Mumbai Sustainability and Corporate Citizenship Protocol

Released by
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Released at
9th International Conference on Governance, Sustainability & Corporate Citizenship – A Business Case

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and
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Indian Merchants' Chamber (IMC) and Asian Centre for Corporate Governance & Sustainability (ACCGs) are pleased to submit their Mumbai Sustainability & Corporate Citizenship Protocol. The Umbrella Protocol provides practices, policies and procedures for development of sustainable companies & approach for sustainable Mumbai city, thereby providing quality life to its citizens.

This Protocol will continue to evolve as new issues are raised and resolved.

Mumbai is India's largest metropolitan city and also a financial hub. Mumbai is known as an island city covering an area of about 437.71 sq.km, houses about 13 mn people, and has an overwhelming population density of about 27,209 people per sq. km. Mumbai truly is a cosmopolitan city bustling with activity.

Why does Mumbai require a Sustainability & Corporate Citizenship Protocol?

Mumbai being financial capital of India is home to some of India's most prestigious business houses & **Companies**. Mumbai contributes majority of India's revenues for the exchequer. Hence **Corporate Citizenship – becomes a major agenda for Mumbai**. Similarly, Municipal Corporation of Greater Mumbai (MCGM) has one of the largest outlays as Municipal Corporation in India. The budget of MCGM can be compared to some of the state budgets in India. With its ever increasing population, deteriorating environmental conditions, income disparities, scarcity of land resources, **Sustainability of City becomes a major agenda for Mumbai.**

This is not possible without striking a balance between **Corporate Governance & Public Governance** because these are two faces of the same coin and it is not possible to improve one, without the other. Talking of this balance is easier said than done. This requires a constant dialogue between Corporate Boards, Government, NGOs and Citizens making concerted efforts for creating a buy-in by all the stakeholders. The code of conduct for Ministries, Government officials & regulators is as important as they are for Corporate Boards, Communities, Customers, & Citizens at large.

We believe Sustainable community development is the ability to make development choices, which respects the relationship between the 3 "E's"-Economy, Ecology, and Equity.

In today's dynamic business environment, companies have onerous responsibility of conducting their businesses not only viably but also in an ethical, transparent & socially responsible manner.

Incorporation of ethics in business is no longer philanthropy but a business imperative. The culture of business is slowly getting evolved in a manner that minimizes environmental degradation. Long-term sustainable development of community & society is also finding prominent place in board discussions.

Key Principles

➢ **Environmental Integrity**

The citizens need to avoid polluting of the biosphere and the oceans, and should join in the effort to end irrational exploitation of all environmental resources, whether non-renewable or renewable in the long term.

The environment is the common heritage of mankind and its protection is the responsibility of the citizens. All acts by nation and people should therefore be inspired by a deep respect for the protection of the environmental resources upon which life itself depends.

1. **Water Conservation to help meet future needs**
   - Industry should adhere to International law of water management and try to become water positive
   - To reduce the water logging problem, proper waste management system should be in place through public and private participation
   - Pure water bodies should be conserved against exploitation

2. **Air Pollution Control for better quality of life**
   - Road traffic is the largest emitter and air polluter, measures should be developed to reduce the amount of traffic and to have cleaner traffic
   - Improvements in mass commuting system should be incorporated at corporate level and employees should be encouraged to adopt this system, thereby reducing road congestion and air pollution
   - New transportation facilities should satisfy strict environmental standard and new technology should be developed to produce low emission engines
   - Variety of infrastructure like flyovers, sea link, metros that would reduce traffic, time to travel and improve quality of life
   - Adoption of green technologies in industries should be promoted to minimize air pollution
   - We should strive towards becoming a low carbon economy

3. **Effective Land Utilization**
   - Effective land utilization should be carried out by developing Infrastructure to support more people per unit area. Also foster industrial and commercial growth without degrading the environment
   - Need to develop policies to provide incentives to encourage green infrastructure in the city

4. **Waste management and Restoration**
   - Recycle and reuse of materials used in production and consumption system and ensure residual waste, industrial and household both can be assimilated by ecological systems
   - Promote the development and adoption of environmentally sound technologies

- Household waste can be organized as wet and dry waste; these in turn can be separately recycled.
- Public policy should be developed to enforce effective waste management implementation in the city

➢ **Social Sustainability**

The improvement of the quality of life of human beings is the first and most important objective of every Government. These policies must facilitate the rapid and continuous improvement in the quality of life of all people, beginning with the satisfaction of the basic needs of food, shelter, clean water, employment, health, education, training, social security without any discrimination as to race, color, sex, language, religion, ideology, national or social origin or other cause, in a frame of freedom, dignity and social freedom.

5. **Increase distribution of wealth throughout social strata**
   - Ensure that economic activities and institutions at all levels promote human development in an equitable manner
   - Guarantee people, the right of portable water, clean air, food security, uncontaminated soil, shelter and safe sanitation
   - Recognize the ignored, protect the vulnerable, serve those who suffer and enable them to develop and enhance their capabilities, in order to earn their livelihood in a sustainable manner

6. **Ensure gender equality and equity**
   - Eliminate discrimination in all forms such as that based on color, race, sex, sexual orientation, religion, language, ethnicity and social origin
   - Secure the human rights for women and girls and end all violence against them
   - Promote the active participation of women in all aspects of economic, political, civil, social, cultural life as full and equal partners, decision makers, leaders and beneficiaries
   - Affirm the right of indigenous peoples to their spirituality, knowledge, lands and resources and to their related practice of sustainable livelihoods
   - Uphold the right of all, without discrimination, to a natural and social environment supportive of human dignity, bodily health and spiritual well being with special attention to right of indigenous people and minorities

7. **Empowerment through Education**
   - Provide all, especially children and youth with educational opportunities that empower them to contribute actively to sustainable development
   - Promote contribution of arts and humanities as well as science and technology in sustainable education
   - Enhance role of mass media in raising awareness about social and economical challenges
   - Importance should be given to moral education

8. **Promote a culture of tolerance, nonviolence and peace**
   - Encourage and support communal understanding, solidarity and cooperation among all including all races and minorities
   - Implement comprehensive strategies to prevent non violence and use collaborative problem solving to manage and resolve environmental conflicts and other disputes
   - Recognize that peace is the wholeness created by right relationships within oneself, other person, other cultures, other life, Earth and the larger whole of which all are part

9. **Uphold the conditions of Human settlement as a prime necessity of life**
   - Adequate shelter and services are a basic human right which places an obligation on Governments to ensure their attainment by everyone.
   - The right of free movement and the right of each individual to choose the place of settlement within the domain of his own country should be recognized and safeguarded
   - Government should prepare spatial strategy plans and adopt human settlement policies to guide the socio-economic development efforts.
   - Development of sustainable Carbon Neutral and Green Infrastructure with conservation values along with land development and growth management which provides a well-designed framework for both environment conservation and development

➢ Economic Governance

Good governance is the key to economic growth, development and poverty alleviation.
We must to ensure that economic activities and institutions at all level promote human development in an equitable and sustainable manner.

10. **Provide Transparency and accountability in governance**
    - Democratic institutions at all levels should provide accountability and transparency in governance
    - To eliminate corruption in all Public and private institutions
    - Support local, regional and civil society and promote the inclusive participation of all interested individuals and organizations in decision making
    - Protect the rights to freedom of opinion, expression, peaceful assembly, association and dissent.
    - A code of conduct similar to the Board of directors of companies should be adopted for public leaders and government officials
    - Inspiration should be taken from cities like Amsterdam and Netherland, which have developed sustainability report and are on the path of sustainability development

11. Right to Information (RTI)

- Right should be given to everyone to receive clear and timely information on environmental matters and all development plans and activities which are likely to affect them or in which they have an interest
- Right to Information has an important economic dimension as it embraces not only political freedom but also the freedom to lead a life with dignity, unfettered by domination and discrimination.

12. Effective implementation of RTI

- Right to information must be guaranteed by a strong legislation and the process of law making itself must be participatory and informed by the realities of the communities concerned.
- Need to raise public awareness about the value of the right to information.
- Need to collaborate with community based groups and to catalyze the development of networks of concerned civil society organizations which seeks out the specific information needs of the people and communicates them to policy makers in various ways.

The Way Ahead

It's time to think about the sustainable development of our beloved city. A city so rich in culture, diversity and heritage.

Mumbai is the financial hub of our country and is on the path of becoming a global city. This would result in more pressures on the environment, society and economy. We need to act now in order to ensure sustainable growth and development.

We all have an important role to play in making this city a better place to live and ensure a better future for generations to come. This would mean creating awareness, changing lifestyles, optimizing use of natural resources, developing infrastructure to live in harmony.

We want to provide a safer and cleaner place for our children to grow along with good education and work avenues. This is only possible if we take initiatives now and strike a good balance between economic, environmental and social aspects. This would be possible to achieve with co-operation and participation from various stake holders: government, cooperate sector, NGOs, academicians, other interest groups and individuals.

We need to build a sense of responsibility and act toward the common goal of developing a sustainable city - Mumbai.

Glossary

[1] ICLEI - Local Governments for Sustainability http://www.iclei.org/

[2] UN-Habitat http://www.unhabitat.org/

[3] London First http://www.london-first.co.uk/

[4] Global Reporting Initiative and Earth Charter http://www.earthcharter.org/

[5] Amsterdam Sustainability Report 2007 http://www.earthcharter.org/

[6] World Business Council for Sustainable Development http://www.wbcsd.org

[7] Commonwealth Human rights Initiative   http://humanrightsinitative.org