



**NMIMS Global Access**  
**School for Continuing Education (NGA-SCE)**  
**Course: Corporate Social Responsibility**  
**Internal Assignment Applicable for December 2015 Examination**

Assignment Marks: 30

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***Instructions:***

- *All Questions carry equal marks.*
  - *All Questions are compulsory*
  - *Answers to each assignment question to be explained in approximately 1500 words. Use relevant examples, illustrations as far as possible.*
  - *All answers to be written individually. Discussion and group work is not permissible.*
  - *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
  - *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
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**CSR Case Study: Godrej Industries**

The given below are some of the CSR practices of Godrej.

**Green Business Centre: Spearheading the Green Revolution**

The CII-Sohrabji Godrej Green Business Center was conceived by Godrej and the Confederation of Indian Industry in partnership with the Andhra Pradesh Government. The Green Business Centre is the first building in the world to receive the Platinum LEED award, making it one of the most environmentally advanced buildings in the world.

The Green Building is a symbol of Environmental Sustainability. For Environmental Sustainability, one has to adapt a holistic approach whilst constructing a building and also ensure that this approach is integrated in its subsequent operation. Also, of optimum importance is

Safety during Construction and post Occupancy. A Green building and a conventional building would visually not look very different, but the difference really lies in the design, the construction and operational aspects.

A Green Building keeps Environmental concerns in focus in several areas – such as selection of site for the building, selection and usage of materials, architectural features, efficiencies in water and energy management (including energy efficiency of equipments in the building), indoor air quality and occupant thermal comfort.

## **Mangroves**

The largest privately managed belt of Mangroves in Mumbai is supported by the Soonabai Pirojsha Godrej Foundation. This is the first such mangrove area in India to formally adopt ISO14001 standards for Environment Management Systems. The vast tract of unique mangrove forests conserved and protected by Godrej in Vikhroli, demonstrates how industry and nature could well exist in harmony with each other. These Mangroves serve as the second lung of the city only after Sanjay Gandhi National Park.

The mangrove flora of Pirojshanagar is well diversified. There are 13 species of mangroves and mangrove associates. The faunal composition – with 206 species of birds, 30 species of reptiles, 13 species of crabs, 7 species of prawns and 20 species of fish identified so far in the area - is equally diverse. Mammals like jackals and mongoose have also been spotted many a times.

The Soonabai Pirojsha Godrej Marine Ecology Centre (SPGMEC) was formally inaugurated and set up under the leadership of the late ornithologist Dr. Salim Ali. SPGMEC is engaged in conservation of the marine diversity (mangrove ecosystem) through research, education/awareness building and regular monitoring. Simultaneously, the centre propagates various species of mangroves, developing theme parks on medicinal plants and rare endemic plant species, palms amongst others. Every year, around 10,000 visitors learn about biodiversity in mangroves, its importance and threats for its survival through nature trails, slide shows, film shows, awareness campaigns, visits to Mangrove Interpretation Centre and articles in newsletters.

## **World Wide Fund for Nature (WWF)**

We have been associated with India's largest conservation NGO, WWF-India, starting with the late Mr. S. P. Godrej, who was its founder Trustee and President to Jamshyd Godrej who is currently the President of WWF-India and the Vice President of WWF-International. WWF-India began as a modest, wild-life conservation organisation. Over the years, the perspective has broadened to encompass conservation of habitats and ecosystems and to lend support to the management of the country's protected area network. Our commitment to global conservation is reflected in our continued association with WWF.

The WWF-India Secretariat is housed at the Pirojsha Godrej National Conservation Center (PGNCC) in New Delhi. The PGNCC was inaugurated on November 3, 1989 by then President of India Mr. R. Venkatraman, in the presence of the President of WWF-International, Prince Philip, the Duke of Edinburgh.

Nature has blessed our country so richly. Yet, instead of being trustees of Nature, we have degraded our land to lower depths than many less fortunate countries. We have been associated with TRAFFIC-India (Trade Record Analysis of Flora and Fauna in Commerce), a division of WWF-India, which is responsible for monitoring and studying legal and illegal trade in wildlife and its derivatives, thus contributing to the enforcement aspects of bio-diversity conservation. Our contributions to the cause received a boost, when the late Chairman, Mr. S. P. Godrej was conferred with the WWF 25th Anniversary Benefactor "White Pelican" Award.

### **Trees and Afforestation**

It has been our endeavour to protect our forests and propagate greenery. The Godrej name has always associated with Trees. The late Mr. S. P. Godrej had been the Vice-President of the National Society of the Friends of Trees and Mrs. Pheroza Godrej is its current President. For the past many years a well-stocked Tree Bank is maintained at Pirojshanagar and saplings are generously distributed, free of cost to voluntary organisations engaged in afforestation work.

Q1) If you would be the CEO of Godrej Industries, which other additional CSR activities you would have undertaken that would have aligned well with the current CSR activities and company's line of business? (10 Marks)

Q2) Select any listed Indian or International Public Limited Company and classify its CSR activities on triple bottom line approach basis ie People Planet and Profit. (10 Marks)

Q3) "It is governments job to do CSR activities and corporate should focus their attention on Profit" and "CSR is a lip service and doesn't help many"

– Explain your view point on both the statement. (10 Marks)

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