

UK INDIA
BUSINESS COUNCIL

BETTER TOGETHER

**SUSTAINABLE DEVELOPMENT
ALLIANCE**

FEBRUARY 2024
SUPPORTING BUSINESS SUCCESS



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INTRODUCTION

The UKIBC’s Socio-Economic Impact campaign seeks to highlight the value that businesses bring to achieving the Sustainable Development Goals in India. It’s part of our continued commitment to advance prosperity and collaboration between the UK and India for global good.

As India makes remarkable progress in terms of both economic growth and sustainable development, UK businesses continue to support this growth story and to lend their support to widen prosperity in India.

The bilateral relationship is guided by the 2030 Roadmap for future relations which commits our countries to work together across climate action, health, defence and security, trade and prosperity, and other shared areas of interest. In all these areas, businesses can play a key role towards advancing sustainable development in India.

UK businesses are heavily invested in all 28 of India’s states and 8 union territories. As well as supporting the economy and employing more than 666,000 people across the country (with many more indirectly), they are also contributing to India’s socio-economic development through various programmes and initiatives, as this report draws on. These range from sustainability and climate action to education and healthcare.

Businesses are having a positive impact on an individual basis but even more powerful is the difference that industry as a whole can make to progress development. The UKIBC’s Sustainable Development Alliance is formed of a group of UK businesses – all with a presence in India – that have come together to advance their collective contribution to development in India. This casebook showcases each of the member’s programmes and initiatives and hears expert perspectives on the role that businesses can play.



UK BUSINESSES ARE HEAVILY INVESTED IN ALL 28 OF INDIA’S STATES AND 8 UNION TERRITORIES.

PARTNERS FOR SOCIO-ECONOMIC IMPACT



Richard McCallum
Group CEO
UK India Business Council

What happens in India matters for the world. Achievement of the UN Sustainable Development Goals, quite simply, will not be achieved without India. Likewise, climate change mitigation is impossible without India's leadership.

That is why the UKIBC so passionately supports our members – UK and Indian businesses – to work together, to lead and contribute extensively to advancing prosperity in India. We are proud to say that our members are doing just this, through various programmes and initiatives that touch the lives of not only their employees but wider society.

It is vital that all businesses take responsibility for sustainable development and play their part. We will continue to work with our members and with the UK and Indian governments for greater collaboration so that all of society across the bilateral corridor benefits.



Alex Ellis
British High Commissioner to India

I congratulate UK India Business Council (UKBIC) on the launch of the Sustainable Development Alliance; it is great to see British businesses contributing to India's sustainable development. From supporting India's ambitious offshore wind plans, to investing in climate start-ups, to guaranteeing an additional \$1 billion in lending from the World Bank for climate projects in India, through our companies, the UK is contributing to India's green, clean growth.

INDUSTRY AS A COLLECTIVE

Industries play a pivotal role in steering sustainable development through collective responsibility – working together with employees, local communities, supply chains, and other stakeholders. This collective responsibility transcends individual gains, ensuring a harmonious balance between economic growth, environmental preservation, and well-being of society for generations to come.

UKIBC’s Sustainable Development Alliance members share their outlook on sustainable development and the responsibility of industry to support it below.



Beam SUNTORY

“At our core, we recognise that sustainable development is not just a responsibility but an opportunity to shape a resilient and harmonious future. Guided by our ‘Proof Positive’ commitments, we view sustainable practices as a cornerstone of our business ethos. We believe that business success is intrinsically linked to environmental and social stewardship. Through our Proof Positive programme, we are committed to fostering positive change by minimising environmental impact, prioritising consumer well-being, and actively contributing to the betterment of our communities. In essence, sustainability is not just a part of our business; it defines our purpose and underscores our commitment to a thriving, equitable future.”

bsi.

“We are committed to simplifying the need for International Organisation for Standardisation (ISO) standards so that they can be easily understood and implemented. Once an organisation has implemented any management system standard, it will highlight to the organisation its key areas where they need to focus and redirect their efforts to ensure the positive impacts. For example, when we worked with a beverage-based organisation, they understood their total water withdrawals from ground level. By seeing these figures, they were able to create a strategy to reduce freshwater consumption and to work more aggressively on recycling strategies. For us, this is of paramount importance and our responsibility since we are closely involved in promoting the knowledge associated with these standards. The first question that comes to us as knowledge providers is how much do we actually implement? I am happy to say that we have a group level sustainability team that takes care of our internal sustainability as well as our net zero goals.”



Pernod Ricard India

“The 2030 Sustainability & Responsibility roadmap of Pernod Ricard is ‘Good Times from a Good Place’. We have embarked on a remarkable journey, driven by a shared commitment to fostering positive change, and becoming a partner of choice of our communities. Our collective achievements, the lives touched, the communities transformed, and futures brightened have been made possible by the effort of our teams, our partners commitment to our cause, creating a ripple effect, touching the lives of countless individuals and communities. The positive change we see today is a testament to the transformative power of purposeful partnerships. We extend our deepest gratitude and heartfelt appreciation for the unwavering support and invaluable contributions by our implementation partners and their dynamic teams, contributing to our vision of ‘Transforming Communities and Accelerating Local Development’. Together, we are making a profound difference and paving the way for a more equitable and sustainable world.”

DIAGEO

“Doing business in the right way underpins everything we do. To lead our business through the next decade, we have set ourselves 25 goals which are aligned to the United Nation’s Sustainable Development Goals. We are passionate about the role our brands play in celebrating life the world over. And as a global company, we know we have a responsibility to build partnerships and lead. We will achieve our ambition by ensuring our people, partners and communities can thrive through Society 2030: Spirit of Progress, our global programme that aims to create a more inclusive and sustainable world. It has three priorities which include promoting positive drinking; championing inclusion and diversity and pioneering grain-to-glass sustainability.”

ROAD TO THE SDGs

The 17 SDGs and 169 targets are part of a transformative agenda adopted by 193 Member States at the UN General Assembly Summit in 2015. At the core of this global agenda for 2030 is the principle of inclusion, represented by the pledge agreed by all members to 'leave no one behind'.

On similar lines, the motto of India's G20 Presidency was 'One Earth, One Family, One Future'. That is, although countries are tackling their own issues and hungry for personal growth, fundamentally we are one planet with shared challenges and must work together for all our future's sake. Moreover, within countries its vital that all people benefit from advances in sustainable development.

India, especially, is critical in determining the success of the SDGs globally. As Prime Minister Narendra Modi put it at the UN Sustainable Development Summit in 2015: "Sustainable development of one-sixth of humanity will be of great consequence to the world and our beautiful planet."



SUSTAINABLE DEVELOPMENT OF ONE-SIXTH OF HUMANITY WILL BE OF GREAT CONSEQUENCE TO THE WORLD AND OUR BEAUTIFUL PLANET.

India is making good progress on the SDGs. British companies in India are actively supporting the nation's pursuit and contributing significantly towards the goals, including:

1 No Poverty

135 million people escaped multidimensional poverty between 2015 and 2021 with a significant decline of 9.89 percentage points in India's multidimensionally poor from 24.9% to 14.9% in that period.

3 Good Health and Well-being

Life expectancy for the overall populace has increased to 70.8 (2019 figure) up from 62.1 in 2000.

4 Quality Education

Near-universal primary school enrolment, with a net enrolment rate of 99% in 2023.

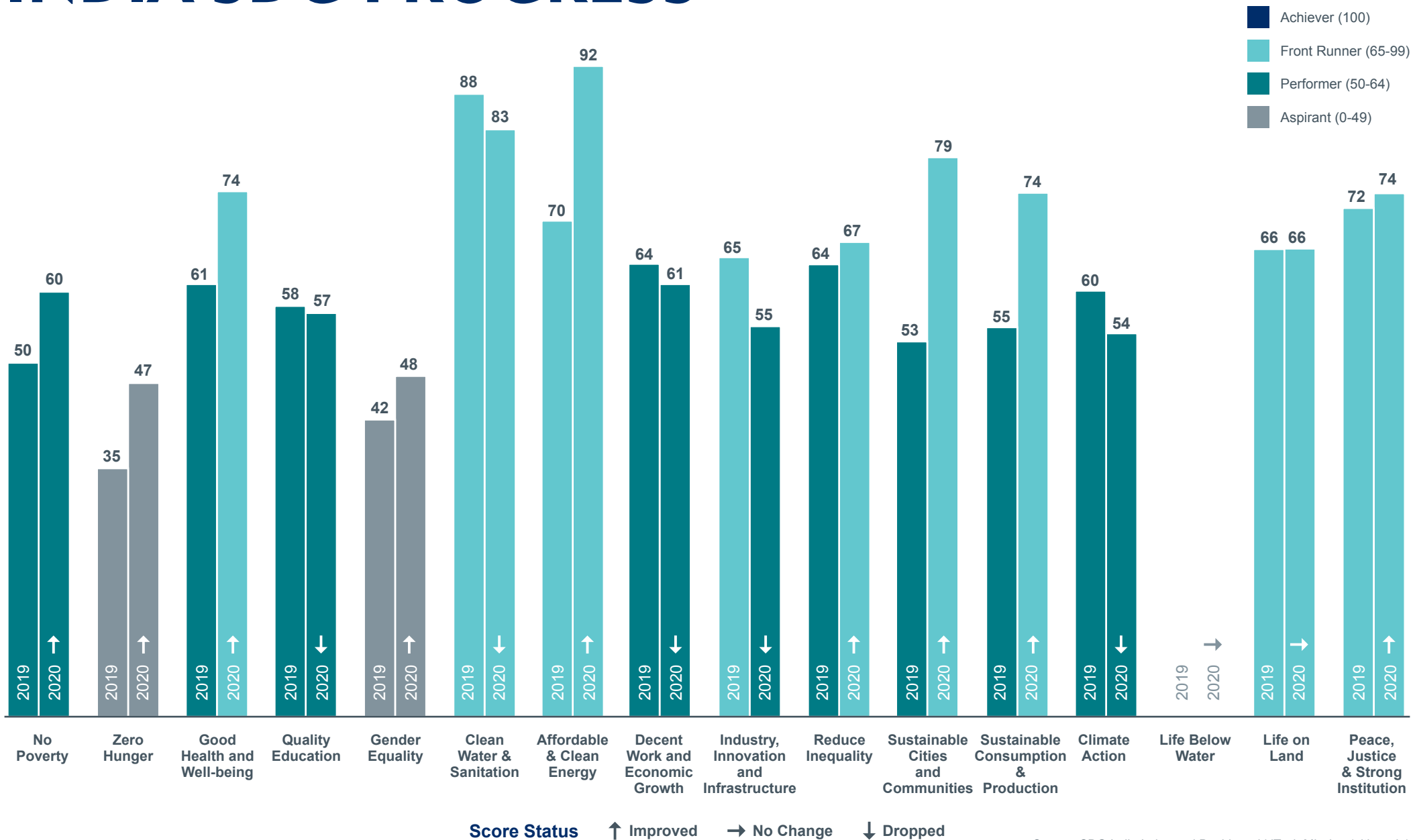
6 Clean Water and Sanitation

Access to improved drinking water sources has increased from 73% in 1990 to 90.5% in 2020. Access to improved sanitation facilities has also improved, rising from 21% in 1990 to 71% in 2020.

7 Affordable and Clean Energy

India has added new electricity connections for 50 million citizens each year over the past decade. Moreover, although India is the world's third largest emitter of CO2, it has low emissions per capita with 1.91 metric tonnes per capita (the lowest in the G20).

INDIA SDG PROGRESS



Source: SDG India Index and Dashboard | iTech Mission (niti.gov.in)

VISION 2047

The Government of India has set itself the goal of being a developed country by 2047, which marks 100 years since independence.

Along that journey, the Government aims to complement its macro-economic level growth focus with a micro-economic level, all-inclusive, welfare focus. This will promote: digital economy and fintech; technology-enabled development; energy transition; and climate action. This will rely on a virtuous cycle starting from private investment with public capital investment helping to crowd-in further private investment.

It has taken several steps, like focusing on women's development, health, education, skill development, science and technology advancement, infrastructure creation, employment, agriculture, increasing manufacturing, industrial production, innovation, and boosting indigenous and foreign industry in the country.

The SDGs and improving livelihoods featured strongly in Prime Minister Modi's addresses at the G20 Summit in September 2023 – where he told other leaders that he has “continuously drawn attention to a Human Centric Vision rather than a GDP-Centric Approach”. At the B20 Summit in August, attended by business leaders from across the world, PM Modi made a plea to businesses to consider the contribution they are making to society: “A profitable market can be sustained when there is a balance in the interests of producers and consumers. This also applies to nations. Treating other countries only as a market will never work. It will harm even the producing countries sooner or later. Making everyone equal partners in progress is the way forward. Can we all give more thought to how to make businesses more consumer-centric? Their interests need to be taken care of as well.”

The next section highlights the positive contribution of UK businesses to India's development journey.



A PROFITABLE MARKET CAN BE SUSTAINED WHEN THERE IS A BALANCE IN THE INTERESTS OF PRODUCERS AND CONSUMERS. THIS ALSO APPLIES TO NATIONS.



UK BUSINESSES SOCIO-ECONOMIC IMPACT IN INDIA



Pernod Ricard India

DIAGEO



Pernod Ricard India

At the core of our vision of ‘Transforming Communities and Accelerating Local Development’ we at Pernod Ricard India strive to create meaningful impact and become a partner of choice for our communities. Our approach to CSR is grounded in the principles of sustainability, inclusivity, and empowerment.

In the journey of community transformation, it is imperative to bridge the gaps between community needs and sustainable impact. Pernod Ricard India, through the CSR initiatives, plays a catalytic role in building bridges at the intersection of government, business, foundation, and communities for building a transformed and resilient nation where no one is left behind.

In the agricultural heartland of Punjab, programme Srijal has been working towards creating water resilience in communities surrounding the operating unit of Pernod Ricard India. The programme aimed to create year-round access to water, promote regenerative agricultural practices, and foster community development and empowerment, especially for rural women. The programme has been awarded CII 17th National Awards for Excellence in Water Management 2023 in the ‘beyond the fence’ category.

Srijal, initiated in 2019, comes under the WAL (Water, Agriculture and Livelihoods) CSR thematic area of Pernod Ricard India.

The project has:

- Created water recharge and storage potential of 278 million litres of water through 6 check dams, 5 earthen dams,



20 ponds, 21 rainwater harvesting structures, and 11 rooftop institutions

- Successfully conducted awareness sessions on water conservation with farmers and local communities
- Provided access to water for irrigation which led to 23 farmers lifting water from water bodies constructed, saving around 140 million litres of ground water extraction in rabi season
- Installed 16 sprinklers which saved 55% of the water required for irrigating wheat crops resulting in reduced groundwater exploitation due to agriculture
- Formed 8 farmers groups and trained 240 farmers on improved agriculture practices. 89 out of the 240 farmers trained adopted crop diversification in phase 2 of the project owing to the awareness and demonstration sessions for crop diversification in phase 1
- Set up 180 vermicompost beds resulting in around 3.25 million tons of vermicompost production used to improve crop yield and move towards reduced input costs
- Promoted Jaivik kheti (Jeevamrit) with 53 farmers which resulted in saving approximately 110 bags of urea usage and ultimately reducing the cost of inputs for farming

- 14 Jal Sakhis (women and girls from the community) were trained in promoting water-conservation knowledge and practices and disseminating the information in surrounding villages
- Formed 35 self-help groups with 495 women. The women were engaged in financial capacity-building and entrepreneurship development activities. 7 women have also set up their micro-enterprise on making candles and cloth bags leading to a potential source of additional income for the women.

“Water stewardship has long been one of Pernod Ricard India’s top priorities, creating impact on SDG 6. With our water development programme W.A.L. (Water, Agriculture, and Livelihoods), communities in water-stressed areas have adopted a circular approach and eventually have become more resilient in their approach to water use. As a responsible corporate citizen, PRI is acutely aware of the critical role water plays as resource not just for communities but also for the planet. We work to understand the water-related challenges at a local level and support collaborative solutions that address the specific needs of the watershed and the communities that depend on it. Rapidly degrading water quality and depleting ground water levels at alarming rate has raised concerns all across the country over the past few years. For addressing these concerns, PRI is consistently working towards water stewardship to save, store and replenish water, especially in rural locations, with a stakeholder inclusive approach.”

Sashidhar Vempala, Head CSR and Chief Sustainability Office

DIAGEO

Diageo India works towards improving the lives of the people residing in communities in our manufacturing unit’s vicinity. Our programmes are designed to create an enabling environment, especially for women to undertake sustainable livelihood opportunities. As such, 50% of all community programme beneficiaries are women.

We have been focusing on training women in various domains in the hospitality sector. In addition, under our inclusion and diversity agenda we have initiated programmes for persons with disabilities.

‘Learning for Life’ is Diageo’s business and hospitality skills development programme for those seeking employment in the hospitality industry that have faced barriers to employment. It provides equal access to business and hospitality skills and resources to increase participants’ employability, improve livelihoods and support a thriving hospitality sector that works for all.

In partnership with local educational, governmental, and training organisations, Learning for Life supports the growth of the individuals involved, and the hospitality industry overall.

Through our skilling programmes, we have trained more than 4500 individuals in the last 3 years. By 2030 we will provide business and hospitality skills training to 12,000 people, thereby increasing employability and improving livelihood opportunities.

The programme is targeting the disadvantaged and vulnerable section of society giving them a sustainable livelihood opportunity and a respected standard of living. The programme



focuses on bringing women to the forefront, giving them an opportunity to move from back-office jobs including housekeeping towards customer facing roles such as food and beverage stewards or front office associates.

In 2024, we are training more than 1500 youths with 50% being women.

We have collaborated with Skill Council for Person with Disability (SCPwD) to train 100 persons with speech and hearing disabilities. Our trained people have secured jobs in the food & beverage sector in India with a good remuneration as a result and we look forward to supporting them and others in the future.



IN 2024, WE ARE TRAINING MORE THAN 1500 YOUTHS WITH 50% BEING WOMEN.



UK BUSINESSES SOCIO-ECONOMIC IMPACT IN INDIA

bsi. *Beam* SUNTORY



Sustainability lies at the heart of BSI's strategy and our future focus. Upholding our Royal Charter, BSI has always been dedicated to creating a positive impact on people and planet. BSI believes a focus on sustainability is vital to achieving enduring and long-term resilience. We provide a global process and standards setting framework to support organisations as they strive to meet the United Nations' Sustainable Development Goals.

BSI helps organisations realise their potential by taking action and advocating for sustainability, thereby demonstrating the leadership position it holds to deliver positive impacts via differentiation and strategic advantage.

BSI is at the forefront of developing new standards in the areas of sustainable finance, energy transitioning, net zero and decarbonisation, and many other areas aligned to the SDGs, in collaboration with the UK Government and other institutional,



WE HAVE DEVELOPED THE 'SUSTAINABILITY EVALUATOR' FOR ORGANISATIONS TO HELP THEM TO ACHIEVE THEIR SUSTAINABILITY GOALS.

industrial and community stakeholders. These standards are important drivers for creating awareness and identifying the ESG related hotspots at organisational level so as they can create a focused approach to improve their overall processes and help towards sustainable development and responsible business journey.

We have developed the 'Sustainability Evaluator' for organisations to help them to achieve their sustainability goals. The tool enables businesses to identify their sustainability challenges across different themes, regardless of sector, and helps them achieve the higher levels of understanding and ultimately, performance, through information, training, consulting and certification/verification solutions against internationally recognised standards.

With the support of BSI, major companies like J.K. Tyres, Tata Consumer Products, Hetero Labs, Jockey Group, Nexus Mall, and many others have been able to enhance their performance, ensure compliance, and create a more sustainable future for all.

1. Supporting Ludhiana Beverages (Bottling Partner of Coca-Cola) to support carbon neutrality:

Coca-Cola, one of the world's most trusted drinks brands, has its SBTi commitment to reduce its greenhouse gas emissions from base year level. Coca-Cola is also aligning with its supply chain including their bottling partners. We have partnered with Ludhiana Beverages to assess their carbon footprint and help them understand the Carbon Neutrality standard PAS2060:2014 and ultimately support the initiative undertaken at group level.

2. Supporting Morningstar's Sustainability for capacity building for ESG standards:

Financial services firm Morningstar's vertical Sustainalytics works in Environmental, Social, and Governance (ESG) research, rating and analytics business. BSI has collaborated with Sustainalytics for their capacity building programme to impart their team members with the knowledge over ESG disclosure with emphasis on GRI standards requirements. Through our in-house trainings, we have helped their team members understanding of GRI standards and how to navigate other ESG disclosure products available over the market.

3. Supporting Electrosteel Castings in their capacity building and ESG compliance submission:

Electrosteel Castings Limited is a pioneer in the production of Ductile Iron Pipes and Flange Pipe in India, with a strong presence in over 110+ countries across the globe. BSI supported the organisation to understand their materiality topics to come up with the ESG reporting in-line with the GRI standard. This helped the organisation to identify the areas where they are creating the most significant impact over the economy, environment and people. The capacity building and workshop helped them to align goals towards becoming a responsible business.

4. In collaboration with the AMR Industry Alliance,

BSI launched an industry antibiotic manufacturing certification programme in June 2023. In this event, we covered how BSI will serve as an Assessment Body that will enable antibiotic manufacturers to demonstrate that the environmental management, including wastewater management and control requirements of the antibiotic manufacturing standard have been satisfied.

Scan the QR Code to access BSI Sustainability evaluator



Beam **SUNTORY**

Under Beam Suntory's long-term commitment to contribute to a more sustainable, equitable future 'Proof Positive', water takes centre stage.

This emphasis on water sustainability has materialised in a dedicated initiative, where the company has allocated resources to construct a pond in Haryana in northern India – a testament to its commitment to a comprehensive and sustainable approach across every facet of its value chain, from seed to sip. The initiative focuses on waste-water treatment, rainwater collection, and extensive tree planting.

A 1.5-acre degraded area in Bhokarka, Haryana comprising a pond and surrounding land was identified in close proximity to its plant in Behror, Rajasthan and Beam's India Head Office in Gurugram, Haryana. The polluted pond is being cleansed and innovative water conservation techniques will be implemented to replenish the watershed. As a result, the project envisions not only transforming the current garbage-laden area into a thriving ecosystem but also making a substantial long-term contribution to the local groundwater table. The Sustainable Waters Project fosters environmental restoration and community involvement in preserving the pond. Through awareness, restoration, and 200 volunteering hours, Beam Suntory strives to ensure that the pond continues to thrive, benefiting both the environment and the community.

To date, the project has supported control of pollution and discharge of wastewater; conservation of flora and fauna; development of surrounding areas of the pond with suitable flowering plants/medicinal plants/shrubs/ climbers; not to mention the enhanced natural beauty and providing a green space for enriching the spiritual, aesthetic and social life of people.



By creating and sustaining a supply chain for treated wastewater; establishing a sustainable model and institutional framework with information, education and communication (IEC) campaigns and enforcement plans, the project will ultimately achieve 100% treatment of wastewater falling into the pond.

“As committed contributors to the Clean Water and Sanitation Sustainable Development Goal, we understand its profound impact on global well-being. Clean water is not merely a basic human right; it serves as a crucial foundation for health, education, and economic advancement. Our dedication to championing this goal involves dismantling barriers to clean water and fostering thriving communities. By actively addressing the imperative for clean water, we aim to fulfil our social responsibility and play a role in forging a resilient and sustainable future.”

Neeraj Kumar, Managing Director, Beam Suntory India

THE SUSTAINABLE WATERS PROJECT FOSTERS ENVIRONMENTAL RESTORATION AND COMMUNITY INVOLVEMENT IN PRESERVING THE POND.

PROOF POSITIVE

Our long-term commitment to living our values and actively contributing to a more sustainable, equitable future.

<p>Nature Positive</p> <p style="font-size: 0.7em;">With quality forests that start with the blessings of nature, we will give back more to the environment than we take. Investing to reduce our footprints in water, the climate, our forests, packaging, and more.</p>	<p>Consumer Positive</p> <p style="font-size: 0.7em;">We will further elevate our fundamental commitment to responsible consumption and reducing harmful drinking by giving consumers tools to make positive choices for their personal wellbeing and impact on others.</p>	<p>Community Positive</p> <p style="font-size: 0.7em;">We will foster a more inclusive and equitable culture, while working to increase gender, social and ethnic representation across our business, and volunteer our time to positively impact society and the environment.</p>
<p>Water Positive</p> <p style="font-size: 0.7em;">Reduce water usage to 20% per unit produced by 2030. Replenish more water than we use in our direct operations by 2040.</p>	<p>Climate Positive</p> <p style="font-size: 0.7em;">Reduce greenhouse gas emissions by 40% by 2030. Ambition to go beyond net-zero carbon emissions across the entire value chain by 2040.</p>	<p>Responsibility</p> <p style="font-size: 0.7em;">Investing \$500 million to promote responsible, resilient and positively impact society by supporting responsible and community-led initiatives, including the Earth Shift platform, and supporting enterprise-based partner programs.</p>
<p>Forest Positive</p> <p style="font-size: 0.7em;">Plant up to 200,000 trees per year by 2030. Invest in forest conservation to make our products better for the planet.</p>	<p>Packaging Positive</p> <p style="font-size: 0.7em;">Use 100% recyclable packaging and 40% recycled materials by weight across our packaging portfolio by 2030. Work with suppliers that use sustainable practices by 2040.</p>	<p>Expanded Choices</p> <p style="font-size: 0.7em;">Enable expanded choices by offering, marketing and investing in a portfolio of low- and no-ABV products in key categories, including spirits, ready-to-drink, and ready-to-drinks, by 2030.</p>
<p>Product Nutrition & Alcohol Content</p> <p style="font-size: 0.7em;">Enable expanded choices by offering, marketing and investing in a portfolio of low- and no-ABV products in key categories, including spirits, ready-to-drink, and ready-to-drinks, by 2030.</p>	<p>Philanthropy</p> <p style="font-size: 0.7em;">Continue investing in diverse and organizations that support our business, communities, and philanthropic social goals.</p>	<p>Equity</p> <p style="font-size: 0.7em;">Reach 50% women leadership positions globally. 40% female and 40% ethnic diversity representation in the US and achieve industry leading rates of ongoing learning and development.</p>
<p>Volunteering</p> <p style="font-size: 0.7em;">Employees give back one million volunteer hours by 2030 to our communities and the world, using their skills and passions, and three volunteer days per year.</p>		

The UK India Business Council is a strategic advisory and policy advocacy organisation with a mission to grow UK-India trade and investment. We believe passionately that the UK-India partnership creates jobs and growth in both countries, and that UK and Indian businesses have ideas, technology, services, and products that can succeed in India and the UK.

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DESIGN

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