

The logo for the UK India Business Council, featuring the text 'UK INDIA' in a bold, sans-serif font with 'UK' in blue and 'INDIA' in orange, and 'BUSINESS COUNCIL' in a smaller, blue, sans-serif font below it. The logo is positioned on a white arrow-shaped background pointing to the right.

UK INDIA
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SUPPORTING INDIA'S SUSTAINABLE DEVELOPMENT GOALS: THE SOCIO-ECONOMIC IMPACT OF UK BUSINESSES IN INDIA

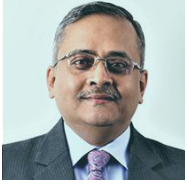
MARCH 2021

SUPPORTING BUSINESS SUCCESS

CONTENTS

Foreword	03
.....	
Introduction	04
.....	
Methodology	05
.....	
India's journey to achieving the SDGs	07
.....	
How UK businesses contribute to socio-economic development in India	08
.....	
Case Studies	12
.....	
Opportunities to do more	20
Impact of COVID-19	21
Looking ahead	22
Recommendation to make a greater impact	23
.....	
Conclusion	24
UKIBC – UNDP partnership for Global Goals	25
.....	

FOREWORD



JAYANT KRISHNA
CEO UKIBC GROUP

India, as an increasingly influential country on the world stage, is an important global player and stepping up the momentum for its sustainable and inclusive development. It is therefore vital that India accelerates its human development so that the population prospers with a better quality of life and a high quotient of happiness.

The COVID-19 pandemic has exposed challenges that India, and indeed most countries, still have to overcome, like the availability of dependable healthcare and access to decent work. It is not surprising that inclusivity and sustainability are emerging as the top agenda for mankind all across the world. In the globally networked world that we live in, the UK and India must come together to collaborate on important issues like response to climate change, poverty alleviation, access to healthcare and availability of education, skill development and livelihood opportunities.

Businesses in India have a huge role to play, as the pioneer of new age Indian industry Jamsetji Tata said, "In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence". UK companies are deeply invested in India with more than 550 companies having a significant footprint in the country. As well as bringing untold economic benefits, including employment, trade and investment, UK businesses are supporting the country's wider development. Through programmes and initiatives that help local communities, to education, training, health, sanitation and clean energy, there are fantastic, and important, projects already on the ground. We, at UKIBC, have partnered with UNDP to highlight the important work being carried out and, by doing so, hope to exhort more companies to do the same.



SHOKO NODA
RESIDENT REPRESENTATIVE, UNDP INDIA

Being the world's largest democracy and home to more than 1.3 billion people, India's efforts to drive inclusive growth will be key to achieving the Sustainable Development Goals of 2030. United Nations Development Programme has been actively supporting the Government of India in achieving its development goals and improving the lives of millions of people.

While India has multi-faceted bilateral relationships with several countries, its ties with the United Kingdom remain special due to the strong cultural and historical linkages between the two nations. It gives me immense pleasure to partner with UKIBC to explore the role of the private sector in contributing to India's Sustainable Development Goals (SDGs). This study demonstrates the significant contribution of UK companies to India's social development across different domains, the most prominent being quality education, gender equality, and good health and well-being. This holds a lot of potential for bettering social and economic prosperity in India.

In context of COVID-19, there have been concerns regarding the reversal in social and development gains made by India over the past few years. However, this study finds that for about half the companies (45 per cent), COVID-19 has not impacted their company's propensity to undertake socio-economic projects. Furthermore, the pandemic has led to an increased focus on socio-economic impact for 35 per cent of the firms.

It has been a delight to partner with UKIBC on this study and I hope to carry forward our partnership to ensure a better future and increased well-being for the people of India.

INTRODUCTION

The UK and India are important economic and political partners. We have similar sized economies, are among the leading influencers on global issues like climate change and are both beacons of democracy.

UK businesses are profoundly invested in India, ranging across sectors from financial services and advanced manufacturing to food and drink and higher education. The UK is currently the sixth largest investor in India, with a cumulative inflow from 2000–2020 of approximately GBP 21 billion, or 6% of the total FDI into India¹. As well as helping to create more than 400,000 jobs directly in India, and many more indirectly, and supporting economic growth, UK companies are also contributing to the country's socio-economic development.

This report, produced through a combination of surveys, case studies and interviews seeks to demonstrate the contribution of UK businesses in India relative to the United Nations' Sustainable Development Goals (SDGs).

Furthermore, it seeks to determine the opportunities for businesses to do more by bringing light to the challenges that prevent such action as well as examining and comparing India's needs and the UK's strengths to support.

Socio-economic development is achieved through improving both economic activity, such as increasing investment and developing new technology and techniques, and social outcomes like nurturing education, improving healthcare, and protecting the environment. That is, social

and economic development are complementary. Education and healthcare improvements can assist economic growth for example, while economic growth is vital to providing resources that can have a wider social impact. Therefore, businesses have a direct impact on and responsibility for the social lives of more than just their employees, clients and stakeholders with whom they directly interact.

India has not been immune to the economic impact of COVID-19. Furthermore, the poorer portions of society have been the worst affected due to less secure jobs and less savings. Private consumption and investment are the pillars of growth and thus business activity will play a key role in the economic recovery. On the other hand, the United Nations Conference on Trade and Development (UNCTAD) has said that India's economy could prove the most resilient in South Asia and that it will continue to attract market-seeking investments to the country.

India has been an attractive destination for foreign investment owing to, among other factors, its large and rapidly growing consumer market, availability of skilled workers, and a package of fiscal incentives for foreign investors. The private sector is and will be the largest contributor to the recovery from COVID-19 which has had negative repercussions for the country's health and economy. As this report alludes to, UK companies can be, and already are, a key player in both these areas, as well as more widely in India's sustainable development drive. ●

1. FDI statistics: Department for Promotion of Industry and Internal Trade Government of India

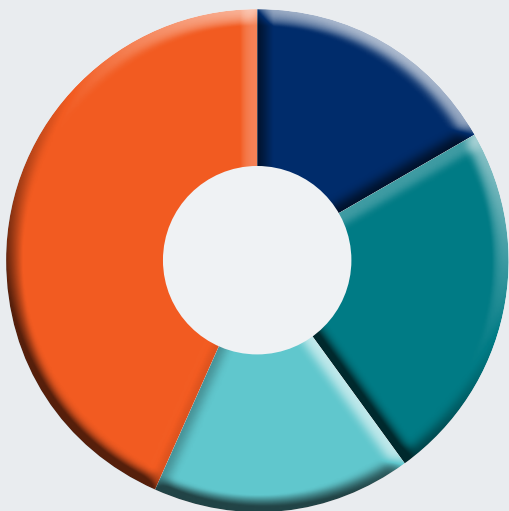
METHODOLOGY

UK companies of all sizes and sectors are active in India. This report derives from a consultation of 37 UK companies and a selection of case studies. These elements therefore do not cover all activities from UK companies in this space but provides a snapshot of the important work that is being done in order to highlight the significant role that UK firms are having in India and to encourage more companies to also engage.

37 UK companies were consulted on their socio-economic impact in India. 20 of which are large, employing over 500 people. A further 3 companies employ 250-499 people and the remaining 14 are considered SMEs, employing less than 249 workers.

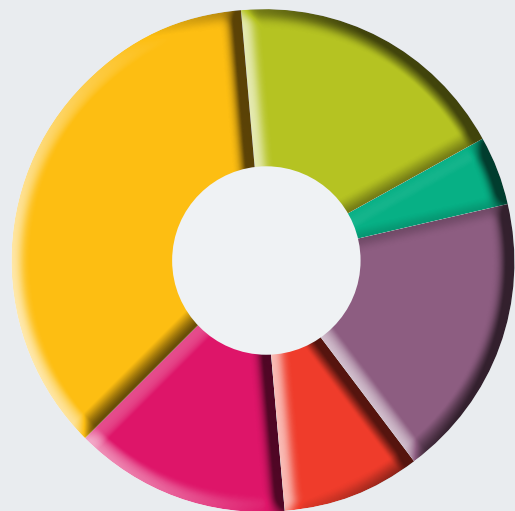
Responding firms were from various sectors, including: advanced engineering and manufacturing; higher education; and financial and legal services. In addition, we also received responses from sectors such as supply chain and logistics, business support and telecommunications. >

FIGURE 1:
SURVEYED COMPANIES BY SIZE (EMPLOYEES)



500+ 50-249
1-49 250-499

FIGURE 2:
SURVEYED COMPANIES BY SECTOR



Advance Engineering & Manufacturing Finance Professional & Legal Services Higher Education & Skills
Energy Food & Drink Other

› UK businesses have a strong presence across India and are well supported by the British High Commission and British Deputy High Commissions in eight of India's major cities, as our map shows. Our survey respondents are representative of that geographic spread throughout India, with at least one company active in each and every of India's 28 states and 8 union territories. The table below outlines how many of the 37 companies surveyed are active in each state and UT in India, with a particularly large number of companies in Maharashtra, Delhi, Haryana, Karnataka, Tamil Nadu, and West Bengal. See figure 3.



FIGURE 3:
★ British High Commission
● British Deputy High Commission

› ANDAMAN AND NICOBAR ISLANDS	3	› LAKSHADWEEP	1
› ANDHRA PRADESH	9	› MADHYA PRADESH	8
› ARUNACHAL PRADESH	5	› MAHARASHTRA	30
› ASSAM	9	› MANIPUR	5
› BIHAR	5	› MEGHALAYA	8
› CHANDIGARH	11	› MIZORAM	3
› CHHATTISGARH	7	› NAGALAND	4
› DADRA AND NAGAR HAVELI	4	› ODISHA	8
› DAMAN AND DIU	6	› PUDUCHERRY	8
› DELHI	27	› PUNJAB	12
› GOA	7	› RAJASTHAN	12
› GUJARAT	15	› SIKKIM	6
› HARYANA	20	› TAMIL NADU	19
› HIMACHAL PRADESH	8	› TELANGANA	11
› JAMMU AND KASHMIR	6	› TRIPURA	9
› JHARKHAND	9	› UTTAR PRADESH	15
› KARNATAKA	24	› UTTARAKHAND	8
› KERALA	12	› WEST BENGAL	16
› LADAKH	2		
		/37 COMPANIES	

INDIA'S JOURNEY TO ACHIEVING THE SDGS

The UN sustainable development goals (SDGs) are an ambitious declaration of global aspirations, ranging from eliminating poverty, hunger, and violence against women to providing equal access to justice to every person in the world. Adopted unanimously by the 193 UN member states in September 2015, the SDGs are a guide to global development from 2015 to 2030.

India was an influential player in the international negotiations that produced the SDGs, voicing important developing country concerns and pressing developed countries to clarify their obligations. India's interventions shaped many aspects of the SDGs, including the geographical scope of the goals.

With such a large population, India's progress on the SDGs will be significant to the world's achievements. Fortunately, India has experienced phenomenal economic growth in recent years, helping to pull millions out of poverty. As the nation's per capita income rises, the opportunities for UK companies to trade and invest in India increase also, owed to greater demand for products and services and opportunities for UK-India collaboration.

Social development has benefitted too, albeit slowly. India's HDI (Human Development Index) was most recently scored at 0.647 in 2019, which puts the country in the medium human development category, specifically 129th on the global rankings and close to the South Asia average. This is a substantial increase from 0.493 in 2000. In the same period: life expectancy increased from 62.6 to 69.4 years; health insurance coverage programmes covering over 500 million people have been successfully rolled-out; poverty has fallen considerably; and GDP per capita (adjusted for purchasing power parity) has risen from USD 2095 to USD 7034.

: As India continues its journey to achieving the SDGs, there is great scope for UK companies to help improve social and economic prosperity in India. This includes overcoming challenges in infrastructure, energy, financial services, technology, sanitation, education, and more. Working towards the achievement of global goals is an enormous task that requires the involvement of every sector and each level of society. The experiences of many countries clearly illustrate that India needs to build a socio-economic infrastructure to drive this inclusive growth.

: The COVID-19 pandemic threatens to reverse the progress made in all SDGs, predominantly SDG 1 (No Poverty), 3 (Health), 4 (Education) and 8 (Decent Work & Economic Growth). As stated by UN Secretary-General, António Guterres: "Everything we do during and after this crisis must be with a strong focus on building more equal, inclusive and sustainable economies and societies that are more resilient in the face of pandemics, climate change, and the many other global challenges we face."

: This growing acceptance of sustainable development as an over-arching policy goal in India, and indeed throughout the world, has stimulated interest in assessing the impact of such interventions by UK businesses on sustainable development goals in India at aggregate, sectoral or project levels. This is important because growth in India is bound to involve engaging with the social needs and complexities of the market in the post COVID phase. These issues are no longer just the government's responsibility or purely philanthropic efforts, and hence any global business looking for an effective path for growth should bring social impact to the core of its strategy and operations. ●

HOW UK BUSINESSES CONTRIBUTE TO SOCIO-ECONOMIC DEVELOPMENT IN INDIA

UK businesses contribute to India's development through investment, the jobs they create, the technology and knowledge they transfer, and the products and services they provide. They also contribute through the programmes and initiatives they run, through research, and training. With businesses so widespread geographically and sectorally, the contribution is extensive.

As figure 4 below testifies, UK businesses, represented by our sample of 37 companies, contribute to a wide range of SDGs. The most commonly supported goals are SDG3 Good Health and Well-being; SDG4 Quality Education; SDG5 Gender Equality; and SDG 7 Affordable and Clean Energy. >
See figure 4 below:

FIGURE 4:
LIST OF SDGS THAT UK COMPANIES CONTRIBUTE TO IN INDIA (% OF COMPANIES SURVEYED)



➤ Of the 550 or so UK businesses operating in India, the majority work in two sectors: industrial (advanced engineering and manufacturing (mainly chemicals and pharmaceuticals); and financial and professional services².

Information technology and communications is also a major area of UK business activity in India. Currently, around 600 million Indians are connected to the internet, aided by innovation in technological infrastructure in recent decades that has made technology more accessible and affordable. In the near future, a further 500 million Indians will be coming online. This has untold potential for the country's development, from access to financial services, to online education, and communication resources.

In addition to the indirect Socio-Economic Impact (SEI) that UK firms are having in India through

: business as usual, many are also working towards the SDGs through programmes and initiatives and other elements directly targeted at socio-economic development.

: We found that the majority of surveyed UK companies' SEI initiatives are aligned to company global sustainability agendas. However, for around 1/3, they combine their global strategies with Indian-focussed agendas, and the remaining 14 percent are India-specific entirely.

: India faces many of the challenges that other developing nations face, like sanitation, access to education, and environmental concerns. Yet, tailoring initiatives to India, and specifically to challenges relevant to certain states and union territories is likely to have more impact by meeting requirements of the environment in which they seek to better. ➤

FIGURE 5:

ARE YOUR SOCIO-ECONOMIC IMPACT (SEI) INITIATIVES ALIGNED TO YOUR GLOBAL SUSTAINABILITY AGENDA OR SPECIFICALLY DESIGNED FOR INDIA?

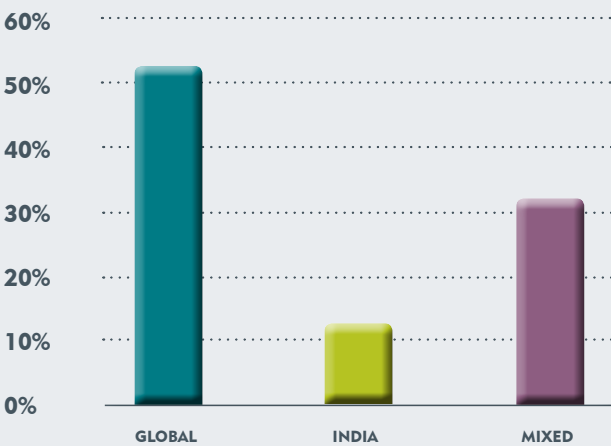
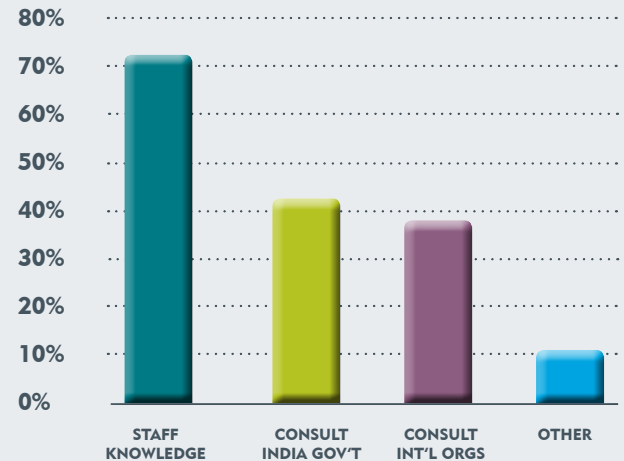


FIGURE 6:

OF THOSE PROGRAMMES SPECIFIC TO INDIA, HOW ARE THEY DETERMINED?



2. Grant Thornton (2021) Britain Meets India Report

➤ Accordingly, it is important to consider how a company determines its SEI programmes. In our study it was found that 26 out of the 37 companies utilise staff knowledge, 15 consult Government of India bodies to align their programmes with the Government's objectives, and 14 consult international organisations (with some using more than one of these resources). See figure 6

NITI Aayog, the premier policy 'Think Tank' of the Government of India, developed an SDG India Index in 2019 to provide a holistic view on the social, economic and environmental status of the country and its States and UTs. The index was designed to provide an assessment of the performance of all Indian States and UTs, and to help leaders and change-makers evaluate their performance against the SDGs and identify priority areas where urgent action is needed.

India was the first country in the world to make it a lawful obligation for corporate giving, when it enacted the Corporate Social Responsibility Policy in 2014. Businesses with annual revenues of more than 10 billion INR/105 million GBP must ensure that 2 percent of their net profit goes to development activity which covers areas such as education, poverty, gender equality and hunger.

Around 49 percent of UK businesses in India channelled 2-4 percent and around 12 percent gave 4-7 percent of net profit towards SEI initiatives. On the other hand, 40 percent invested less than 2 percent to the development activities. These were companies of smaller size and net profit.

Most commonly for the surveyed businesses, their investment towards the SDGs is covered under their CSR budget. Yet, 40 percent provided investment under wider budgeting, demonstrating a willingness of some firms to go further. ➤

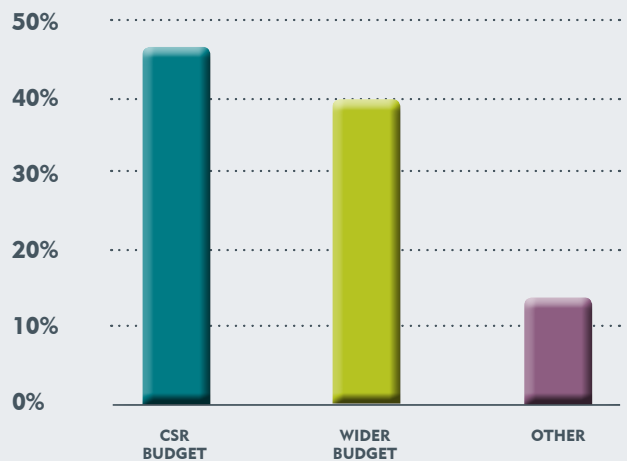
FIGURE 7:

WHAT IS YOUR COMPANY'S FINANCIAL INVESTMENT COMMITMENT TOWARDS THE SEI INITIATIVES IN INDIA AS A PROPORTION OF NET PROFIT?



FIGURE 8:

IS YOUR COMPANY'S INVESTMENT COMMITMENTS TOWARDS THE SDG'S COVERED UNDER THE CSR BUDGET FOR THE YEAR OR PART OF THE LARGER CORPORATE BUDGET?



› The disparity in the amount that companies commit to SEI initiatives indicates the varying support that companies provide.

That being said, the financial investment might not be an accurate measure of socio-economic impact. Rather, what that company does with the money is more important. It is important that companies do not just commit financial investment but substantial time and other resources that reflect the needs and intricacies of the socio-economic issues they aim to support.

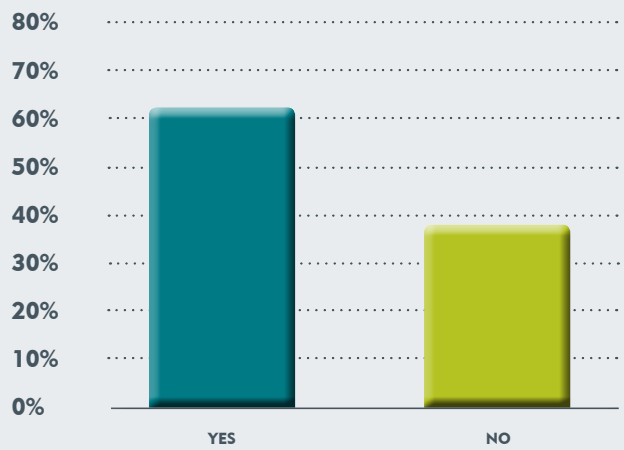
With that in mind, it was assessed whether businesses measure the social impact of their programmes and initiatives.

Around two-thirds did not attempt to assess the social impact at all. For the one-third that did, some companies use third-party organisations to measure their impact against a set of agreed targets and evaluate those targets and strategies on an annual basis. Others used internal monitoring and some benefit from regular consultations with academic, institutional, and social stakeholders.

Monitoring impact will enable a firm to ensure it is having the desired impact and further improve and tailor programmes and initiatives for maximum effectiveness. ●

FIGURE 9:

DOES YOUR COMPANY MEASURE ITS SOCIAL IMPACT IN INDIA? IF SO, HOW?



CASE STUDIES





Cairn Energy began investing in India in the 1990s when it became one of the first international companies to participate in the country's oil and gas industry. Cairn's investment in India saw the company transform the Ravva oil and gas field along India's eastern coast, which was producing just c.3,000 barrels of oil per day (bopd) when Cairn took over operatorship in the mid-1990s. Within 18 months, Cairn increased production to 50,000 bopd. Ravva is still in production more than two decades later, having produced more than 365 million barrels of oil equivalent (boe).

Cairn subsequently transformed India's oil and gas industry with the discovery of the Mangala oil field in Rajasthan in January 2004. It was one of the biggest ever hydrocarbon discoveries in India and was quickly followed by the additional Bhagyam and Aishwarya oil discoveries nearby. Today, Mangala, Bhagyam and Aishwarya fields together have gross reserves of approximately 2.2 billion boe.

Cairn ultimately made more than forty discoveries in the area and, together with its partners, the company invested approximately INR 45000 Crore (GBP 4.3 billion) in projects that have benefitted India, its oil and gas industry and local communities. One such project was the construction of the world's longest heated pipeline (c.600km) to take crude from the Mangala Processing Terminal to India's west coast. A decade later, the terminal still provides more than a third of India's entire crude oil production.

Further projects that have benefitted the nation and local communities include:

- Rainwater harvesting, capacity to store more than 10 million litres of drinking water
- Mobile health van, serving over 8,500 people in remote local communities
- Enterprise Centre, training more than 3,000 people, supporting development of local businesses
- Rural dairy development, over 900 dairy farmers registered in different co-operatives

The fields have had a significant economic impact on the local economy. As well as directly creating thousands of skilled jobs, they have stimulated growth in other sectors such as agriculture, textiles and tourism, meaning that the Barmer district of Rajasthan (home to Mangala, Bhagyam and Aishwarya fields) now boasts an average income 40% higher than the national average and is the second largest contributor to Rajasthan's GDP. In the last decade, Cairn's discoveries have generated revenues of more than INR 150000 Crore (GBP 14.5 billion) for the state and national government.

During its 20-year investment in India, Cairn has been a model corporate citizen and created a legacy Indian energy asset which is seen as an example of what can be achieved through partnerships and foreign direct investment in India. ●





For the Rolls-Royce group, sustainability is inherent to the company's strategy. Its Corporate Social Responsibility (CSR) initiatives in India are built around this philosophy, wherein it intends to empower current and future generations. As part of this, Rolls-Royce is committed to advancing Science, Technology, Engineering and Mathematics (STEM) subjects in India. Accordingly, Rolls-Royce is working towards SDG 4 – Quality Education – through several programmes, through which it estimates to have touched the lives of approximately 100,000 children to date, including its flagship STEM initiative in India, Muskaan with CAF India, starting in November 2015.

The programme was rolled-out in Bengaluru, Delhi, Navi Mumbai and Pune to establish the foundations of STEM education among students, especially those less privileged. Muskaan is now active in nine schools across India – seven Government schools in Bangalore and two in New Delhi. Through this, Rolls-Royce has reached out to over 2000 students and 50 teachers annually who are directly guided and encouraged to supplement their understanding of STEM concepts through special activities and learning tools. The programme contributes to enhanced learning among children through special activities using innovative learning tools, kits-based learning and other need-based intervention.

Phase II involves the setting up of STEM labs, to provide STEM kits on various concepts, capacity building of teachers to use and manage the lab as part of their daily teaching on STEM subjects, to assess the learning levels of the students, to use the space as a learning and innovation centre, and to demonstrate learning by creating new and innovative models related to STEM.

Under Muskaan Rolls-Royce has conducted over 500 creative STEM workshops in schools, 100 capacity building sessions for teachers, and 150 exposure visits and science exhibitions.

The schoolteachers shared feedback that attendance of students remarkably increased because of STEM activities, a true measure of the programme's efficacy.

The sustainability intervention of Rolls Royce Group is complimenting the efforts of the Government of India in ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all. ●





British Telecom partners the British Asian Trust to deliver local programmes using technology to empower girls in education, agency, health, and economic empowerment. It therefore works towards SDG 4 quality education; SDG 5 gender equality; and SDG 8 decent work and economic growth.

The BT-BAT partnership currently engages 7 grass roots NGOs in 3 locations: Bengaluru, Delhi NCR, and Kolkata to deliver multiple, 1, 2 and 3-year projects that develop digital skills for girls and use technology to improve education and agency.

In Bengaluru:

- > Creation of digital labs and STEM skills training in government schools
- > Offline/online digital skills toolkit delivered via mobile phone
- > Mentorship support and digital literacy skill development via mobile phone

Delhi NCR:

- > Gender sensitisation harnessing virtual reality in rural Haryana
- > Career guidance, vocational and employability training in peri-urban Haryana using a BT developed app
- > Student designed educational website resource for educators and students and creation of entrepreneurial and livelihood opportunities

Kolkata:

- > App development to monitor and improve WASH facilities and improve girls' access to education
 - > Delivering STEM compatibilities, digital skills whilst deconstructing harmful gender norms
- Projects are supported by BT staff who use their skills and time to contribute to projects, with BT contributing 3 days' paid volunteering to each employee every year.



In year 1, projects funded by the DIB helped to increase the overall number of children achieving basic education outcomes by 30 percent. 40 percent of participating schools met or exceeded their targets in improving proficiency levels, outperforming non-DIB comparison schools. ●



For four decades, the CSR of JCB India has worked towards enabling and building dignified, healthy and able communities for their better quality of life. To do so, JCB supports vulnerable communities from the semi urban and rural settlements from around its plants in four States: Rajasthan, Haryana, Pune and Gujarat. JCB works in partnership with the communities it impacts along with government and non-government institutions.

A number of case studies include:

- Investing in local creative economies: 900 empowered women through 10 Vocational Training Centres
- Investing in education: 60 Schools supported benefitting around 17000 Children. Children attain and maintain grade appropriate learning levels through quality education and the initiatives have helped to increase children, particularly girls', enrolment in schools. Schools also have access to enhanced facilities and a safe, friendly environment.
- Additionally, the JCB Literature Foundation's JCB Prize for Literature was set up in 2018 to enhance the prestige of literary achievement in India and create greater visibility for contemporary Indian writing. The prize encourages translations and aims to introduce new audiences to works of Indian literature written in languages other than their own.
- 5 rural clusters have supported 100 small artisan enterprises and 1000 artisan households through workshops and market access support, benefiting 5000 community members in Rajasthan.
- In response to COVID-19, JCB has been supporting communities around its plants in Ballabgarh (Haryana) Jaipur (Rajasthan) and Pune (Maharashtra) by providing meals to vulnerable communities, and is procuring PPE, testing kits and medicines.

- : With CSR in mind, JCB is working towards the following Sustainable Development Goals in India:
- : SDG 3: Good health and well-being; SDG 4:
- : Quality Education; SDG 5: Gender Equality; SDG
- : 8: Decent work and Economic growth; SDG 12:
- : Responsible consumption and production. ●





In response to the spread of the COVID-19 pandemic in India in March 2020, HSBC was cognisant of the shutdown and the impact it would have on India's population. Using a two-pronged approach to offer its support, HSBC first capitalised on the bank's existing network and reach of non-profit organisations across the country through direct action and aggregators, and second, to offer support that covered medical aid, food essentials, cash transfers and livelihood and rehabilitation efforts.

HSBC partnered with over 40 non-profit organisations to support the immediate disaster relief and livelihood and rehabilitation efforts in the communities across India. The support to communities is twofold; to ensure the communities socio-economic and livelihood conditions are balanced between immediate relief and long-term livelihood and rehabilitations efforts. The first phase focused on immediate relief in Q2-Q3 2020.

HSBC has thus far contributed INR 20 crore towards COVID-19 immediate relief efforts working across 14 states. Additionally, its employees have contributed over INR 1.3 crore through Payroll.

The intervention included providing food/rations, medical equipment, installing hand-washing stations and livelihoods support. Support has provided over 500,000 beneficiaries with food essentials and provided meals to 12,500 medical workers. It has equipped health workers with 22,974 PPE kits, and other medical equipment like N95 masks, nitrile gloves, FFP1 masks, three ply masks and face shields amounting to 118,000 units. Handwashing stations and sanitiser dispensers have been installed at hospitals and 262 hospital staff have been trained and upskilled about the disease and protective measures to be followed. Over 60,000 people have been screened through 6 mobile medical units. Livelihood support

: has been provided to 1,333 families and 6 rozgar dhabas have been set up which will benefit an estimated 600,000 beneficiaries.

: The second phase of the scheme will work towards further immediate relief needs and livelihood and rehabilitation through 2021. ●



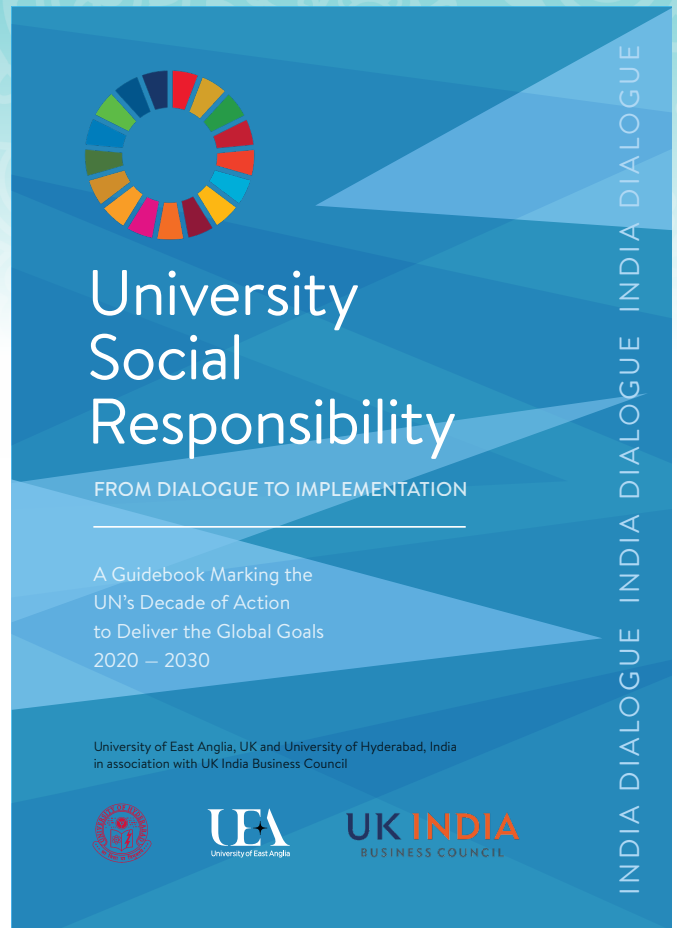


Together, UEA with University of Hyderabad have been working on University Social Responsibility in India starting in 2019. USR is a commitment defined by collaboration, equality, dialogue and dignity that supports diverse measures to contribute collectively to a meaningful realisation of the UN's Agenda 2030 encompassing social development and sustainability.

The project convenors organised a series of policy dialogues and academic sessions on University Social Responsibility in India and Beyond. These informed their jointly authored guidebook on 'University Social Responsibility: From Dialogue to Implementation'. They produced this in direct association with the UKIBC in March 2020, making specific reference to the UKIBC's Memorandum of Understanding with the Government of Telangana.

Outlining how and why the UK's prosperity agenda resonates regionally in terms of social inclusion and sustainable development, the MoU and the guidebook both anticipate prolonged investment in the state. The work will also influence how the universities and academics involved not only envisage but also commit to new partnerships and teaching on USR.

As convenors, Dr Daniel Rycroft, UEA, and Prof Prabhakar Rao, UoH, have developed new opportunities for two key motivations to flourish in the near future: (1) to strengthen cooperation between universities and businesses, especially on the evolving nature of social capital, social sustainability, and social responsibility; and (2) to ensure that strong and workable connections exist in universities, as well as between universities and marginal communities, that link Higher Education



policy on University Social Responsibility to academic practice, whether in respect of local or global contexts. A jointly implemented USR responsiveness programme will assess how and where these motivations are gaining most traction and impact. Enhancing employability and equipping students with the kinds of holistic skills needed to enhance the productivity and international relevance of future workplaces is a shared responsibility that both industry and universities need to remain committed to, with the wider aim of ensuring that economic and intellectual prosperity involves different facets of community and social development.

UEA and UoH are thereby working towards SDG 4 (Education) and SDG 17 (Partnerships for the goals). ●



Durham University has conducted important research in the fields of India's ground water systems and agritechology, amongst others. These projects work towards supporting India achieving the SDGs including SDG6 Clean water, SDG2 Zero Hunger, and SDG12 Responsible Consumption and Production.

Rice is the staple food source for the majority of the world's poor, and for many in India. However, flooding poses a significant threat to rice production in the developing world, with estimates that rice paddy loss to flooding amounts to millions of tonnes of rice lost per year in India alone.

Large parts of the Indian subcontinent were affected by devastating typhoons and floods in the last ten years, which cost the rice industry millions of dollars and product for consumers. Small-scale producers depend on rice for their livelihoods and such losses impact on national food security while ramping up costs of rice imports. Improved flooding-tolerant rice varieties will boost yield and income.

A project between the UK, through Durham University, and India has made ground-breaking discoveries on the key genetic determinant of submergence tolerance in rice. The current project will bring together a new group of scientists from Durham University and India to exploit this knowledge to pave the way to developing rice varieties with increased tolerance to prolonged flooding, thereby resulting in higher yields. The Durham led UKRI project entitled "Mitigating flood risks to rice production in the Indian subcontinent" aims to uncover the molecular mechanisms governing flooding tolerance beyond this genetic determinant. Therefore, enabling the development of new crop varieties that generically stabilise yields in response to flooding and enhance food security in developing world agriculture. This interdisciplinary project will also aim to understand the social, cultural, and political barriers to take up of new flood-tolerant

: rice varieties that are not traditionally cultivated in the Indian subcontinent, including Sri Lanka. This is a 3-year project which started in 2019 and aims to bring together UK rice scientists with those from India to deliver new strategies for boosting crop productivity under environmental stress.

: Due to climate change, extreme weather conditions are more prevalent with higher frequency of prolonged flooding periods particularly in the Indian subcontinent. There is an urgent need to devise new strategies to protect rice production in these areas. The project will directly address this need.

: Development of stress adapted high yielding flood resistant rice varieties not only enhances food security and boosts the local economy but also reduces government spend on importing rice, directly contributing to poverty alleviation. Expanding rice production into areas prone to prolonged floods will provide additional sources of work and income to the rural poor. ●



OPPORTUNITIES TO DO MORE

Impact of COVID-19

COVID-19 has already had a huge impact on businesses and indeed on wider society. With the effects of the pandemic likely to be with us in the medium to long term, and the consequences even longer lasting, we examined how COVID-19 has affected companies' ability to support communities.

For around half the companies (45 percent), COVID-19 has not impacted their propensity to undertake socio-economic projects. Yet, for those that it has, it has more often than not (35 percent) increased the focus on socio-economic impact (while decreasing SEI focus for 25 percent).

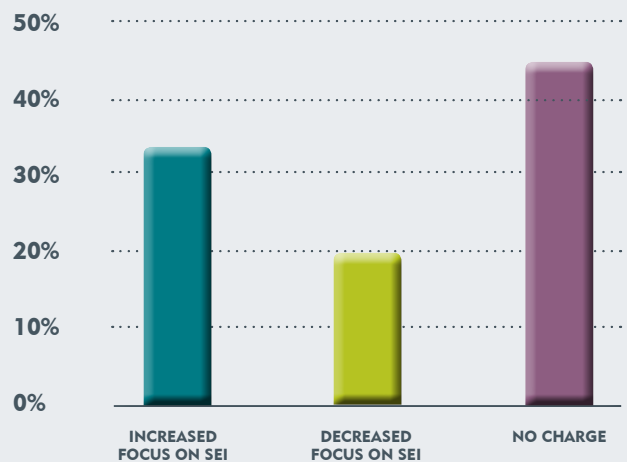
As India, and all countries around the world, have come to grips with the pandemic, organisations' supportive efforts have been hugely important. Prior to the pandemic, the country's healthcare system was challenged to meet the population's needs. Moreover, the lack of stability from informal jobs has meant that informal workers – the majority of India's labour force – have been badly impacted. Many urban workers returned to their rural homes after losing their jobs due to the lockdown and related declining demand.

Thankfully, businesses have been playing a significant role in the response, including provision of medical equipment and other crucial supplies, donations, shelter, and more.

- For example:
- Diageo**, the multinational beverage company, pledged to provide eight million bottles of sanitiser to help protect frontline healthcare workers.
- Standard Chartered** pledged INR 5 crore (US\$ 0.7 million) towards fighting the spread of COVID-19 in India and is covering the rations and essentials of almost 70,000 vulnerable beneficiaries. >

FIGURE 10:

HAS COVID-19 IMPACTED YOUR COMPANY'S PROPENSITY TO UNDERTAKE SOCIO-ECONOMIC PROJECTS?



Looking ahead

We also explored the vision of companies on their forward-looking commitment in the SEI space. For most, this was a commitment to retaining ongoing programmes and increasing investment.

One of the responding companies highlighted that their focus will be in the areas of skills development and employability, livelihood's enhancement and entrepreneurship, digital and financial literacy and climate change. Several also expressed their interest to offer disaster relief and recovery initiatives.

: Understanding the needs for green growth and energy transition, one company expressed its interest to pursue more focus on water, carbon emissions and plastic through increased investment in related areas.

: Understanding the need for additional skilling, a higher education institution has initiated partnerships to forge new academic, industrial and government connections, including research projects and partnerships between universities and various academic partners in India, in critical areas such as: women's cancer; drinking water; >

FIGURE 11:
LIST OF SDGS THAT COMPANIES BELIEVE THEY CAN BEST SUPPORT (% OF COMPANIES SURVEYED)



› air pollution; antimicrobial resistance; clean cooling technology; global surgery; cell biology and autophagy; genomics; sustainable energy; and sports performance.

As this report has demonstrated, UK companies are active in an extensive range of areas, most notably Quality Education (SDG 4), Gender Equality (SDG 5), and Good Health and Well Being (SDG 3) (see page 8).

These also correlate to where UK companies believe they can have the greatest development impact in India. In addition to the three SDGs above, firms anticipate they can best support SDGs 9 – Industry, Innovation and Infrastructure; SDG 11 – Sustainable cities and communities; and three goals related to energy and climate, namely SDG 6 – clean water and sanitation; SDG 7 – affordable and clean energy; and SDG 13 – climate action. See figure 11.

Several companies alluded to the fact that by setting an example, UK companies can help to foster a business environment that supports socio-economic development and ultimately contributes to greater prosperity across the country.

- › **Recommendations to make a greater impact**
- › India needs game changing shifts to magnify its health infrastructure, such as better use of available technology, or 'healthtech', and data, for more accessible and more accurate delivery of health services. The UK and India should expand their partnership in this regard, in learning from each other, developing effective technology and managing its rollout. With the right partnerships and funding, this can create innovative jobs in India as well as improve service delivery and health outcomes.
- › In the medium to long term, education, retraining and upskilling India's young population will be vital to the recovery and post-COVID-19 development. That requires improving access to higher education to drive innovation and R&D, and climb up the global supply chain.
- › Lastly, a shift to green growth should be prioritised. All countries, the UK and India included, must become greener to mitigate the effects of climate change. This is especially true in India's cities, of which it is home to at least twenty of the world's thirty most polluted metropolises according to global studies. With green energy undoubtedly needed for future growth, fostering a renewable energy industry will be much more sustainable for job creation and energy usage. Such a shift in advance of COP26 (to be held in November 2021) would help India to further its notoriety as a global leader. ›

“Strong inter-sectoral partnerships can be quite easily developed (SDG17) that enable a virtuous circle to be maintained and elaborated, for example by Higher Education Institutions getting involved in SDG oriented educational programmes. Many of the SDGs are interconnected, meaning that as long as major companies see the social and economic value of their committing to the broader ideas and principles that underpin the SDGS (in terms of the UN's 5 Principles - of People, Planet, Prosperity, Peace, and Partnership) real headway can be made. Enhanced India-UK cooperation on SDG13 is looking promising in the lead up to the delayed COP meeting, as both governments have SDG13 champions. Our next challenge will be to link this sense of shared purpose into other areas of collective responsibility and action. Education, and a heightened and new sense of social responsibility, should be at the centre of all of this.”

PROFESSOR DAN RYCROFT, UNIVERSITY OF EAST ANGLIA

› Our consultation also identified challenges that require more support to India's SDG achievements. 19 out of the 37 companies surveyed said they would like greater support from the Government, 15 said they lack awareness on the SDGs and the contribution they can provide, and 7 would feel the benefit if there was more available support from non-governmental organisations (NGOs). Around half (16) said that financial constraints are another challenge to supporting the SDGs in India.

With this information, the UKIBC wish to suggest that the Government of India is to play a pivotal role in raising awareness as to how the private sector can contribute to India's socio-economic development and provide relevant support where appropriate. The SDG India Index of the GoI Think Tank NITI Aayog is an extremely useful resource in this regard. Further publicising this work can help to guide not only State Governments but also businesses as to the needs most required by the communities and areas in which they interact with and are situated.

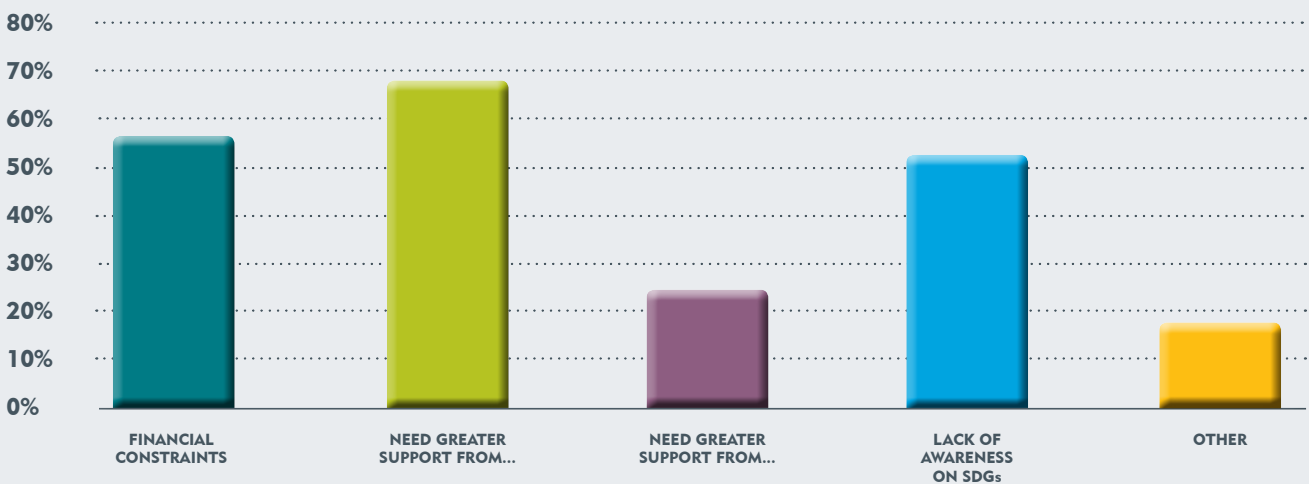
Financial constraints are clearly also an impediment. With greater buy-in from companies, the benefits to communities and wider development, as well as internal satisfaction within the company amongst staff and shareholders, can produce economic benefits in the long-run. Businesses are increasingly cognisant of this, and as wider acceptance of this cycle continues we expect to see businesses play an even greater role in socio-economic development.

For those companies that do not currently measure its social impact, doing so could help to not only make those programmes more effective but help to reaffirm company commitment to socio-economic development by recognising the impact it can have.

With this report, the UKIBC hopes to draw attention to the SDGs and raise awareness on the role that UK companies, and indeed all firms, can play in helping to achieve them. ●

FIGURE 12:

WHAT ARE THE CHALLENGES FACED SUPPORTING THE SDGs IN INDIA?

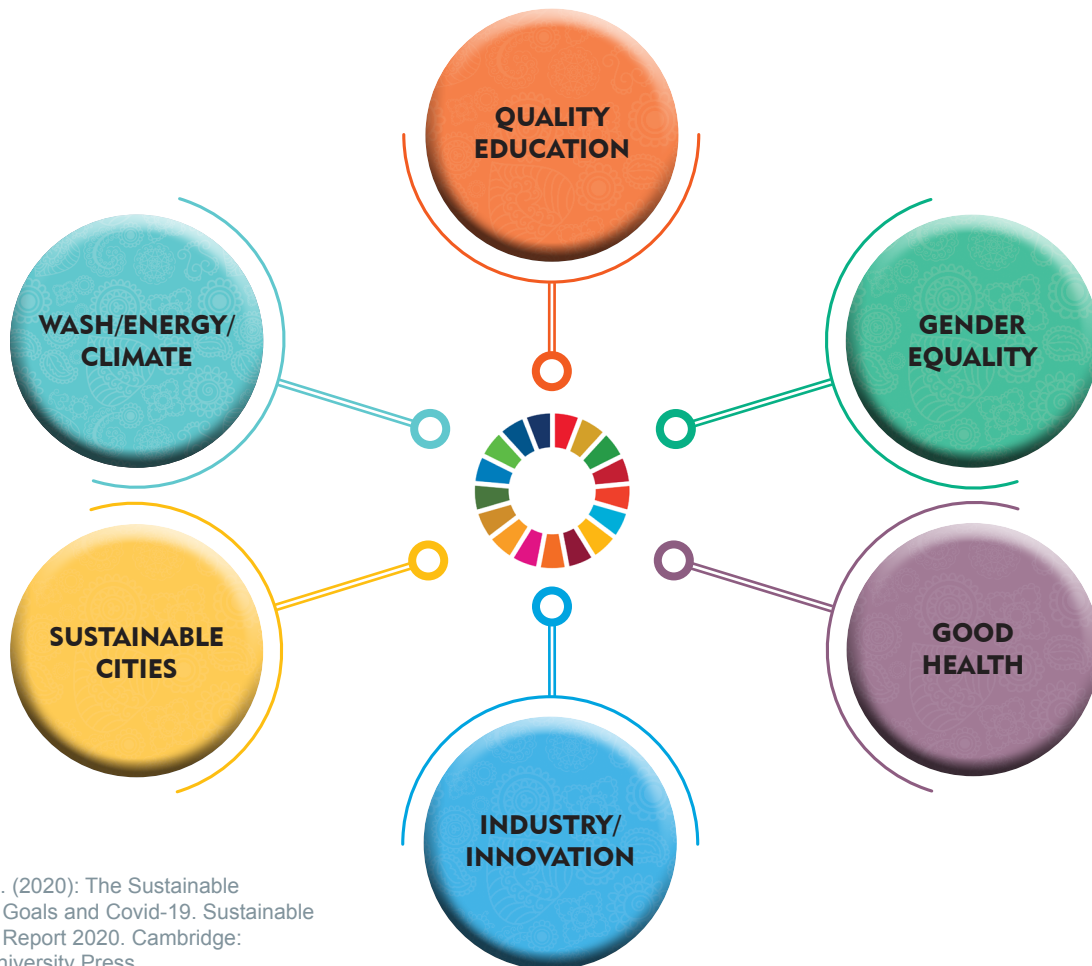


CONCLUSION

Despite rampant economic growth in recent years, India ranks 117th out of 166 countries on the SDG Index in 2020³. This underperformance in the development indices necessitates urgent action through a collaboration between the public and private sectors. It will require a momentous, collaborative effort in which businesses can utilise their immense resources and innovation to help India to achieve the SDGs.

Fortunately, there is a positive trend in this direction as companies are increasingly incorporating their business goals and CSR with sustainable and inclusive development. More recently, COVID-19 has seen many companies contributing to relief measures through donations and provision of essential supplies and services.

- : The pandemic has caused such efforts to have become increasingly important. UK companies are keen to support the recovery, with many already stepping up to the plate and an enlarged willingness to contribute.
- : This contribution ranges from supporting education and skills development through training and education programmes, helping the country to meet its energy demands sustainably and with the environment in mind, and supporting employees with work and improved well-being.
- : The survey has identified the following transformative areas which can contribute to Sustainable Development Goals in the post COVID-19 pandemic phase. >



3. Sachs et al. (2020): The Sustainable Development Goals and Covid-19. Sustainable Development Report 2020. Cambridge: Cambridge University Press

› The expertise, resources and experience of UK companies, and indeed wider international engagement, will be critical to overcoming national challenges to development, like education and healthcare for all, as well as international challenges like climate change and the COVID-19 pandemic recovery.

The benefits will be felt by all. As more of the Indian population can access education and healthcare, join the workforce, and contribute

: to the economy and society, companies will gain
: too, owed to increasing demand for products
: and services, and an even better workforce.
: Companies are aware of this phenomenon and,
: coupled with philanthropic efforts, are poised to
: make a great contribution to India's development.
:
: At a macrolevel, the positives of SEI-focussed
: work are obvious. At the company or individual
: level, we hope that this report helps more to
: play their part. ●

UK INDIA
BUSINESS COUNCIL



UKIBC – UNDP partnership for Global Goals

UKIBC's SEI platform was launched in partnership with UNDP India to highlight the importance of the socio-economic impact that UK businesses make in India. The exercise has mapped the activities of business and universities to the SDGs and impact of COVID on the development goals. It is evident from the survey that there is a need to catalyse the sensitisation of businesses on the Global Goals. The existing partnership of UKIBC and UNDP can further contribute to the SDG Goal 17; Partnerships for the Goals by enhance the Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals.