



## **SYNOPSIS**

Since the beginning of this century, the world has come to realize that the only meaningful way to grow and develop is one that is inclusive and sustainable. The present path of development is not sustainable in the longer term, even if the enormous potentials of the market and of technological innovation were realized. It is up to us to decide that the 21<sup>st</sup> century goes to history as the beginning of a new age, with a social and economic model based on “sustainability and inclusivity”. In response to this challenge and demand for new growth models, the CII-ITC Centre of Excellence for Sustainable Development organised the **5<sup>th</sup> Sustainability Summit: Asia 2010** to understand the complex challenges which confront the modern world and to identify specific action points which must be planned to improve the prospects for sustainable and inclusive growth.

Within the overall conceptual framework of “Remodelling Growth”, the Summit focused on the key areas, such as: ***Innovation-led Inclusive Growth; Clean Energy Mix Pragmatism; With Accountability Comes Good Growth; Water: Survival & Sustainability; Mainstreaming Responsible Mining and Making Cities Smart.***

The opening panel – “***Remodelling Growth***” at the 5<sup>th</sup> Sustainability Summit: Asia 2010 was graced by **Mr. Jairam Ramesh**, Minister of State for Environment & Forests (I/C), Government of India as Chief Guest and **Ms. Agatha Sangma**, Minister of State for Rural Development, Government of India as Guest of Honour. **Mr. Y C Deveshwar**, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council and Chairman, ITC Limited and **Mr. T N Ninan**, Chairman & Editorial Director, Business Standard also participated as panelist. The panel was moderated by **Mr. Tarun Das**, Former Chief Mentor, Confederation of Indian Industry (CII).



The understanding of sustainability has evolved from a philosophical expression into a business proposition in today's context. India is working to redefine the way growth is measured; the ecological and environmental costs also need to be factored in. The year 2015 has been set as a target date by which the Indian GDP will be reported as Green Domestic Product instead of the conventional way, said **Mr. Jairam Ramesh, Minister of State [I/C] for Environment & Forests**, speaking at the opening panel. He said that the Government of India was setting in place "green bonus" for states through the 13th Finance Commission; for the first time upto Rs. 5,000 crores was to be given for sustainable forest cover over a 5-year period. Also, the formula for disbursement of funds from the Planning Commission to the states was being changed to encourage states to perform better with respect to their environment and forests. He also lauded the businesses for their work under corporate social responsibility.

Speaking earlier, **Mr. Y C Deveshwar, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council and Chairman, ITC Limited**, dwelled on the theme of the Summit - Remodelling Growth - and stressed on the need to renew the trust and awakening on sustainability. Though the world's GDP multiplied 60-times in the last 50 years to now reach a level of over \$ 60 trillion, two-third of the world still lives in poverty and over a billion people in acute deprivation. In short, scant attention has been given to building the natural or ecological capital, as well as the social capital. Sharing the experience of his own company, Mr. Deveshwar exhorted businesses to play a greater role to add to their own competitiveness. He further stressed on the twin needs: to have incentives and disincentives, as well as to educate consumers. All of this was possible only if there was a way to forge partnerships between the industry, government and the people.

**Mr. Orlando Ayala, Chairman- Emerging Markets, Microsoft**, speaking at the session *Innovation-led Inclusive Growth*, notified that technology has \$50 billion stake in innovations. He added upon how the technology should be sustained as to meet more social and ecological needs. Technology can also be a very crucial input in responding to lakhs of people out there with opportunities.

Speaking at the session on *Clean Energy Mix Pragmatism*, **Dr. Pronab Sen, Principal Adviser, Planning Commission, GoI** spoke about the need for viable and cost effective technologies of clean energy that need to be developed to ensure its use on a large scale. He said that carbon emissions should not be the only label to term an energy source as being "Green Energy", other characteristics like being local environmental conditions of the energy source have to be taken into account. He emphasized on using alternatives to coal, and also, the use of renewable energy sources specifically biofuels, solar & nuclear energy and their respective constraints. Dr. Sen stating that we are not in a position to make choices and that we have to leverage what we have to the maximum extent.





**Mr. Alan Knight, Senior Fellow, AccountAbility**, in his presentation discussed about ‘*can transparency drive good growth*’. He said that our global ecological footprint is way too high than what the world’s biocapacity can hold. He also stated that growth is not just about increasing the finances. Growth encompasses many other things and business has a huge role to play. Growth is about achieving or moving towards green economy, characterized by substantially increased investments in economic sectors that build on and enhance the earth’s natural capital or reduce ecological scarcities and environmental risks. The role of business in green economy is huge and among many things it requires: need for collaboration and need for stakeholder accountability. In the end, he concluded by saying that transparency helps because there is no accountability without transparency.

While addressing the session on *Water: Survival & Sustainability*, **Mr. Dhruv Vijai Singh, Secretary, Ministry of Water Resources** said that with the realization that water is scarce the need to conserve water also arose. There are initiatives on this front, some of which include; National Water Mission started by the GoI. There has been an initiative on placing all the water related information in public domain leading to better water management. He said that businesses have to pay very high prices for water and companies should try to be water neutral. There has to be balance between water usage by industry and agriculture and the prices they have to pay.

In his talk, **Mr. Amitabh Kant, CEO & Managing Director, Delhi Mumbai Industrial Corridor Development Corporation** showed a future outlook of India stating that India’s growth will have to be 9-10% per annum for the next 3 decades to lift a vast segment of population over the poverty line and massive urbanisation will be the key. By 2040, India will be an urban majority and the challenge to accommodate this is to manage the process of urbanisation. Mr. Kant further went on to state that “Process Master Planning” and technology were the key points for smart cities and cited transportation as a crucial component for a smart city. A city built on public transportation, cycling, etc. are the ones that create difference. A smart city must be built around and evolve around public transport. Hardware is of major importance for a smart city. He then ended his talk by the technology to drive growth and do the quantum jump that India must do to urbanise must be there and this will be a crucial factor. Urbanisation must be done in a sustainable manner and through a low carbon economy model.



The key speakers at the Summit included- **Mr. Anil Padmanabhan**, Deputy Managing Editor, Mint, HT Media Limited; **Mr. Marcel Engel**, Managing Director, WBCSD Regional Network; **Dr. Rajneesh Dube**, Joint Secretary, Ministry of Environment & Forests, Government of India; **Mr. Orlando Ayala**, Chairman – Emerging Markets, Microsoft; **Mr. Rajat Gupta**, Director, McKinsey & Company; **Mr. Kris Gopalakrishnan**, CEO & Managing Director, Infosys Technologies Limited; **Mr. Jitesh Khosla**, Additional Secretary, Government of India & OSD, Indian Institute of Corporate Affairs (IICA); **Mr. Ravi Singh**, CEO & Secretary General, WWF India; **Prof. S P Gautam**, Chairman, Central Pollution Control Board; **Dr. Arun Kashyap**, Senior Policy Advisor, Private Sector Division, UNDP; **Ms. Pamela Rupp**, Principal Adviser – HSE Strategic Risk, Rio Tinto; **Mr. Arun Nanda**, Chairman, CII – Western Region and Director, Mahindra & Mahindra Limited; **Mr. Amitabh Kant**, CEO & Managing Director, Delhi Mumbai Industrial Corridor Development Corporation (DMICDC); Ms. Molly Webb, Head of Smart Technology, The Climate Group; among others.

During the Summit, a path breaking, one of its kinds report - ***Sustainable and Inclusive Innovation – Strategies for Tomorrow's World*** was launched by Chief Guest Mr. Jairam Ramesh, Minister of State for Environment & Forests (I/C), Government of India. The report gives an insight into how innovations in products, services and processes are creating new businesses and industry structures. It provides a framework of strategies required to make these innovations work.



The Summit was attended by over 400 participants representing all stakeholders including experts, from industry, government and civil society from India several countries across the world. It was supported and sponsored by Ministry of -Environment & Forests; Corporate Affairs; National Foundation for Corporate Governance; External Affairs; New & Renewable Energy; Mines ; InWent; WWF-India; World Business Council for Sustainable Development; International Business Leaders Forum; ITC Limited; Intel Technologies; Rio Tinto; Larsen & Toubro Limited; Ackruti City & Wartsila.

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