

# Quality Times

A Journal of the Institute of Directors July 2011



Hon'ble Shri P. Chidambaram, Union Home Minister, addressing the Golden Peacock Awards Nite on 24th June 2011 in New Delhi





CEO's Panel Discussion : Seated from left : S. K. Tripathi, CMD, MSTC Ltd., C.S. Verma, CMD, SAIL, B.P. Rao, CMD, BHEL, S. Sundareshan, IAS, Secretary, Ministry of Heavy Industries, Govt. of India – Chairman of the Session, A.K. Ghosh, CMD, Mecon Ltd., Shri Ramanand, CMD, Instrumentation Ltd., Prof. Colin Coulson-Thomas, Chairman, Bryok Systems, UK



A view of the audience



Shri C. S. Verma, Chairman & Managing Director, SAIL, receiving Golden Peacock Award for Environment Management 2011 Steel Authority of India

Shri B. Prasada Rao, Chairman & Managing Director, BHEL receiving Golden Peacock Award for Occupational Health & Safety 2011 for BHEL



Shri K. Venkataramanan, Member of the Board & President (Operations), L&T Ltd., receiving Golden Peacock Award for Occupational Health & Safety 2011 for Larsen & Toubro Ltd.

Dr. Raghupati Singhania, Vice Chairman & Managing Director, J.K. Tyres, receiving Golden Peacock Award for Environment Management 2011 for J K Tyre Industries Ltd.



13th World Congress On Environment Management  
24-25 June, 2011, New Delhi (india)  
- A Report

## Corporate Sustainability – Environmental Opportunities & Competitive Advantage



A welcome Bouquet to Hon'ble Shri P. Chidambaram, Union Home Minister by Lt. Gen. J. S. Ahluwalia, PVSM (retd), President, World Environment Foundation

The two day World Congress on Environment Management with the theme - 'Corporate Sustainability-Environmental Opportunities & Competitive Advantage' was organized by the World Environment Foundation in collaboration with the Institute of Directors (India) and the World Council for Corporate Governance, UK, during June 24-25, 2011 at Hotel Leela Palace, New Delhi. The Golden Peacock Awards for Environment Management, Occupational Health & Safety, and Eco-Innovation were also presented during the Congress.

Hon'ble Shri P. Chidambaram, Union Minister for Home Affairs, Government of India, was the Chief Guest at the 'Golden Peacock Awards' Nite. He appreciated the efforts of the Indian industry, both the public & private sectors, to integrate sustainability in their business models. This would help organizations in their

profitability, and also support the global cause of environment protection. He also expressed his admiration for the Golden Peacock Awards process that rewarded outstanding performance of organisations and encouraged them through public recognition of their services.

### Inauguration

The Congress was inaugurated by Dr. V K Agnihotri, Secretary General, Rajya Sabha. Dr. Graham Wilson in his Welcome Address expressed solidarity of World Council and emphasized that the Congress was the opportunity for sharing knowledge and experience through networking. He also emphasized that the climate change has adverse effect on human rights and should be carefully addressed. Lt. Gen (retd) J S



**G B Pradhan, IAS**  
Special Secretary, Ministry of  
Power, Govt. of India



**M F Farooqui, IAS**  
Additional Secretary,  
Ministry of Environment &  
Forest Gol



**S. Machendranathan, IAS,**  
Additional Secretary & FA,  
Ministry of Steel,  
Govt. of India



**T. Ramachandru, IAS,**  
Principal Secretary Industry,  
Govt. of Odisha.

Ahluwalia, President of World Environment Foundation, in his opening address traced the journey of WEF and its contribution in environment protection through Golden Peacock Awards and brain-storming through global and national consultations.

Sh G. B Pradhan, Special Secretary, Ministry of Power, Govt. of India described the policy thrust of his Ministry to ensure that electricity generation is carried out in an efficient and environment friendly manner and energy efficiency initiatives. He emphasized that the government in its overall plan of electricity for all by 2012 is developing strategies for making it affordable. Shri M F Farooqui, Additional Secretary, Ministry of Environment & Forests, Govt. of India expressed that his Ministry is deeply concerned with the growth of industry in the country in a sustainable manner and various

industry friendly strategies are being evolved. Shri S Machendranathan, Additional Secretary & FA, Ministry of Steel, Govt. of India gave an overview of the steel manufacturing process and the possibility of improving competitiveness through efficient use of natural resources. Dr. V K Agnihotri, Secretary General, Rajya Sabha emphasized the efforts of the government to integrate with the global mitigation and adaptation efforts to counter the climate change impact. He said "It is necessary that we emphasize reuse and recycling product use and that the economic growth should be decoupled from its correlation with green house emissions". The environmental governance has been a neglected area and the government must find appropriate legislative measures to strengthen it.

Plenary Session II was organized under the sub-Theme



Dr. V. K. Agnihotri, IAS, Secretary General, Rajya Sabha, Lighting the Congress Lamp from left Shri M. F. Farooqui, Dr. Graham Wilson, Lt. Gen J S Ahluwalia, Dr. V.K. Agnihotri, Shri Pradeep Chaturvedi, Shri S. Machendranathan



David L. Parish, Vice President (Operations), Allison Transmission India Pvt. Ltd, receiving Award from Hon'ble Shri P. Chidambaram for Occupational Health & Safety-2011

'Transformational Environmental Leadership for Sustainable & Inclusive Growth'. The Session was chaired by Shri Ashok Kapur, IAS (retd.), Director General, Institute of Directors. The speakers in the session emphasized that the innovation in organizations work best when it is in tandem with legislation. Inclusive growth is not possible without respecting nature. Leaders must have a holistic approach and recognize the value of empirical research. An important issue to tackle is "Is growth a long term solution or whether all growth is short term? Is sustainability a permanent solution or only a temporary solution? The answer lies in that "innovative engineering" for Inclusive growth would only be possible if environmental concerns were translated into mass movement. Moving beyond conventional solutions will only transform the



From left : Dr. S.N.Dash, IAS(retd), Director, Bharat Electronics Ltd., Shri Ramanand, CMD, Instrumentation Ltd., B P Rao, Chairman & MD, Bharat Heavy Electricals Ltd, C S Verma, CMD , Steel Authority of India

leadership. To introduce cultural change, it is necessary to make politicians aware of urgent need to evolve a new leadership model.

Plenary Session III was based on the sub-Theme 'Green Solutions for Infrastructure Development'. The Session was chaired by Dr. Pramod Deo, Chairman, Central Electricity Regulatory Commission. The speakers focused on project development and overall economic development in a sustainable manner through green solutions which may be attained through optimal use of natural resources, low energy input and switching over from fossile sources of energy to renewable energy sources. Such a transformation, however, has its own challenges and even the effort of the government on renewable certificates has received different treatment



Plenary session on 'Development of Clean Energy Technologies'. From left Mr. R. Vedvyas, MD Indraprastha Gas Ltd, Cdr. R. Chaturvedi, Dy. Planning officer International Co-operation & Exports, Dr. B. Bandyopadhyay , Adviser & Head,Solar Energy Centre, Mr. R.Bandyopadhyay, IAS (retd.) , Former Secretary, Ministry of Corporate Affairs, Mr. S.K. Bose, General Manager-Energy, BSI India, Mr. Praveer Sinha, Executive VP & Project Director, Tata Power, Mr. P.J. Thakkar, Director(Techinal), Rural Electrification Corporation Ltd., Mr. Jens Burgtorf, Indo-German Energy Programme Director,GTZ.



plenary session on 'Transformational Environmental Leadership for Sustainability & Inclusive Growth' from left Mr Ashok kapoor, IAS (retd.), Director general IOD, Dr. M Ravikanth IAS, Jt. Secretary, Ministry Of Power, Dr. D R Kaarthikeyan, former Director, CBI, Mr T N Thakur, Chairman & MD, Bharat Pumps & Compressors Ltd.

from different State governments. Use of alternative materials like fly ash has a direct impact in terms of saving scarce resource of water. Whereas the awareness about advantages of green solutions and market push are promoting sustainable infrastructure, these can be considerably put on fast track through appropriate norms in public funded projects.

Plenary Session IV was organized on the sub-Theme 'Development of Clean Energy Technologies'. The Session was chaired by Shri R Bandyopadhyay, former Secretary, Ministry of Corporate Affairs, Govt. of India.

The speakers gave an overview of National Energy Efficiency Programme and Renewal Energy Programme, with a thrust on solar mission. Use of natural gas for domestic purposes and transportation had recorded positive impact on the climate. The government efforts on reaching the electricity to the poor in the rural areas has also helped in income generation and social development in a clean environment. The international standard on energy efficiency has created a benchmark. Life cycle analysis of the project and linking that with clean energy development can considerably bring down



Plenary Session on 'Economic & Inclusive Development with Focus on Environment-orrissa case study' by Mr. V.R Sharma, Dy. MD & CEO-Steel Business, Jindal Steel & Power Limited



**T N Thakur, CMD,  
Power Trading  
Corporation of India Ltd**



**Dr V K Agnihotri, IAS,  
Secretary General,  
Rajya Sabha**



**G.K. Pillai, CMD,  
Heavy Engineering  
Corporation**



**Dr. A.K. Chattopadhyay, MD,  
TATA Refractories**

the level of carbon footprint. National policies and international cooperation can help sustainable development.

Plenary Session V was organized on the sub-Theme of 'Environment Management and Conservation of Resources'. The session was chaired by Dr. A N Saksena, former Financial Advisor in Ministry of Petroleum and Director General, World Environment Foundation. The speakers discussed about environment and conservation of natural resources in the engineering and health care sector. The environmental management in nuclear power plants is extremely important to maintain the environment-friendly characteristic. The Climate Change Conference scheduled at Durban in December this year was considered an opportunity to project how the developed world is benchmarking against global practices. The developing countries can make a strong case in terms of their capability on conservation of resource through appropriate environment management practices. The national and international policies have to work in tandem.

Plenary Session VI was organized on the sub-Theme of 'Environmental Initiatives for Corporate Sustainability'. It was conducted as a CEOs Panel Discussion. The

Session was chaired by Shri S Sunderashan, IAS, Secretary, Ministry of Heavy Industry, Govt. of India. The panelists in the Session were Shri C S Verma, Chairman & MD, Steel Authority of India; Shri B P Rao, Chairman & MD, Bharat Heavy Electricals Ltd.; Shri S K Tripathi, Chairman, & MD, MSTC Ltd.; Prof Colin Coulson-Thomas, Chairman, Bryok Systems; Shri A K Ghosh, Chairman & MD, Mecon Ltd.; and Shri Ramanand, Chairman & MD, Instrumentation Ltd. The Chairmen posed the major issue that the globe is faced with is the risk of climate change that can be reduced through environment friendly technologies, energy efficiency and application of information technology. Clean technologies with a clear road map to efficient energy policies is necessary for development of energy efficient manufacturing units urban system and clean energy for transportation. The panelists presented an overview of sectoral approach in steel, the approach in the engineering sector including power plants; and efforts for realizing the importance of green technology for ports and road transport. The role of consultancy organizations required knowledge upgrade periodically. Instrumentation has also played an important role in creating sustainability of existing power plants and systems for improving life cycle performance. The panel agreed that the task is challenging but all of them



**From left : Dr Pramod Deo, IAS, Rajiv Yadav, IAS**



**J.K. Tyre team led by Chairman Dr Raghupati Singhania**



From left: B P Rao, CMD, Bharat Heavy Electricals Ltd and C.S. Verma CMD , Steel Authority of India waiting to receive their Award from Hon'ble Union Home Minister

have already built that into their business models and find the outcomes extremely profitable in globally competitive green markets.

Golden Peacock Awards Presentation Ceremony was organized to give away the awards to the winners of Golden Peacock Awards for Environment Management and Occupational Health and Safety. The awards were presented by Hon'ble Shri P. Chidambaram, Union Minister for Home Affairs. Justice P N Bhagwati, Chairman of Golden Peacock Awards and former Chief Justice of India chaired the Session.

Plenary Session VII was organized as case study presentations by the winners of Environment Management Awards. The Session was chaired by Dr. S N Dash, IAS, former Secretary, Ministry of Heavy Industry. 10 Award winners presented their case studies highlighting their experiences and sharing their success



Plenary Session on "Case Study presentations on Occupational Health & Safety " by Hem Pande, IAS, Jt Secretary, Ministry of Forest & Environment



Session on 'Green Solutions for Infrastructure Development'. from left Dr. Pramod Deo, IAS, Chairman, CERC, Rajiv Yadav, IAS, Member(Admn),NHAI, Vithal V.Kamat, CMD, The Orchid, S.P.S. Bakshi, CMD, EPIL.

stories.

Plenary Session VIII was organized on the sub-Theme 'Compliance of Environmental Laws, Sustainability Reporting and Coastal Pollution Abatement'. The Session was chaired by Vice Admiral Anil Chopra, AVSM, Director General, Indian Coast Guard. The speakers emphasized on the role of Coast Guard as regulatory as well as the first line relief and rehabilitation in case of accidental coastal pollution. The marine pollution due to terrestrial activities in the coastal areas is significant. Large marine transport vessels pose a big threat for coastal pollution. Ballast water from ships is another source of marine pollution. Although IMO guidelines exist for ballast water disposal but there is no national law and, therefore, the marine vessels do not conform to these guidelines. Sea water quality is a major concern and appropriate technology use can help preserve the quality of sea water and its flora and fauna.



Plenary Session on "Compliance of Environmental Laws, Sustainability Reporting and Coastal Pollution Abatement" by Vice Admiral Anil Chopra, AVSM, Director General, Indian Coast Guard

Plenary Session IX was chaired by Shri Hem Pande, Joint Secretary, Ministry of Forests & Environment, Govt. of India. 11 winners of Golden Peacock Awards for Occupational Health & Safety 2011 present their initiatives and achievements.

Special Plenary Session X was devoted to the topic of 'Economic and Inclusive Development with Focus on Environment and Forests as An Exclusive Odisha Case Study'. Hon'ble Shri Debi Prasad Mishra, Minister of Forests and Environment, Govt. of Odisha was the Chief Guest and Shri T Ramachandru, IAS, Principal Secretary (Industry) Govt. of Odisha moderated the Session. Dr. A K Chattopadhyay, Managing Director, TATA Refractories and Shri V R Sharma, Dy. MD & CEO (Steel Business) Jindal Steel & Power Ltd. were the two panelists. The Chief Guest gave an overview of the government efforts to promote industry in an environment friendly manner in Odisha through development of appropriate policies. At the same time the development has been linked with the National Environment Policies. The panelists gave an overview of the changing environment in Odisha, which is making Odisha an industrial destination. Odisha is a mineral rich state where the natural resources have yet to be fully exploited. The concern for deforestation in tribal areas can be fully addressed through afforestation programmes. Land use changes in keeping with the

existing laws have to be considered to bring the latest technologies and wealth to the State.

Plenary Session XI was the Valedictory Session. Dr. Graham Wilson presented a summary of the Congress recommendations, Lt. Gen (retd.) Surindernath, former Chairman of UPSC and Vice chairman of IOD emphasized that the way forward is promoting economic growth with environmental and human health safeguards. The international community should address the path to clean and green technology legacy, restore natural resources and achieve human health protection and design strategy to allow for future growth while protecting the environment to maintain biodiversity, safeguard human health and preserve social and cultural values. Prof. Colin Coulson Thomas from University of Greenwich delivered the special address and emphasized on environment management being an urgent necessity. Lt. Gen. (retd.) J S Ahluwalia, President, WEF, made the concluding remarks.

The Golden Peacock Awards for Eco-innovation 2011 and Commendation Certificates' for Environment Management and Occupational Health and Safety were given away by the Chief Guest. Hon'ble Debi Prasad Mishra, Minister of Forests & Environment, Govt. of Odisha. ■



Hon'ble Shri P. Chidambaram, Union Home Minister and Chief Justice P.N. Bhagwati (retd), with the Golden Peacock Award winners.

# Recommendations

## Sustainability Promotions

1. Sustainability approach is a long-term process, and is inclusive of all stakeholders and players. Life-cycle use and assessments are necessary to ensure that operations are within the limits of adaptive capacity of the ecosystem. A focus on supply side and demand side will optimise resource consumption.

2. Corporates have realised that integrating green solutions and strategies in business plans make a better business model and add to their profitability and improved competitiveness. Corporates can effectively contribute to protecting the environment, thereby reducing global warming and combating climate change dictated by their own self-interest. Market mechanism will need back up on effective regulation to contribute climate change mitigation.

3. Corporate balance-sheets should reflect the triple bottom line approach giving impact not only of financial measures but also social and environmental impact of the business.

4. Companies should disclose their carbon foot-prints in their Annual Reports. They should specially reflect the damage to environment, in the process of production, procurement, delivery, processing, usage and disposal.

## Climate Change Agreement

5. Climate Change is an accepted phenomenon associated with manmade and natural activities that result in GHG emissions. The Climate Change Conference at Durban in December 2011 will be a test of global statesmanship to arrive at an Agreement that will provide appropriate technology and financing to undertake forward looking mitigation and adaptation measures. As the responsibility for curtailing GHG emissions will be now shared by developed as well as developing countries, each country shall have to evolve policy package backed-up by a legal framework.

6. Businesses are contributing a great deal in combating climate change. Securing their involvement in climate change negotiations can be a win-win situation for all. They should be made effective partners in Durban negotiations.

7. The scientific evidence has proved that the climate change is anthropogenic, the action to combat it through adaptation and mitigation strategies has to be prompt and practical, and society-based. Innovative engineering and scientific solutions need to be evolved.

## Consumption Patterns and Life Styles

8. Changes should be introduced in the life-styles and consumption patterns; and production processes should be redesigned to minimise waste; conserve resources and reduce environmental impact over the life cycle.

## Promote Minimalism

9. A major challenge is of promoting minimalism and making experiential growth aspirational. It is necessary to encourage and motivate designers and artists to influence aesthetics of the society to make minimalism the goal of luxury.

## Combating Energy Emissions

10. Energy sources are the biggest source of GHG emissions. All options should be introduced to control such emissions – the major action are energy efficiency; use of clean and environment friendly technologies; promotion of renewable energy and application of IT to reduce travel and consumption of energy through smart control solutions.

11. National Action Plan on Climate Change has focused on solar mission to create a low carbon energy scenario by 2020. Appropriate policies, incentives, financing and technologies need to be promoted to enhance contributions from all renewable sources of energy to at least 100,000 MW in next 10 years.

12. Fossil energy consumption in building infrastructure, including housing and its operation lead to significant GHG emissions. These can be curtailed through promotion of green buildings and infrastructure.

13. Forests are receiving attention for their interaction with the poor and tribal. Realizing the role of forests in greening and livelihoods for the poor it is necessary to evolve new afforestation policy.

## Control of Pollution

14. Coastal pollution is gaining menacing proportion. The pollution prevention laws have to be backed up with sufficient infrastructure and manpower for effective enactment of laws and acts for marine pollution abatement.

15. Ballast water from sea going vessels is a major cause of marine pollution and should be curbed. Though there are international IMO Control guidelines but there is no preventive legal provisions in the country. Appropriate legal framework should be generated.

## Development Oriented Policies

16. Natural resource rich states like Odisha experience the bane of lack of appropriate legal framework or outdated acts that hamper their growth. A development oriented policy and legal framework should be developed for such states – may be as SPV. The government needs to revisit archaic acts and introduce new Legislative measures to promote effective exploitation of natural resources through acceptable mining practices.

## Environmental Governance

17. Environmental governance has to be put in place to ensure sustainable development. This will need evolving policy, legal, financial and administrative framework that involves society in programmes and action.

Organised by :



INTERNATIONAL  
ACADEMY OF LAW



WORLD COUNCIL  
FOR CORPORATE  
GOVERNANCE



Building  
Tomorrow's  
Boards

Professional Partner :

**DHALL LAW CHAMBERS**

# 3rd International Conference on Competition Law

New Delhi, India 25-26 November 2011



For more details, please visit:  
[www.internationalacademyoflaw.org](http://www.internationalacademyoflaw.org)

Supported by :



**Call for Papers:**  
Abstracts by 31 August 2011



# For The Best of The Best There Is Only One Award Golden Peacock



Hon'ble Mrs. Sheila Dikshit, Chief Minister of Delhi receiving the Golden Peacock Award for Women Leadership from Dr Madhav Mehra.

**DON'T MISS THE NEXT ROUND**

Last Date for Application 27 July, 2011

**Golden Peacock Human Resource Excellence Award-2011**

Do you have skills to be an ASSESSOR  
for the above **Golden Peacock Award** ?

If so, contact: 9811135151

Guidelines and Application forms can be  
downloaded from

[www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)

**Golden Peacock Awards Secretariat ,IOD House M-52 (Market), Greater Kailash-II, New Delhi -110048, India**

Tel: 011- 41636717, 41636294, 41008704,Fax: 011- 41008705 Email: [info@goldenpeacockawards.com](mailto:info@goldenpeacockawards.com)

[www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)