graduate School of Business.



Toby Webbs

He teaches MSc students about how corporate responsibility fits with business strategy and helps supervise research for dissertations while researching for PhD in strategy, governance and sustainability. As the Chairman of Ethical Corporation, a business intelligence company, founded in 2000, he has hosted more than 80 conferences, published more than 8000 articles on corporate sustainability management, a dozen research reports and undertaken policy work for the UK Government on CSR.



Brahma Prakash Tripathi

Head – Knowledge and Dean, ICCSR

Brahma Prakash Tripathi heads Knowledge Vertical at Indian Centre for CSR and was the Dean of Masters of Science program in CSR and Ethical management, by University of Applied Sciences BFI, Vienna in association with ICCSR. In his last assignment, he was a growth consultant for small and medium sized companies, meeting their management certifications needs through a leading UK based Certifications Body in India and was also responsible for their training programs.

He has spoken at small industry associations on CSR and written on management education, CSR and Business Strategy. He brings over 18 years of middle to senior management experience across businesses - Citicorp Finance (I) Ltd., GE Capital, RPG group, Ashok Leyland Finance in India and retail business in USA. He has completed Masters in management from Mumbai University and MBA from Fox school of business, Temple University, majoring in Marketing and Risk



Arpita Singh

Asst. Registrar, ICCSR

Assistant Registrar for MS program in CSR and Ethical management and Diploma in CSR and Ethical Management being jointly offered by CSR Training Institute UK. She holds a Master's degree in CSR and Ethical Management from the University of Applied Sciences BFI, Vienna and MBA from Wigan & Leigh, majoring in Finance. She is an accounting and finance professional with over 13 years' experience in Finance & Accounts with NMIMS University, JSW Steel Ltd etc



Nilesh Jagad

Nilesh Jagad comes with a solid experience of over 22 years, spanning India and Middle East in all disciplines of marketing communications, Strategy and ideation. At ICCSR, he leads business operations for all verticals – Knowledge, Advisory & Publishing. Nilesh was successfully operating his own agency in Middle East, where he crafted strategies for brands like 3M, Natuzzi, DAMAC, Dubai Tourism and Disney among others.

He has also worked with Etisalat, in UAE, Maa Bozell Corvo Draft Direct and Trikaya Grey worldwide. Nilesh has completed his Masters in Business Administration from University of Leicester, UK. He has also done Diploma in Advertising & Public Relations from K.C.College, Mumbai and Diploma in Printing Technology from MIPT, Pune.



Dr. Rupal Tyagi

Dr. Rupal Tyagi is Asst. Vice President, Indian Centre for CSR and specializes in knowledge management and research. She holds a Ph.D. in CSR from Indian Institute of Technology, Roorkee, and was awarded a gold medal in her Masters of Business Management. She has worked on projects like 'Refining CSR Market Positioning', 'Status of CSR practices in India' and her research focused on identifying challenges and critical factors of Indian CSR, what impacts corporate decision making, and measuring 'CSP-CFP relationship of Indian firms'. She has also published

articles, papers on various CSR themes as the competitive advantages from CSR, social and environmental reporting.

Important Dates

- **Program start date:** 27th June 2015, Saturday
- **Application forms acceptance date:** 18th April 2015, Saturday
- **1st round of admission ends (early bird incentive 10% reduced):** 15th May 2015, Friday
- **2nd round of admission ends (early bird incentive 05% reduced):** 30th May 2015, Saturday
- **3rd & final round of admission (no incentives):** 15th June 2015, Monday
- **Last date for the payment of fees:** 22nd June 2015, Monday
- **Date of Final Examination:** 31st October 2015, Saturday

Application Process

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1. A "Statement of Purpose" that gives reasons why you are applying for the certificate program, learning objectives and gives your plans for future. (About 1000 words)
2. Transcripts or mark sheets from previous colleges and universities till date
3. A brief resume / bio-data
4. Completed application form
5. 2 Photographs measuring (4.5cms x 3.5cms) and soft copy in JPEG format 300 dpi
6. Application Fee of Rs. 2000 favouring "Indian Centre for CSR"

Contact us:

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Arpita (Registrar) on +91 98200 38878 or **Mr. B Prakash Tripathi** (Dean) on + 91 99676 45400

You can email your query on dean@iccsr.org and visit our office to meet with Dean with prior appointment at: 104, Nirman Kendra, near Famous Studio, Dr. E Moses Road, Mahalaxmi Estate, Mumbai – 400 011

Help People Learn the Bigger Picture of Sustainability

David Connor talks today with Kathrin Winkler, Sr. Vice President and Chief Sustainability Officer at EMC Corp., a global information technology leader.



Kathrin Winkler,
Sr. VP & Chief
Sustainability Officer,
EMC Corp.

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innova-

tive products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way.

Can you tell me about how you got your start in this profession? When you started in your career did you even imagine that you would have a job such as one that you have today?

When I started at EMC twelve years ago, I was working in computer networking, a field that was brand new at the time I started my career. In many ways I grew up alongside the industry. While I had immense personal passion for the environmental and social aspects of technology, with such a strong career focus on IT, I could not have imagined that my future would be in sustainability.

What was your first job?

My first job was at Digital Equipment Corporation, fixing computers. Throughout my career, I was always curious about the context in which I was operating. Dealing with hardware was cool but it doesn't do anything without software, so I took classes in system software, and from there I developed an interest in what happens when you put multiple computers together into networks. From there, my interest in systems



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