

Webinar

Role of Big Businesses in mainstreaming green and inclusive economy in India

July 5, 2018 | 3:00 pm - 4:00 pm

With

Anirban Ghosh

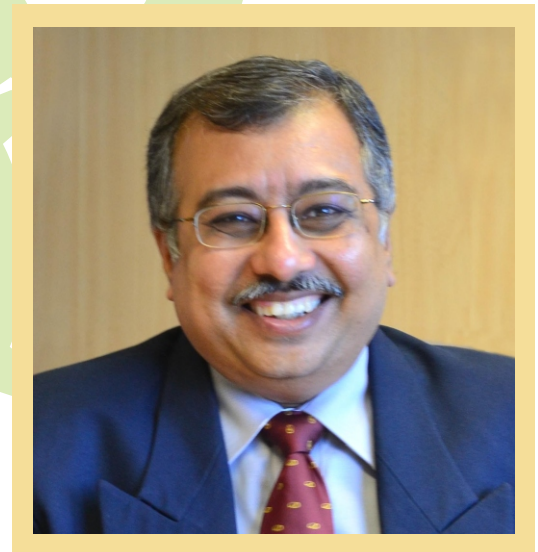
Sustainability Expert

About Speaker

Anirban Ghosh, Chief Sustainability Officer, Mahindra Group, leads the strategy and implementation of the Group's sustainability drive. He has shaped Mahindra's award winning sustainability framework, and has been acknowledged as a "Distinguished Chief Sustainability Officer".

Anirban has served on the committees of many Industry Associations in India and USA, including the Board of the Association of Equipment Manufacturers, USA. He has also been a guest lecturer at various business schools in India.

Anirban has played an active role in Sales, Marketing and Strategy of Mahindra's farm business, and has been the President of Mahindra USA. He has created strategies that led to Mahindra becoming the largest tractor company in the world and expanding beyond farm equipment into the entire agricultural value chain. He has also led an impactful project through which the income of 20,000 rural Indians has more than doubled in 5 years.



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Introduction

The transition to green and inclusive economies has been long initiated and deliberated both at national and global levels. The current domestic and international landscape has created an opportune moment to accelerate it. India, being one of the fastest growing emerging economies, holds the dual responsibility of meeting the development needs of its billion-plus population, and maintaining a sustainable growth path, i.e. conducting its production and consumption based activities within its environmental boundaries. Ensuring appropriate levels of supply of resources while reducing the negative environmental footprints will therefore be essential on our way towards a green economy.

Currently, enormous quantities of wastes are generated by our consumption and production patterns, right from extraction of raw materials till the stage of product disposal. This linear make-use-throw approach not only means a constant chain of “natural resources” use, but also contributes to a huge economic share on managing the “wastes”. Once the waste is produced, money, manpower and additional materials must be spent to manage it. The best and least expensive means of waste management is to reduce the amount generated at the source itself. The economy needs to focus on recycling resources and bringing them back into the production and use cycles. This, however, is not so simple. Technical know-how and business models that support challenges of design for reuse, segregation and identification of secondary raw materials once primary life or value is over are just some of the black boxes. The process of production, marketing, procurement and consumption will need to transition to respond to this need of resource management. This ambitious mission requires India to have a supportive policy, legislative and market ecosystem that enables such a transition.

About the Webinar

This webinar is focused on exploring the role of big businesses in mainstreaming a green, fair and inclusive economy in India. It is designed to deliberate on germane issues of development, with the mission of inspiring sustainability in policy and practice. This webinar is third in the series led by Development Alternatives (DA), in partnership with Green Economy Coalition (GEC), which is a diverse set of 50+ organisations from around the world representing a range of sectors, NGOs, businesses, research institutes, UN organisations and trade unions. This initiative is part of the larger global initiative on mainstreaming green economy in seven countries including India, Mongolia, Uganda, South Africa, Peru, Caribbean and Senegal.

Our speaker, Mr. Anirban Ghosh, Chief Sustainability Officer, Mahindra Group, will identify the challenges with the existing Indian framework to support sustainable development and accelerate the transition towards green economy during the webinar.

This webinar will address the following questions:

- Are our big businesses taking a resource-efficient, carbon-saving and ecosystem-conserving path of growth?
- How responsive are big businesses towards greening the value chain and inclusive development?
- Are our key sectors becoming decentralised and resource-efficient?
- How can markets be geared towards increasing the demand for environment-friendly operations and products to encourage businesses to adopt these methods?
- What are the possible collaborations that can be formed between businesses, communities and the government, to ensure a sustainable and equitable access to, and management of, natural resources?
- Are the policy frameworks (resource taxes, subsidy reform, public procurement commitments) reassuring that potential investors prioritise sustainable consumption and production?
- How can innovations in extraction and use of secondary raw materials be effectively encouraged in order to ensure sustainable development choices?

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